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Creative Matters Unveils New Online Showroom Featuring Inspired Custom Carpets and Wall Paper

January 26, 2015 – Toronto, ON – For more than 25 years, Creative Matters, known for its fairly traded custom carpets and wall paper, has been the go-to design house for some of the world's leading interior designers and architects and their clients, including Tom Ford, Louis Vuitton and Christian Dior. Making it easier for people everywhere to delve into its creations, the firm today announced the launch of an inviting [new website](#). Brimming with photography of luxurious interiors and the firm's unique carpets, the website also offers an opportunity to understand the Creative Matters innovative carpet design process and the [talented designers](#) and [artisans](#) behind it.

"Most years, we launch a collection of original hand woven and hand tufted carpets," said Carol Sebert, the firm's president and founder. "This year, not to be outdone by our glamorous [XXV Collection](#) which we brought to market in 2014, we decided to take advantage of the latest in website design technology to create an online showroom so everyone could be inspired by our work, learn more about our people and process, and connect with us quickly and easily."

Creative Matters' new [website](#) shows off the work of its design team with spectacular carpet and flooring images – many in situ in luxury homes, corporate offices and hotels around the world – including New York's Park Hyatt and the storied Rainbow Room at the Rockefeller Center. The cleanly designed online showroom is loaded with enriched content and features simple navigation and visitor-friendly usability.

"The site reflects the same qualities that Creative Matters designers value in their own custom carpet and wall paper designs: passion, precision, creativity and originality," said Sebert.

From portfolios of custom carpets and area rugs to signature collections, visitors to Creative Matters' new online showroom are likely to be inspired by its designers, unique creations, international installations, [Narrative Threads blog](#), fair trade practices and fascinating Art Day creative process – from any computer, tablet or mobile device in the world.

To view Creative Matters new online showroom visit www.creativemattersinc.com.

About Creative Matters Inc.

Established in 1988, Creative Matters designs and creates custom fair trade floor and wallcoverings. With handcrafted area rugs and custom carpets in more than 40 countries, Creative Matters' international clientele ranges from such luxury retailers as Gucci (worldwide), Printemps (Paris) and Bottega Veneta (NYC) to hotels, corporate offices, private homes, and diplomatic residences and embassies worldwide. Creative Matters proudly supports Label STEP, an international organization committed to promoting environmentally friendly production methods, improving the working and living conditions of carpet weavers, and fighting abusive child labour. www.creativemattersinc.com; www.label-step.org

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