

Media release
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STEPEVI LAUNCHES NEW RUG COLLECTIONS AT MAISON & OBJET JANUARY 2016

Location: Maison & Objet, Hall 8 (B49 – C50)

Dates: 22 – 26 January 2016

This January at Maison & Objet, leading luxury rug brand STEPEVI introduces two new collections, **Gloss** and **Vibration**, to its existing range of bespoke contemporary rugs.



Gloss collection
'Hoop' in Pebble Gray



Vibration collection
'Clash' in Titanium Gray and Black

Inspired by the concept of 'subtle glamour', the **Gloss** collection comprises of two designs, 'Hoop' and 'Grid'. Featuring a neutral colour palette of dusky greys, the collection encapsulates understated luxury, with tranquil patterns and earthy tones emulating the natural world.

The collection features STEPEVI's signature cut & loop weaving technique, which has been applied to its new 'Flat Viscose' quality, woven from 100% viscose yarns. The technique combines the natural sheen of the yarn with a subdued semi-matte effect creating a highly tactile finish.

The **Vibration** range has a bold aesthetic. Contrasting colours and sculptural patterns create the look of continuous, flowing movement. The collection comprises of three designs, 'Fusion', 'Clash', and 'Band' with a dark palette of greys and blacks creating a strong visual in any space. STEPEVI rugs can be customised to any size and/or shape in selected colors within four weeks.

-ENDS-

Notes to Editors

STEPEVI

STEPEVI is in a proud position to further re-define rugs across the world with a wealth of experience and expertise. Built upon a foundation of creativity and desire to make rugs a key element of interior design, the company became the market leader over three generations of successful enterprise in Istanbul. Combining traditional rug making techniques with new technology, STEPEVI provides excellent customisation and contract services not only to retail customers, but also to architects and designers of high-end interiors projects within 4 weeks.

Today, STEPEVI continues its global expansion with boutiques and offices in London, Paris, Milan, Geneva, New York, Istanbul and Munich.



Instagram: @stepevicarpets



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