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Alternative presents Quirky B starring British designers Margo Selby and Ashley Hicks...

Alternative Flooring has created Quirky B; a new broadloom patterned carpet collection in collaboration with designers Margo Selby and Ashley Hicks, as well as developing more designer Quirky patterns in-house. To celebrate this new collection Alternative has created its first designer carpet brochure.

Margo Selby is a woven textile designer who creates colourful handcrafted fabrics. Her first ever carpet and runner designs for Alternative Flooring are Fair Isle and Shuttle. Both are beautifully crafted in Margo Selby's trademark 3-dimensional style and feature her distinctive graphic patterns in earthy and vibrant colour mixes. The innovative designs are developed on handlooms by Margo in her studio and then woven into broadloom carpets.

Fair Isle is a pattern carpet and punchy runner with signature Margo Selby motifs repeated in rows. The three colourways are named after female weavers.

Shuttle is a carpet in a rhythmic crisscross design named after the Shuttle, the tool that carries the thread across the loom weft yarn while weaving. The colourways are named after male weavers.

"The Margo Selby for Alternative Flooring collection is inspired by a collection of deflected double weave hand-woven cloths that I have been developing on my hand loom in the studio. I am excited with my first flooring collaboration and see both carpet and colour coming back into fashion. I am proud to be part of a booming craft scene in the UK. Making on a hand loom was an integral part of the design process for my first carpets, the designs were originally produced as soft silk and wool fabrics and have been blown up and re-coloured to make them suitable for flooring." commented Margo Selby.

International interior and furniture designer Ashley Hicks has designed two distinct patterned carpets for Alternative Flooring called Chainmail and Daisy, each with three timeless colour combinations.

These are original carpets set to become modern classics. Chainmail is a handsome geometric created in an original new guise with a palette named after different kinds of chain links whilst Daisy is a vintage





Ashley Hicks



Chainmail - Venetian

alternative flooring

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Daisy - Gerbera

tile-like floral with repeated rows of large and small flowers in shades recalling different varieties of Daisies.

Ashley states "I'm thrilled to present these new carpet designs. I love Alternative's fresh, no-nonsense approach – so different from the usual designer carpet world. I love pattern, and especially on the floor as it gives instant character and vitality to a space, as well as usefully hiding marks (as a father, I know about that!)."

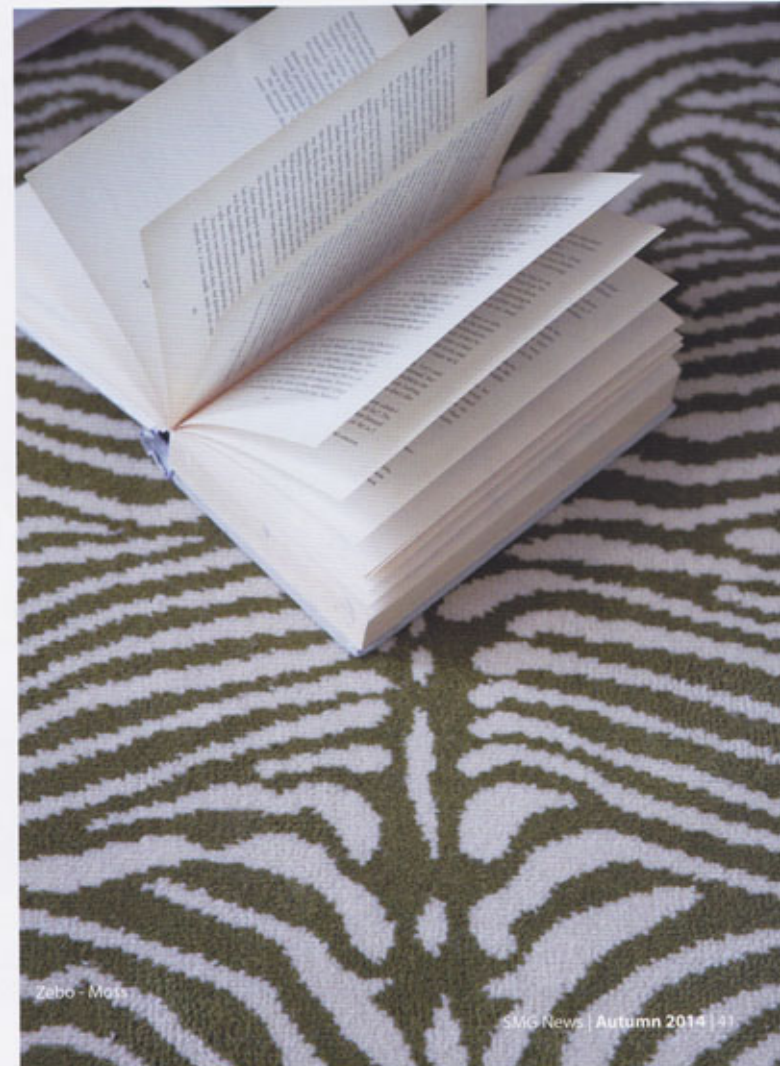
Alternative's Quirky B

Following the success of Alternative's patterned Quirky runners, Quirky B has now been developed in five fabulous broadloom designs Spotty, Geo and Zebo, Zip and Honeycomb.

Quirky B carpets are available in 3.66m wide axminster and the Margo Selby runners in 69cm widths. The composition is luxurious yet hardwearing 80% Wool and 20% Nylon with a woven jute backing.

Lorna Haigh, the head of marketing at Alternative Flooring says, "as our lives become busier, we all need the power of quiet. In large rooms hard floors are noisy and cold. Carpet exudes comfort and brings joy to the home."

Quirky B is not just stylish but practical. Patterns don't show marks while wool is both soft and strong. Little wonder the whole nation is warming to the cool comfort of wool carpet and the joy of pattern that makes our floors sing!



Zebo - Moss