

# RYALUX

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## RYALUX ROLLS OUT TO KUWAIT

Ryalux - the UK's leading authority on carpet innovation - has rolled out its latest high-profile installation in the Middle East.

British wedding dress designer, Jenny Packham, opened her first international boutique at Al-Ostoura, Kuwait's flagship designer store and hand picked Ryalux V&A Twist as her choice of opulent floor covering.

Al-Ostoura is the highest fashion establishment in Kuwait and was founded by Najla Maatouk in 1985. Meaning 'legend' in Arabic, Al-Ostoura comprises of stylish spaces offering designs from Comme des Garcon, Yohji Yamamoto, Jean Paul Gaultier, Helmut Lang, Alberta Ferretti, Paul & Joe, Chloe and now, Jenny Packham. Wedding dresses designed by Jenny Packman have been described as glamorous and luxurious with inspiration taken from romanticism, which fits naturally with Ryalux offering.

Ryalux's V&A Period Velvet is part of the Period Homes Collection and one of the few high quality velvet finish ranges manufactured in the UK today. The exclusive collection has been developed in conjunction with the Victoria & Albert Museum in London, taking its inspiration from the museum's collections. It is crafted from 80 per cent New Zealand Wool blended with 20 per cent polyamide fibres which is then treated with Scotchguard carpet protector to ensure that the finished product is resistant to spills and soiling. This makes it ideal for application in high traffic areas.

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