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GUCCI TURNS TO RYALUX FOR PARISIAN CHIC!

Coveted fashion house Gucci has turned to Ryalux - the UK's leading authority on carpet innovation - to fit out the bespoke Gucci watch area in the world famous Galeries Lafayette store on Paris' exclusive Boulevard Haussmann.

Ryalux will be supplying Gucci with one of its most popular luxury ranges from the Ultimate Living Collection. Renowned for its quality and individuality, the collection is available in twelve different qualities including hard-wearing twists, luxurious saxonies, velvets and deep pile shags. Gucci has opted for an 80 per cent Pure New Wool mix in a durable textured twist that will retain its beauty and softness under the footfall of the store's visitors.

Gucci has taken advantage of Ryalux's 'any width up to seven metres' service, ordering a custom made 7m x 6m carpet and thereby eliminating unsightly seams. Emphasising Ryalux's attention to detail, the carpet will be protected in a specially made packing crate to ensure it arrives at its destination in perfect condition.

Advances in tufting and backing technology have meant that since August all the carpets in the Ultimate Living Collection have all been available in any width up to seven metres wide. Ryasilk Twist, Ryatwist Colour Collection and Ryasax Collection are also available under Ryalux's industry leading seven metre offering.

More than 250 colours are available in the Ultimate Living Collection, but on this occasion discerning customer Gucci has made use of Ryalux's exclusive colour match service, requesting a special rich charcoal to create a truly bespoke carpet. The carpet is due to be installed on 16th November in time for the inaugural Christmas rush.

Tim Brown, Ryalux's brand manager, said: "That a client so aesthetically-centred as Gucci has approached us to provide a carpet for its flagship store is testimony to Ryalux's reputation for producing the finest quality, hand made carpets. We're

delighted to have been able to meet their requirements on every level and are really looking forward to seeing the finishing touch to an already beautiful store.”

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Notes to editors:

- The Ryalux Group is a member company of AIREA PLC and manufactures carpet under two distinct selling brands: Ryalux Carpets and Lomas Carpets
- Based in Bury, the Ryalux Group employs over 300 people and supplies carpet to retailers across the UK, and throughout the world into over 30 countries.

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