



The Harvest range consists of modern woven rugs in colour-shifting hues, made entirely from residual yarn, each rug with a unique appearance.

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## **KASTHALL RAISES THE BAR ON ENVIRONMENTAL STEWARDSHIP WITH NEW CONCEPT**

All Kasthall rugs are made to order and tailored to the customer's individual wishes and needs, enabling Kasthall to avoid having to stockpile finished rugs. Kasthall's environmental policy states a clear goal to reduce flammable waste in the production process, and the yarn that is used is prepared, coloured and spooled exclusively for each individual rug. In line with Kasthall's 2017 theme, *Arrival of Origin*, the idea is to draw inspiration from the traditional Swedish rag rug, resulting in a concept of premium woven rugs, with durability as a key component of the creative design process and

production.

“One of our most important tasks in the design studio is to further Kasthall’s environmental stewardship and minimise our carbon footprint through sustainable design and production methods. There are often two or three spools of a certain colour yarn left over after weaving a rug. This is because we make a few extra spools in case we need to redo something during the production process. We have high quality requirements for finished products, which is why we cannot reuse the residual spools of wool for rugs in the same collection due to the risk of minor colour discrepancies. The variation in colour of the residual spools of yarn posed a challenge and inspired us to find an exciting way to put it to use. That’s how the *Harvest* idea was born,” explains Ellinor Eliasson, who founded the *Harvest* concept.

Kasthall then started sorting the residual spools of yarn into six different colour groups: green, grey, red/yellow, pink/purple, blue and brown/beige. These are then used to weave three-shuttle rugs, and when one spool ends a new one in another colour is added, thereby creating an exciting, colour-shifting surface. This sorting process allows the client to choose between six colourways – in other words the unique finish is dictated by whatever yarn is left over. In order to give the *Harvest* rugs an even greater mark of distinction, and differentiating them from Kasthall’s existing woven rugs, *Harvest* rugs are framed with a unique edge, in which the colour-shifts in the rug is repeated and mixed.

“Launching the modern rag rug *Harvest* in New York feels incredibly exciting since the U.S. market is an important one for Kasthall and we have had an office in New York for the past decade. We are proud that this product allows us to showcase how we work with sustainable design and production. Our vision is to be one hundred percent sustainable and *Harvest* is an important step towards achieving this, says Lena Jiseborn, design director at the Kasthall design studio.

### **Product information *Harvest***

Material: 100% residual wool

Colour ways: green, grey, red/yellow, pink/purple, blue and brown/beige

Rec. retail price, 170x240 cm: € 1 836

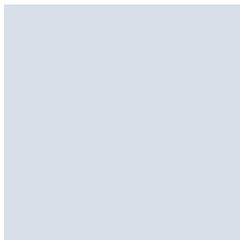
Rec. retail price, 200x300 cm: € 2 490

Contact Kasthall to order the products.

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*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.*

## Contacts



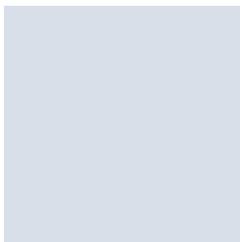
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