

SHE: a new designer collection crafted from 100% wool

By Laura Bilde & Linnea Blæhr X Ege Carpets



SHE is Ege Carpets' first WOOL100 designer collection and a natural embrace of renewable materials, luxurious comfort and uncompromising quality. Crafted from 100% pure new wool yarn, which is spun from extra-long fibres perfectly matching the durability of mixed wool/nylon qualities, the carpet collection holds a heavy commercial wear rating.

A tribute to her

SHE celebrates female artists in their time not obtaining the recognition they deserved within the textile weaving, sculpture or painting handicrafts. Thus, SHE honours women who helped clear the way for future female artists, who, then and now, live and breathe design. The collection is a tribute to these women – a tribute to *her*.

We stand on the shoulders of the women who cleared the way for us to work with design professionally. We want to pay a tribute to them, their work and the values, they fought so hard for.

- Laura Bilde & Linnea Blæhr, the designers behind SHE

Six patterns made by hand

Following a particular fascination of the preferred techniques of the 1930s' and 1940s' artists, all six SHE patterns are made by hand to embrace the unique expression of a line that's either drawn, cut or put together by physical materials. The designs originate from interpretations of distinctive patterns created by different weaving techniques, experimental expressionistic shapes or, in contrast, simple and graphic paintings. Bringing these imperfect details into carpet design while keeping a simplistic yet organic look adds a sense of naturalness and artistic freedom to each carpet.



Exquisite yarn twisting techniques

The subdued SHE details are brought to life on the plush carpet surface by using yarn twisting techniques that stand out and create distinctive textural effects and a hint of crafted randomness in even unicoloured designs. This way, Ege Carpets make the most of their state-of-the-art technological capabilities and the unique properties of the exquisite wool to let the past reflect in each of the six patterns.

Six architectural colours

The colour scheme mixes the shades most predominant during the 1930s' functionalism – and equally relevant in contemporary interior design. Therefore, the dynamics between cold vs. warm and feminine vs. masculine are balanced into exceptional two-coloured combinations that underline the zeitgeist of the collection's primary design inspiration. SHE also features unicoloured patterns in which the contrasts are created by higher twisted yarn effects.

SHE is the perfect match for any ambitious interior project that requires a little extra when it comes to design expression, comfort and choice of material.

- Rune Stephansen, CEO at Ege Carpets

Designed by Laura Bilde & Linnea Blæhr

The design duo behind SHE, Laura Bilde and Linnea Blæhr, work in the tension field between functionality and sculptural expression. With their interior design background and conceptual approach, they create designs that experiment with materials and shapes while combining



tactility, sensuousness and enticement. Their design philosophy is to create iconic, simple and timeless items. Laura Bilde and Linnea Blæhr are also the creative talents behind Ege Carpets' multiple award-winning ReForm A New Wave collection.

The WOOL100 concept

WOOL100 collections are crafted from the finest 100% pure new wool. Any carpet from the concept is an extraordinary experience developed to pamper all senses while making a lasting impression. The exquisite look and feel derive from the entirely natural yarn, which is spun in Ege Carpets' own spinning mill from the finest selection of extra-long and extra-durable wool fibres. Therefore, WOOL100 perfectly matches the durability of mixed wool/nylon qualities and any carpet from the concept is guaranteed to stand the test of time.

About Ege Carpets

Founded in 1938 and consistently using the most advanced technology in the industry, Ege Carpets have developed into one of Europe's leading carpet companies. Guided by the strategy; We design beautiful carpets for a sustainable future, Ege Carpets craft unique, sustainable textile flooring by turning waste into resources while striving to keep components in closed circles. Through nine sales offices and more than 50 partners around the world, Ege Carpets supply Cradle to Cradle Certified® carpet to architects and interior designers specialising in hospitality, office and marine projects, among others. Visit egecarpets.com to learn more.

The design options

Featuring six architectural colours underlining the zeitgeist of the SHE design inspiration, the colour scheme is curated to create various moods through perfect yet surprising harmonies. The collection features still highly relevant colour combinations from the 1930s' functionalism while the contrasts are created by a higher twisted yarn in the unicoloured designs.



LB1



LB2



LB3



LB4



LB5



LB6

[Link to press releases and photos](#)
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Let's stay in touch!

If you want to know more, please contact
Mette Frydensbjerg Jacobsen, Marketing communication & PR manager
+45 9711 7464 / mfj@egecarpets.com

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