

plush

issue 1

fashion for your floor

Comfort & **luxury**

SHOPPING GUIDE

What does
your carpet say
about you?

The little black
dress of carpet

THE NEW FLOORING
FASHION
MUST-HAVE

Fashion for your floor

Feltex
CARPETS



Model wears dress by Wayne Cooper, shoes by Diana Ferrari and Bracelet by Pandora and Carpet is Galliano in colour 4 / Arena from the Feltex Classic collection.

Galliano 4 / Arena

Contents

The Little Black Dress Carpet to suit you	5
Dress to impress What does your carpet say about you?	7
Tender, Loving, Care When only the best will do	9
Good taste has always been in fashion Your time to enjoy a little luxury	11
Withstand busy lifestyles A smart investment for your home	13
Shopping Guide What you should be looking for	15



HOT TIPS

Look out for our hot tips on each page to help you create the perfect Feltex fashion look in your home.



from the editor

Welcome to this inaugural edition of Plush, the new flooring fashion magazine. In our first edition we feature the latest fashion trends in carpet, give you hot tips on how to create a drop dead gorgeous look for your home and keep you in the loop on what to look for when shopping for your perfect carpet.

With style, colour, texture and luxury, fashion clothing and interior design have much in common. As with your wardrobe, your home is a reflection of both your personal style and lifestyle. Carpet is your home's main 'outfit', with furniture and soft furnishings its 'accessories' - like shoes and handbags. So for your home to look its best and cater to your lifestyle, your floor needs to be well dressed.

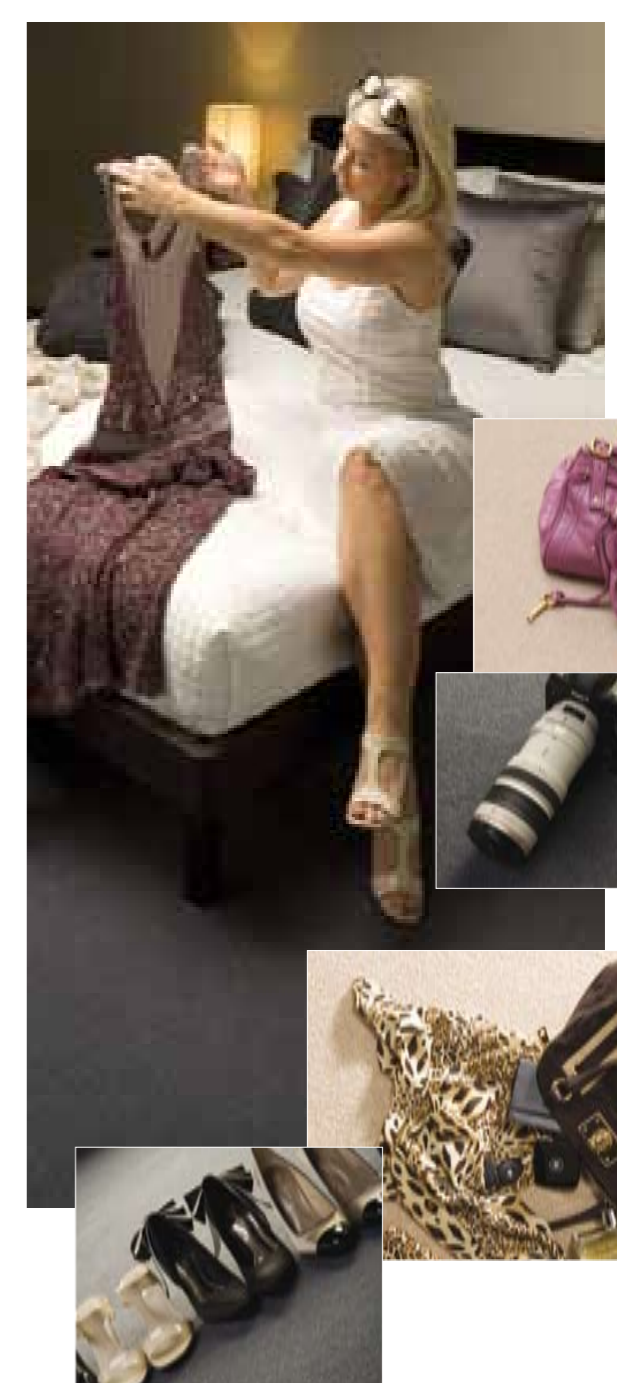
The Feltex brand has always been synonymous with style, design integrity and luxury. With a palette of gorgeous colours and irresistible textures, a Feltex carpet is the flooring fashion must-have. Feltex Classic and Reserve collections of premium wool carpets will glam up any style of home - traditional or contemporary.

