



RYALUX RE-LAUNCH V&A TWIST AT HARROGATE

Ryalux - the UK's leading authority on carpet innovation - is about to wow the carpet industry at this year's Harrogate Floor Show, with the re-launch of its famous V&A Twist. The event, held within the beautiful setting of the Garden Room at the Old Swan Hotel, will showcase roomset recreations of the new V&A Twist.

The Victoria and Albert Museum is the world's greatest museum of art and design. Ryalux first collaborated with the V&A in 1998 and since then, Ryalux's V&A Twist collection has proved to be one of its most popular carpets, thanks to discerning customers wanting a piece of the V&A in their homes.

Ryalux's creative team took inspiration for the new, vibrant colour range and enhanced V&A Twist qualities from the magnificent V&A jewellery collection, one of the finest and most comprehensive jewellery collections in the world. The William and Judith Bollinger Jewellery Gallery at the museum displays 3500 pieces created by some of the most prestigious designers of New York, Paris, London and St Petersburg.

The invite only, VIP event commences on 2nd September 2008 and runs in conjunction with the Harrogate Floor Show. Ryalux is very proud to present this significant re-launch and the event will catapult Ryalux carpets to a brand new level in design. The Garden Room at the Old Swan Hotel will also act as the backdrop for Ryalux to unveil a refreshed brand identity using new point of sale material for tombolas and display units.

Darren Clanford, creative director for Ryalux said: "V&A Twist is the boldest, most design led, collection ever created by Ryalux, and puts a stake in the ground as to what to expect in the future. It was important to showcase our new V&A Twist collection in a venue that would really do the carpet justice and in front of our key audience, which are of course our retailers. The Old Swan Hotel in Harrogate ticked these boxes and I can't wait to get the reaction from the retailers.

"Guests of the event can expect all the sophistication and glamour you would associate with a jewellery inspired carpet collection."