

# CFR

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## Carpet & Flooring Review

### Feel at home with Polyflor

Heritage Oak, Camaro Flooring Collection

#### Features

Rugs  
Cleaning and care  
Sports flooring

#### Plus

Domotex and interiors previews,  
Tarkett in profile and much more ...



Carpet & Flooring Review goes back to nature and tradition with an array of unique and bespoke rugs ...

# Natural selection



*Jacaranda Moon Leaf*



**Jacaranda Carpets** offers an exclusive bespoke service providing Himalayan hand-knotted rugs in a variety of silk/wool combinations. Variations include 60 Knot 100% Tibetan Wool, 100 Knot 100% Tibetan Wool, 60 Knot 50% Tibetan Wool with 50% Silk and 100 Knot Pure Chinese Silk.

Rugs are knotted from pure Chinese silk and from fine quality wool from the highest plateaux of Tibet. The high lanolin content of this wool increases the lustre of these rugs as they age. From the samples in Jacaranda's Himalayan Folder, there is a choice of various wool silk mixes. Pure silk motifs woven against pure wool backgrounds are particularly effective and these motifs can be sheared flush with their background.

Each rug is individually created the Tibetan way, by a family-owned company which draws on generations of rug making expertise brought with them from Tibet. Both they and Jacaranda are Goodweave registered, as a guarantee of ethical production practices.

**Alternative Flooring** allows customers to add something unique to their interior. Statement rugs play an increasingly important role in interior design and bring both drama and warmth to traditional and contemporary spaces.

Interiors are all about the individual. These custom-made rugs, runners and stair runners are designed for those who decorate to please themselves. Handmade by experienced rug makers, the bespoke designs are created to suit any size and shape of room. The rugs are also an obvious choice to ease and complement hard floors.

Alternative Flooring's award-winning collections cover coir, jute, sisal, grasses, fine and chunky wools. There is a great selection of borders – single or double – and piping.

Homeowners can follow the plain and simple route with cotton and linen borders in a wide colour palette, go for texture with the antique leather and leather borders or add contrast through pattern with tweeds, stripes and original fish scale designs.

For the finishing touch, the custom-made rugs are signed by the craftsman that made them. So, whatever the size and style of the space, there is always room for some bespoke flooring. These custom-made rugs are well worth the investment.

Formed in 1999, **Jocelyn Warner** is a design studio based in East London creating wallpapers and interior products. Led by designer Jocelyn, this family business has an international reach and achieved widespread



*Wild Thing runner from the Rock 'n' Roll collection by Alternative Flooring*



*Leaf*

recognition. The company is noted for its distinctive style and opulent patterns along with an intimate, personal approach and a bespoke level of service and attention.

The Bloom hand knotted rug is in keeping with the botanical theme that is underlying all of Jocelyn Warner's designs. Bloom features a single peony flower head that fills the entire rug. The design focuses on the formation of the folds of petals which transform into abstract lines. Eight shades of red from dusty pinks to deep crimson make up the Bloom which nestles in the centre of a sea of green leaves. Bloom measures 183 x 183cm and is produced in 100% fine wool.

Leaf is a design of large-scale branches and leaves that form graceful vertical stripes. The design suggests an autumn season with the leaves' shades of taupe and soft greys. The colours and shapely form of the leaves produces a rug that makes a subtle contemporary design statement.

Leaf is hand tufted and made from 100% wool and viscose. It measures 213 x 152cm.

Jocelyn Warner comments: "From the very beginning of conceiving a design, right through to when it arrives in ▶