Just like clothing designers, our team of colour and design experts regularly consult with leading interior decorating professionals around the world. This ensures Feltex carpets are always in fashion.

K. Halloran

Designer,
Karoline Halloran

Cover: Model wears dress by Wayne Cooper, shoes by PeepToe, bag by Marc Jacobs, Glasses by Morrissey, compact by Chanel and carpet is Karasi in colour 90 / Shark from the Feltex Classic collection.



the new flooring fashion must-have



HOT TIPS

For a modern look - less is more. Choose furniture with clean lines and contrast with a textured carpet.

Models wear: Left - dress by Valerie Talosa, earrings by Pandora, models own shoes. Right - dress by Wayne Cooper, shoes by Peep-toe and carpet is Appointment in colour 12 / Cappacino from the Feltex Classic collection.

The little black dress

Carpet to suit you

Just like the classic little black dress, Feltex wool carpets are fashionable, stylish and the perfect foundation from which to 'accessorise' your home. When designing your décor, many professional decorators recommend that you choose your carpet first and use it as a base for decorating the rest of your home. Changing your carpet can give a room a whole

new look and feel. Colours can make a room appear bigger or smaller and create different moods, while textures attract the eye. With the fab range of colours and styles in the Feltex Classic and Reserve collections, you'll find the perfect Feltex carpet to suit you.

HOT TIPS

Contrast texture on your floor with a bold feature wall to give your room that wow factor.



Dress to impress

What does your carpet say about you?

Be confident when choosing your carpet. For the hottest interior on the block, don't be afraid to experiment with colour and texture. Dress your floor to impress. You are sure to be complimented on your interior decorating flair when you choose a Feltex carpet.

Models wear: Left - model wears own clothes. Right - dress by Wayne Cooper, shoes by Pepp Toe and carpet is Laguna in colour 92 / Nero from the Feltex Classic collection.



Model wears dress by Wayne Cooper, shoes by Diana Ferrari, Baby wears dress by Osh-Kosh and Carpet is Molteni, in colour 4 / Alabaster from the Feltex Classic collection.

HOT TIPS

Fashion doesn't have to be at the expense of comfort. Cover up hard flooring with a soft plush pile to bring comfort and fashion together in your home.

Tender, loving care

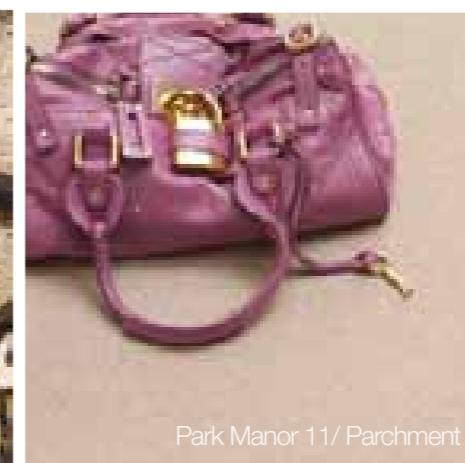
When only the best will do

It's Ok to want the best for you and your family - a comfortable home, a great career, the wardrobe to die for and of course the number one brand in carpet. And you can't go past a Feltex carpet. There is something about the feel of a Feltex wool carpet that you just can't resist. Take your heels off and you'll instantly feel how incredibly soft the natural wool fibres are.

The natural stain resistance of a wool carpet makes it easy to care for. And a Feltex wool carpet is comfortable to live on all year round. Its natural thermal insulation will keep your family warm in winter and cool in summer. As well, it will help control humidity and absorb noise, providing a peaceful and pleasant home environment. You'll love spending precious moments at home with your loved ones on a Feltex carpet.



