

KASTHALL

Unique craftsmanship, like embroidery and sketching, has both inspired and been a part of the design process, which is reflected in the new Diamond rug

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DIAMOND – TOMORROW’S DESIGN LEGACY TODAY

In Legacy of Tomorrow, the theme of the 2018 collection, Kasthall began a dialogue between the past and future of the company, in which a love of textile history and natural materials have been guiding lights. With the ambition to craft beautiful rugs in high-quality material in an array of sophisticated colors, Kasthall has created a collection that calls upon the viewer to experience tomorrow’s legacy today. The resulting collection has an artistic simplicity that challenges earlier production methods.

Drawing inspiration from exclusive embroidery and haute couture, the new hand-tufted Diamond rug is handcrafted in wool and linen. Lines and tuft stitching in contrasting colours are imbedded in a structured surface of cut pile and bouclé loops. Like a mirror image, the line play breaks up the underlying pattern, creating an air of elegance and precision.

DIAMOND

Diamond is a hand-tufted rug with an abstract pattern that draws inspiration from haute couture. Designer Maja Johansson Starander at the Kasthall Design Studio, in collaboration with product developers, sketched and experimented on the tuft weave itself. The aesthetic expression has slowly emerged as a part of this creative experiment.

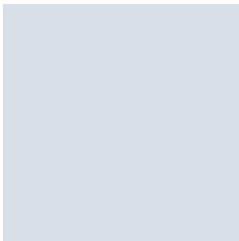
PRODUCT INFORMATION DIAMOND

Material: Wool with elements of linen

Color: White Diamond 500

Kasthall has been designing and manufacturing unique woven and hand-tufted rugs since 1889. Our own factory is located since in Kinna, amid the traditional textile area in western Sweden, where the production still occurs. Over the years, Kasthall has become one of the world leaders in the design and manufacture of carpets, and is now represented in 30 countries with a showroom in Stockholm, Milan and New York. Part of the secret is that we own our own production and thus control the entire manufacturing process. Another is our consistent focus on design and development.

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