

The background of the entire image is a complex, multi-colored pattern. It features a central vertical axis of symmetry. On the left side, there are repeating, stylized floral or scroll motifs in shades of grey, white, and tan. On the right side, the pattern is more abstract and organic, resembling marbled paper or stone with irregular shapes in grey, white, and tan. The overall effect is a rich, textured, and somewhat chaotic yet balanced design.

creative
MATTERS
INSPIRED WALL & FLOOR COVERINGS

COLLECTION

XXV

A close-up, sepia-toned photograph of vintage fashion magazines and fabric. The top left shows the word 'Vogue' in a large, elegant script. To its right, another magazine cover features the name 'Harper's' and the date 'SEPTEMBER 1st 1938'. Below the magazines, there are pieces of fabric with intricate, swirling patterns. The overall aesthetic is classic and nostalgic, evoking the fashion and art of the early 20th century.

Introducing the XXV Collection

The 1920s has been described as the decade in which fashion entered the modern era. The 20's and 30's saw flappers, shift dresses, hats for men (fedoras, bowler hats and newsboy caps), and accessories such as elbow length gloves. The art world saw the rise of Surrealism and Art Deco.

When Creative Director Ana Cunningham stumbled upon a stack of vintage Vogue, Harper's Bazaar and Vanity Fair magazines at a garage sale, she bought them immediately. The publication dates range from 1924 - 1940 and their pages are full of stunning artworks, advertisements and fashion.

And it was exactly those magnificent trends from the Roaring Twenties and the 1930s that sparked the creation of Creative Matters' 25th Anniversary Collection. The latest line of luxurious fair trade rug designs captures the essence of the era with the "silver and golden hues yet intricate patterning" that is reminiscent of F. Scott Fitzgerald's "The Great Gatsby."



DREAM - GOLD & SILVER

SIZE: 6' x 9', 8' x 10', 9' x 12', 10' x 14'

DETAIL: Handknotted, 100% pure Chinese silk or Chinese silk with New Zealand wool option, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





DREAM - BRONZE

SIZE: 6' x 9', 8' x 10', 9' x 12', 10' x 14'

DETAIL: Handknotted, 100% pure Chinese silk or Chinese silk with New Zealand wool option, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





DREAM - SILVER

SIZE: 6' x 9', 8' x 10', 9' x 12', 10' x 14'

DETAIL: Handknotted, 100% pure Chinese silk or Chinese silk with Tibetan wool option, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





DREAM - BLACK

SIZE: 6' x 9', 8' x 10', 9' x 12', 10' x 14'

DETAIL: Handknotted, 100% pure Chinese silk or Chinese silk with Tibetan wool option, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





DREAM - BLUE

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, 100% pure Chinese silk or Chinese silk with New Zealand wool option, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





DREAM - VIBRANT

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, 100% pure Chinese silk or Chinese silk with New Zealand wool option, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





METROPOLIS

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





ORCHESTRA - DARK

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





ORCHESTRA - LIGHT

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





SUSPENSION - GOLD & SILVER

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





SUSPENSION - BLUE

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





EMPIRE

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





TWIGGY

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE

LENGUET THRESHING CO. LTD.