Galliano 4/ Arena



Park Manor 11/ Parchment



Molteni 87/ Willow



HOT TIPS

Nothing says luxury like simplicity. For understated style, choose a neutral colour for your floor and a pale palette for other furnishings. This will allow you to use accessories to change your room as you change your mood.

Model wears clothes and jewellery by Silva Guanta and carpet is Stefano in colour 11 / Winter Wheat from the Feltex Classic collection.

good taste has always been in fashion

Your time to enjoy a little luxury

Feltex carpets are designed with the principle that 'luxury is one of life's essentials.' You may be decorating your first home, creating a nurturing environment for your growing family or renovating now the nest is empty. No matter what your life stage, one thing remains the same - you want to surround yourself with beauty. Few things are as luxurious as a Feltex wool carpet. Like the top fashion labels, Feltex

Carpets use only premium quality wool and wool rich fibres. An incredible amount of care and expertise goes into every Feltex carpet to ensure they are of the highest standard. Specially crafted woollen yarns offer an unmistakable class and style to your home, and provide luxurious comfort underfoot. A Feltex carpet is an affordable luxury of the best kind.



Withstand busy lifestyles

A smart investment for your home

As well as beauty and good looks, a Feltex wool carpet has unsurpassed quality. Synonymous with the design and manufacture of some of the finest carpets the world over, Feltex sets the benchmark for quality in carpet.

Our approach to making exceptional carpets is similar to the leading fashion houses: we only use quality fibres – premium New Zealand and Australian wool and wool blends. Our dynamic team of designers are renowned

for being at the forefront of cutting-edge design. Our high quality standards ensure that Feltex carpets will withstand many years of a busy lifestyle. Feltex carpets are a smart investment for your home.

To give you confidence, every Feltex Classic and Reserve carpet comes with a 10 year residential wear warranty.* You will feel comfortable knowing that you have purchased the fashion brand in carpet, Feltex.

*Conditions Apply. For full information on warranties, please refer to the Feltex Carpets Warranty, Care and Cleaning Guide available from your Feltex stockist.

HOT TIPS

Add interest to a cool colour palette in your bedroom by using different textures. Try a soft plush pile carpet, metallic cushions and a luxurious mink throw to add a seductive touch to everyday living.

Model wears shoes by Nine West, dresses by Annah Stratton, sunglasses by Gucci and carpet is Park Manor in colour 3 / Blue Oar from the Feltex Classic collection.

HOTTIPS

Shopping for carpet is fun. Keep in mind your style of furniture and the feel you want and go for it!

Before you invest in your new season's outfits you have probably studied your favourite fashion magazines, checked out your wardrobe and considered your lifestyle. Preparing to choose the right carpet for your home is a very similar exercise. Looking through interior design magazines, assessing your home décor and considering your lifestyle needs are a great start. There's just a few more tips to help you choose your perfect carpet.

Just like trying on an outfit before you purchase, taking home samples of Feltex carpets can give you a better idea of which carpet style and colour is right for your home. Place the samples next to walls and furnishings and view them at different times of the day when the natural and artificial lighting varies.

As well as a wide colour palette to choose from, there's also a range of carpet textures to consider.



Cut Pile Plush has the tops of the carpet cut so the pile stands upright with an even, smooth finish.



Cut Pile Twist has a textured finish.



Loop Pile has loops of yarn and comes in level loops, sisals, textured loops and multi level loops.



Cut and Loop Pile has a soft, smooth feel and can feature distinctive patterns.

The Australian Carpet Classification Scheme (ACCS) can further assist you with choosing your perfect carpet. The ACCS awards star ratings to carpets based on their use in different parts of the home from one to six stars. For example five or six star carpets are suitable for higher traffic areas such as hallways and lounge rooms. To help establish a sustainable future from the floor up, Feltex Carpets complies with the ACCS Code of Environmental Practice and a number of Feltex Carpets products display the ACCS Environmental Classification Scheme (ECS) label. For further information on star ratings or ECS, visit www.carpetinstitute.com

