

RYALUX

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September 2008

RYALUX LAUNCH V&A TWIST AT HARROGATE

Ryalux - the UK's leading authority on carpet innovation - wowed the carpet industry at this year's Harrogate Floor Show, with the re-launch of its famous V&A Twist. The launch event, held within the beautiful setting of the Garden Room at the Old Swan Hotel, showcased roomset recreations of the new V&A Twist.

The Victoria and Albert Museum is the world's greatest museum of art and design. Ryalux first collaborated with the V&A in 1995 and since then, Ryalux's V&A Twist collection has proved to be one of its most popular carpets, thanks to discerning customers wanting a piece of the V&A in their homes.

Ryalux's creative team took inspiration for the new, vibrant colour range and enhanced V&A Twist qualities from the magnificent V&A jewellery collection, one of the finest and most comprehensive jewellery collections in the world. The William and Judith Bollinger Jewellery Gallery at the museum displays 3500 pieces created by some of the most prestigious designers of New York, Paris, London and St Petersburg.

Darren Clanford, creative director for Ryalux said: "V&A Twist is the boldest, most design led, collection ever created by Ryalux, and puts a stake in the ground as to what to expect in the future.

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