



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Creative Matters to present latest responsible luxury carpet collections at DOMOTEX asia/CHINAFLOOR

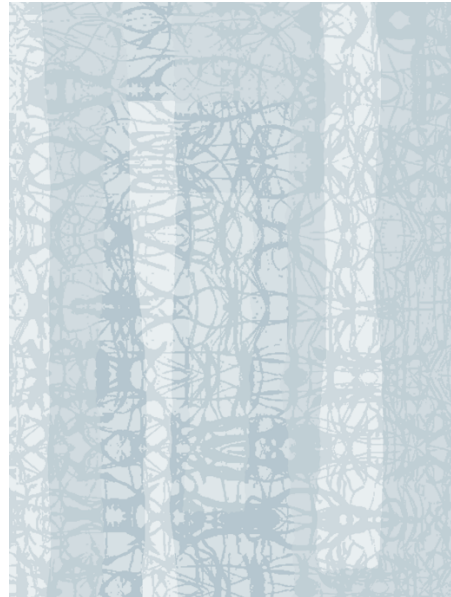
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- inspired floor and wallcoverings -

Toronto, Canada—March 15, 2018: 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 present its fair trade carpets for the second time at DOMOTEX asia/CHINAFLOOR — the leading flooring trade exhibition in the Asia-Pacific region — March 20 to 22, 2018, Shanghai New International Expo Centre, Pudon: Stand #W5 K05 Cover Luxury Brands.



*Suji – Gold from the Creative Matters Arashi Collection.
Handknotted in wool and silk.*



*Scratch – Frost from the Creative Matters Aerial Collection.
Handknotted in wool and silk.*

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CREATIVE MATTERS + FAIR TRADE

公平交易

"We're thrilled to be returning to DOMOTEX Asia and look forward to introducing our latest Canadian designs to such a significant and growing market," said Carol Sebert, president and founder of Creative Matters. "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

尽□豪□ 勇担□任

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

Creative Matters rug collections — 150-plus designs and colourways — are handknotted under fair trade conditions using Tibetan wool and pure Chinese silk by the firm's mills in Nepal. Its 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 30 years

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Creative Matters' team of floor and wallcoverings designers and administrators is led by Carol Sebert, President and Founder (third 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 ranges 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 and www.creativemattersinc-hk.com

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NOTE TO EDITORS

Ali McMurter, Partner and Vice President, Creative Matters, available for interview.

High resolution images available.

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