



Ines is designed by Kasthall's designer Maja Johansson.

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## INSPIRED BY PLAYFUL FRINGE AND FASHION - INES WAS BORN

Kasthall's iconic long-pile *Moss* rug now has an eagerly awaited sister in the new *Ines*. Like its sister, *Ines* is a playful, tufted long-pile rug that combines thick wool yarn with shimmering linen. In this timeless and elegant rug, shabbiness meets contrasting bouclé stripes for added volume and depth. *Ines* launched at Salone del Mobile Milan in 2017.

Throughout the creation of *Ines*, Kasthall's designer Maja Johansson worked with experimental paper-folding and fashion-inspired mood boards. Charleston dresses and voluminous, fringed textiles provided the inspiration. In the 2017 collection, *Arrival of Origin 20seventeen*, Kasthall has focused on

future-forward evolution – but starting from the company’s historic design traditions. *Ines* has thus become a clear symbol for the entire collection: Kasthall’s design studio has taken the iconic *Moss* rug to the next level, creating a brand new original with *Ines*. The stripes also appear in other products from the 2017 collection and in *Ines*, they are presented in a wild and playful volume.

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*The venerable design brand Kasthall was established in 1889 in Kinna, west of Sweden. Kasthall has become one of the leading rug and textile flooring companies in the world and are represented in 30 countries with showrooms in Stockholm, Milan and New York. Despite Kasthall’s global market presence, all production is carried out at the factory in Kinna where the Kasthall Design Studio also is located. That, together with design collaborations worldwide, gives us the opportunity to create unique rugs for the global interior world. Kasthall offers invaluable craftsmanship with focus on sustainability for both private and public spaces. Kasthall is a purveyor to the Royal Court of Sweden.*