DARK ANGEL

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





LIGHT ANGEL

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





SHALE - SILVER

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





SHALE - GOLD

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





DRIFT - AQUA

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





DRIFT - RASPBERRY

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE



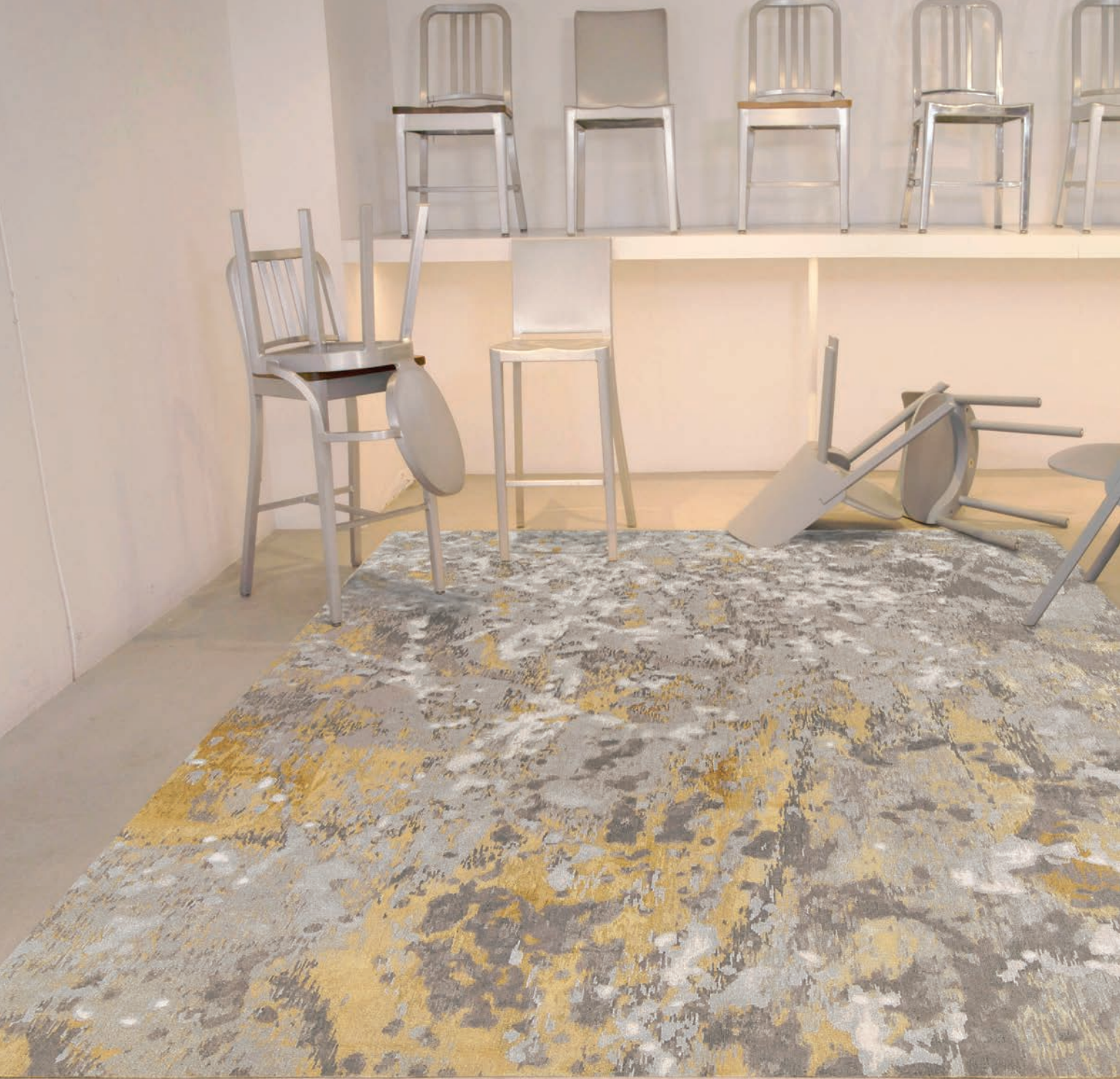


DRIFT - WHEAT

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





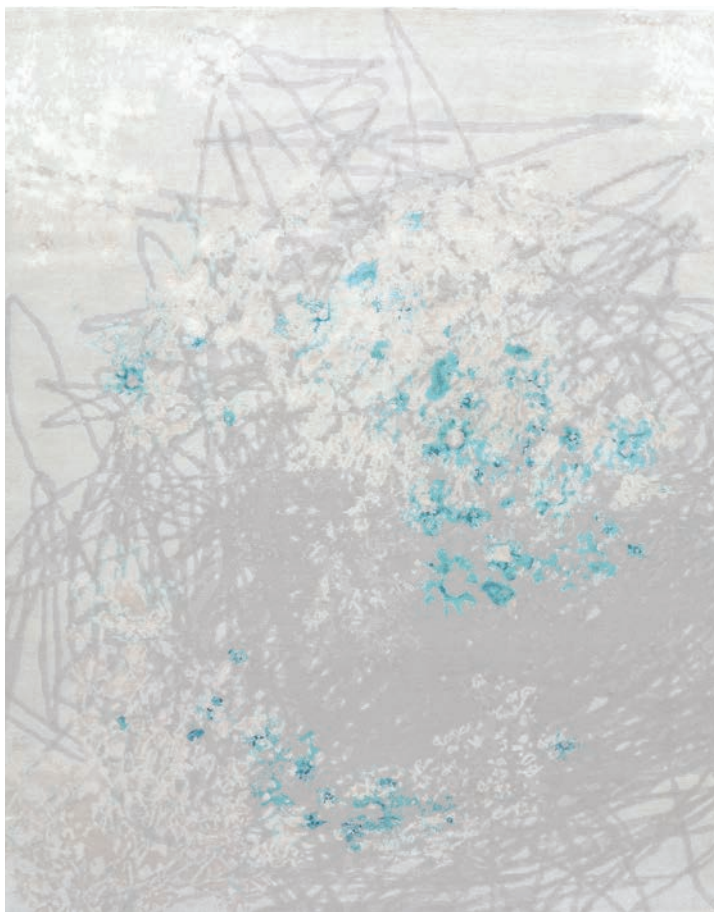
FROZEN BLOOM - SOLEIL

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





FROZEN BLOOM - AQUA

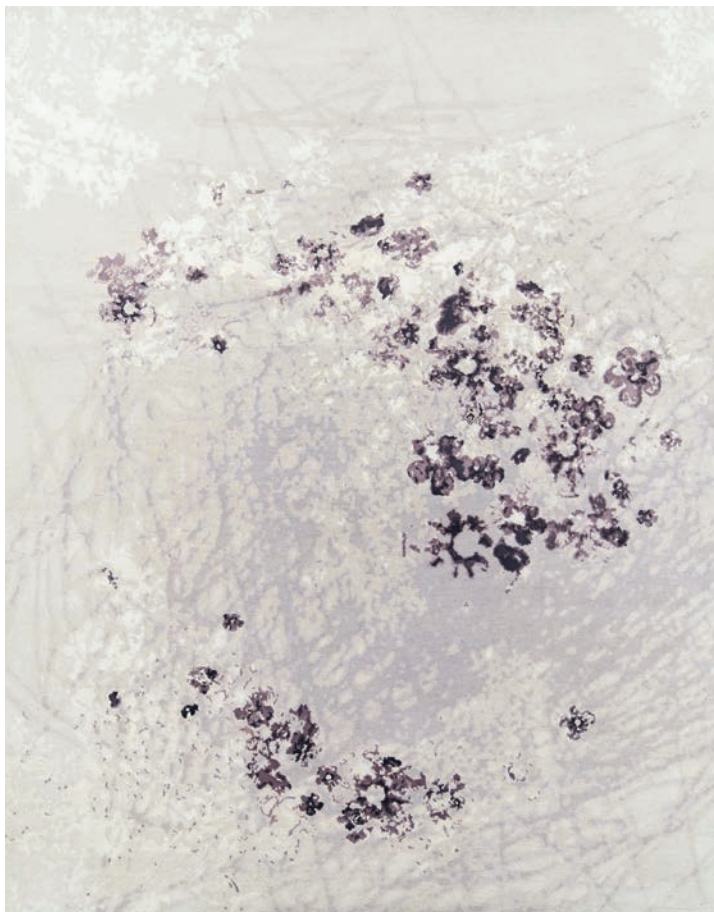
SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE



XXV



FROZEN BLOOM - LAVENDER

SIZE: 8' x 10', 9' x 12', 10' x 14', 12' x 15'

DETAIL: Handknotted, fine Tibetan wool with pure Chinese silk, in 100 knot, 4mm cut pile construction

CUSTOM COLOURS AND SIZES AVAILABLE





CREATIVE MATTERS & LABEL STEP

Creative Matters proudly supports Label STEP, an international non-profit organization committed to fighting abusive child labour, improving the working and living conditions of carpet weavers and promoting environmentally friendly production methods.

**WATCH THE ART DAY VIDEO ON THE DREAM VIBRANT RUG:
DEMISTIFYING THE ART OF RUG DESIGN AND FAIR TRADE WEAVING**
<http://youtu.be/Ac2RjCEqRqa>



CREATIVE MATTERS INC.

Celebrating more than 25 years of original designs

Established in 1988, Creative Matters designs and creates custom fair trade floor and wallcoverings. With carpets and rugs in more than 40 countries, Creative Matters' international clientele range from such luxury retailers as Gucci, Tom Ford and Christian Dior to hotels, corporate offices, private homes, and diplomatic residences and embassies worldwide. Creative Matters proudly supports Label STEP, an international organization committed to fighting abusive child labour, improving the working and living conditions of carpet weavers and promoting environmentally friendly production methods.

inspired floor and wallcoverings

CREATIVE MATTERS INC.

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Label STEP Partner – Improving the working and living conditions of weavers