shopping

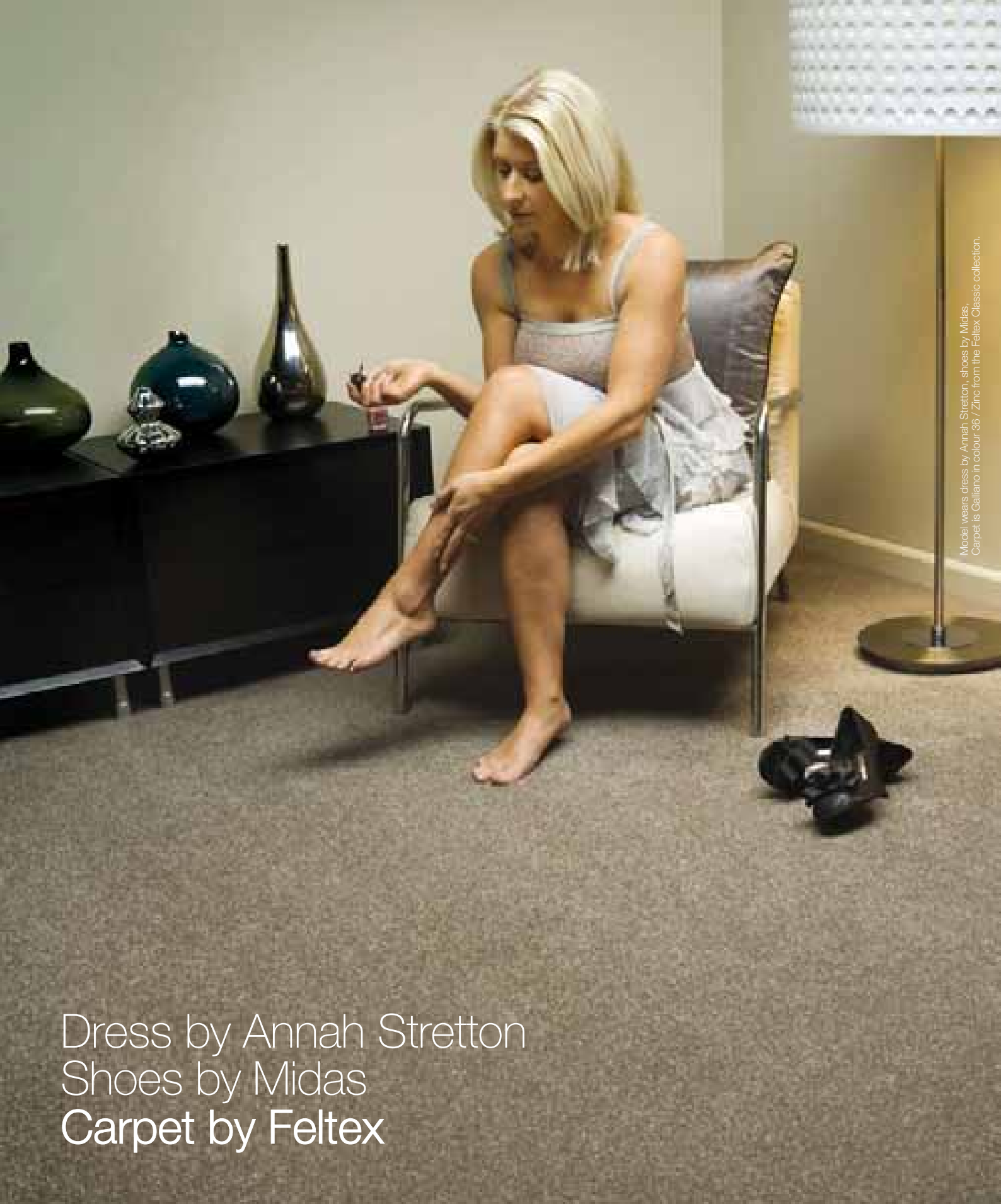
Guide

What you **should** be looking for

For more information on how to choose your perfect carpet:

Australia
www.feltex.com
1300 130 239

New Zealand
www.feltex.co.nz
0800 100 008



Model wears dress by Annah Stretton, shoes by Midas.
Carpet is Galliano in colour 36 / Zinc from the Feltex Classic collection.

Dress by Annah Stretton
Shoes by Midas
Carpet by Feltex

Fashion for your floor



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