



PRESS RELEASE

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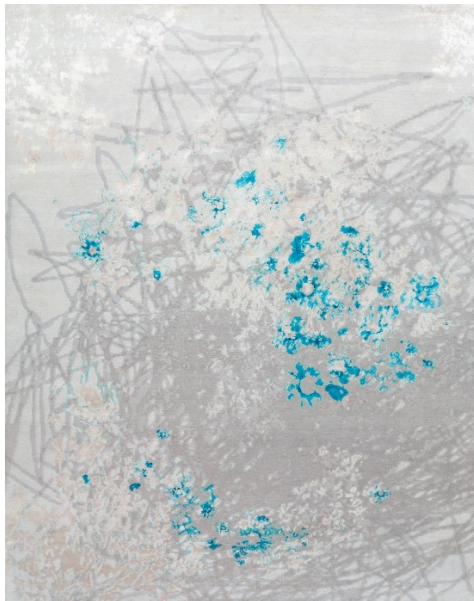
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Creative Matters to Unveil Responsible Luxury Carpets at DOMOTEX asia/CHINAFLOOR

Creative Matters 豪华环保地毯 亮相亚洲/中国地面材料及铺装技术展览会

**– inspired floor and wallcoverings –
– 富于灵感的地毯和墙纸 –**

Toronto, Canada – March 7, 2017: Known as the go-to custom floor and wallcoverings firm for designers of many of the world's most prestigious retail and hotel brands and embassies, Creative Matters will unveil its fair trade carpets for the first time at DOMOTEX asia/CHINAFLOOR—the leading flooring trade exhibition in the Asia-Pacific region—March 21 to 23, 2017, Shanghai New International Expo Centre, Pudon: **Stand #W5J20 – Luxury Brands.**



Frozen Bloom – Aqua from the Creative Matters XXV Collection. Handknotted in wool and silk.



Dream – Gold and Silver from the Creative Matters XXV Collection. Handknotted in wool and silk.

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INSPIRED FLOOR AND WALLCOVERINGS

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CREATIVE MATTERS + FAIR TRADE

精致创意 + 公平贸易

“We’re thrilled to be exhibiting for the first time at DOMOTEX Asia and look forward to introducing our Canadian designs to such a significant and growing market,” said Sebert. “We’re also excited to share more information about the fair trade conditions under which our products are produced. The provenance of our contemporary handwoven rugs is not only important to all of us at Creative Matters but to a growing number of discerning designers, architects and consumers worldwide.”

CUSTOM DESIGN + MANUFACTURE

定制设计 + 手工生产

Selected Creative Matters custom projects include:

- **Gucci** stores, worldwide
- **Lane Crawford** department store, Beijing and Shanghai
- **Louis Vuitton** boutiques, Hong Kong and Macau and Paris
- **Mount Nicholson** luxury housing, Hong Kong
- **Lotte** shopping destination, Seoul
- **St. Regis** hotel, Mexico and San Francisco
- **Canada House Canadian** consulate (29 rugs), London
- **Bergdorf Goodman** luxury department store, New York
- **Tom Ford** fashion boutique, Worldwide
- **Park Hyatt** hotel, New York
- **Printemps** department store, Paris

COLLECTIONS

地毯系列

Creative Matters rug collections—150 designs and colourways—are handknotted under fair trade conditions using Tibetan wool and pure Chinese silk by the firm’s mills in Nepal. The firm’s unique collection rugs are carried by a growing number of premium retailers internationally.

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ABOUT CREATIVE MATTERS

Creators of timeless contemporary floor and wallcoverings for close to 30 years

关于 CREATIVE MATTERS

时尚地毯和墙纸缔造者 · 30 年永恒经典



Creative Matters team of floor and wallcoverings designers and administrators is led by Carol Sebert, President and Founder (fourth from left).

Established in 1988, 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 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 and www.creativemattersinc-hk.com

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NOTE TO EDITORS

Carol Sebert, President, Creative Matters, available for interview.

High resolution images available.

CONTACT US

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