



for immediate release

Contact: Estelle Muzyczka or Alison Hope
+ 416.934.9771 ext. 33 or + 416.762.2313
media@creativemattersinc.com

Creative Matters Launches New Website With Online Store

Toronto, Canada-June 19, 2020: Known as the go-to-custom floor and wallcoverings firm for designers and architects internationally, Creative Matters today launched a new website. Mobile responsive and easier to navigate, with gorgeous imagery, the new site also includes the company's first ever online shop.

In addition to their custom floorcovering design work, Creative Matters has nine collections of handknotted rugs and one collection of flatweave rugs that were previously only available from select retailers around the world. "We have always wanted to create an online store for our Collection rugs, and during Covid-19 we realized it was the right time to make it happen. We are finally able to offer our beautiful pieces online that can be easily ordered and delivered to our clients homes," said Carol Sebert, president of Creative Matters.

The e-commerce component of the new website is composed of two sections. The first section lists all the rugs from the current collections which customers can order in a variety of sizes. As these rugs are handknotted to order, they will take a number of months to be completed and shipped.

The second section shows a variety of display rugs that have already been handknotted. "A Creative Matters rug is an investment piece. It's timeless, sophisticated and something that will be passed down through generations. A work of art. We are thrilled to be able to offer some of these pieces on our new website, and even some at a reduced price," said Sebert.

All our handknotted rugs are produced with our fair trade partner, Label STEP, an international organization committed to fighting abusive child labour, improving the working and living conditions of carpet weavers, and promoting environmentally friendly production methods.

"Our new website better features our custom work and collections, all with improved navigation. We hope this refresh will allow our clients an enhanced experience," said Sebert.

The new Creative Matters website was designed entirely in-house by Creative Matters designers using Square Space and is fully responsive on mobile devices and tablets.

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About Creative Matters

Creative Matters designs and creates custom fair trade floor and wallcoverings. With rugs and carpets in more than 40 countries, the firm's international clientele range from such luxury retailers as Gucci, Tom Ford and Louis Vuitton to hotels, corporate offices, private homes, and diplomatic residences and embassies worldwide. Creative Matters proudly supports Label STEP, an international organization committed to fighting abusive child labour, improving the working and living conditions of carpet weavers and promoting environmentally friendly production methods. www.creativemattersinc.com

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