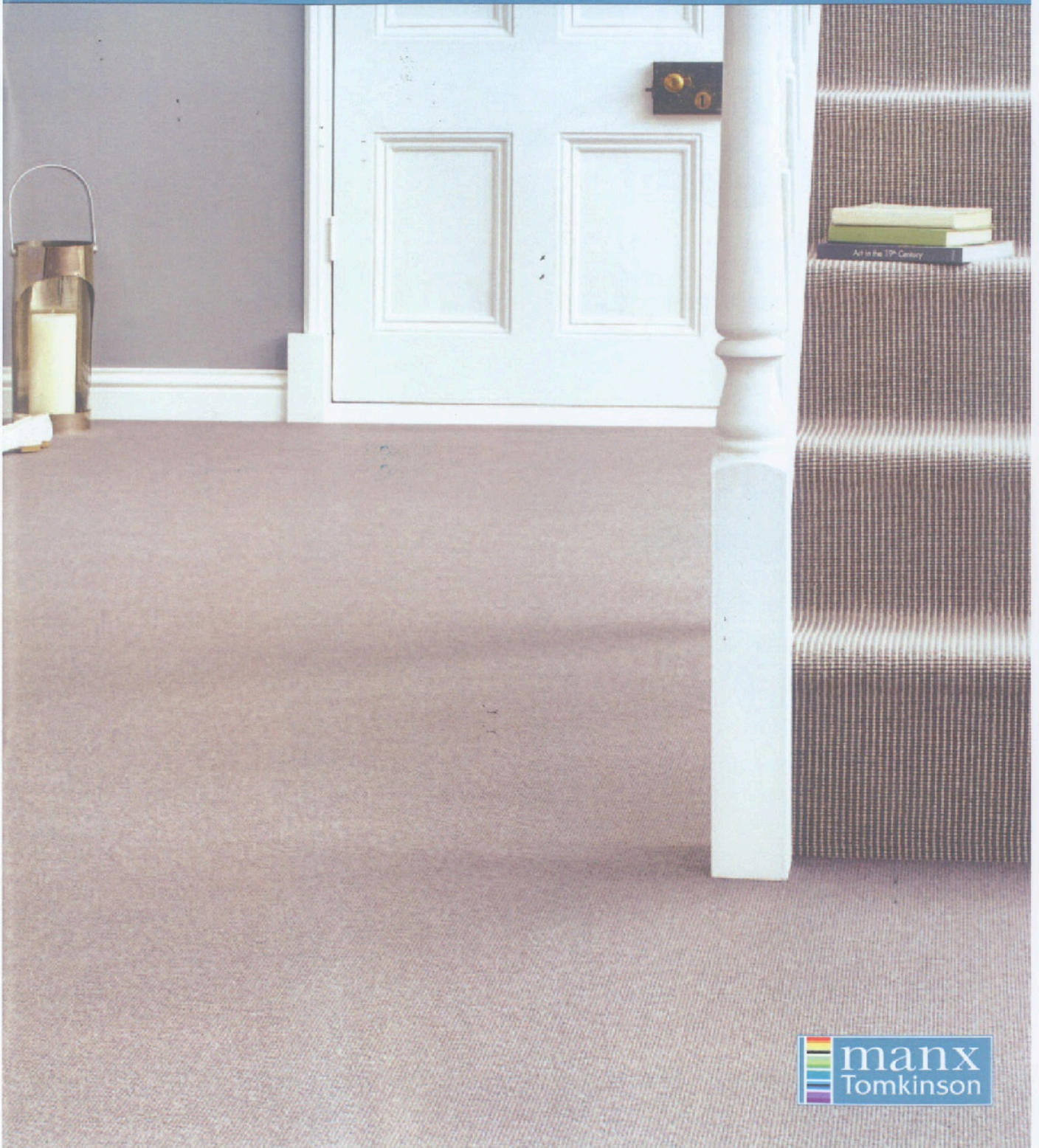


SMG

SMG NEWS | **SUMMER 2017** | ISSUE 185

The Official Publication of SMG The National Furnishing Group



 **manx**
Tomkinson

A Carpet fit for The Queen

Alternative Flooring with Liberty Fabrics at RHS Chelsea Flower Show.

The RHS Chelsea Flower Show collaborated with Alternative Flooring, to create a glorious entrance carpet fit for The Queen at the RHS Chelsea Flower Show 2017.

The Queen walked on Flowers of Thorpe carpet at the RHS Chelsea Flower Show Charity Gala Preview. This alternative red carpet is a famous Liberty floral pattern expertly woven into glorious carpet for the first time by Alternative Flooring.

"It is fabulous to see great British brands coming together, to celebrate great British craft, pattern and flowers."



Duchess of Cambridge on Flowers of Thorpe at RHS Chelsea Flower Show 2017.

"We knew this Liberty carpet was going to be special and we are delighted to be involved in the prestigious RHS Chelsea Flower Show. The Palace requested a carpet sample so the Queen could decide on her outfit for the day. How special is that?" commented Lorna Haigh, Head of Creative and Marketing, Alternative Flooring.

The range Flowers of Thorpe is a typical classic Liberty floral, created in the 1970s but emulating the wonderful small flower designs, which were so popular at Liberty in the 1930s, and a style the brand has become synonymous with. This beautiful floral has now been brought to life for the first time on a carpet.

For more information please contact your local representative, Alternative Flooring directly on 01264 335111.

Images courtesy of RHS Special Events.

alternative flooring



Queen Elizabeth on Flowers of Thorpe at RHS Chelsea Flower Show 2017.

