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STAINMASTER
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No matter where you look in this room, you're feeling the outdoors, right down to the sculpted earth look of Masai by Fabrica.

Bring Summertime Inside!

By LISBETH CALANDRINO



Carpet helps you
bring the outdoors
in — all year long.

With reality TV and other home makeover shows, we are being exposed to more carpet colors, patterns and textures than ever before. Such programming and articles you'll find in FABULOUS FLOORS illustrate two very big and very related design points. First, consumers are becoming more daring in their carpet choices. And second, playing it safe with the-whole-house-in-beige-carpet-syndrome is pretty much a thing of the past.

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Explore The World of

Sophistication

WHAT'S THE LATEST TREND IN CARPET AND RUGS?

"Soft" continues to grow in popularity as homeowners and interior designers come to discover the benefits of new carpet and rug fibers that feel incredibly soft underfoot and to the touch, yet which can stand up to a family lifestyle.

WHAT ABOUT FASHION AND COLOR?

In the new age of elegance and sophistication, they go without saying. The ability of yarns to accept and hold on to great new colors is the best ever. Texture has been rediscovered and is interpreted in both visual and actual patterns by designers who know how to reinterpret classic designs and create new ones for the modern lifestyle.

WHAT IF I WANT SOMETHING A LITTLE DIFFERENT — OR VERY DIFFERENT?

That's another trend — the New Age of Custom. Look for brands which offer two ways to personalize. First, ask if you can custom color a carpet or rug. The great brands will do that. Second, they will turn any of their carpet styles into any size rug for you. Then, if you want, they'll personalize it with edge finishes ranging from tapestries to wool to leather. They'll happily work with you, your retailer and your designer.

THERE'S SO MUCH TO CHOOSE FROM. HOW DO I FIND WHAT I WANT?

Fashion-conscious manufacturers are also consumer-conscious. They've organized their fashions by design, pattern, theme, color, quality and, of course, features and benefits. Look for smart displays featuring sample packages which include "take-home" cards so you can experience your favorite choices in your own environment.

WHAT'S ALL THIS ABOUT COMMERCIAL CARPET AND RUGS FOR MY HOME?

Until very recently, the distinctive flooring you might find in places like hotels, the country club or exquisite restaurants were difficult to get for the home. However, the demand for wearability in flooring, given modern lifestyles, and the insatiable demand for "something different" has created an unusual opportunity. (We're not talking airport carpet for the family room, though that's available, too.) As commercial carpet undergoes its own renaissance, very design-driven floor covering is attracting consumer and designer attention because it is different and because it projects prestige and luxury through and through.



C.W. Industries Inc.

From the beginning, one thing has driven carpet and rug maker C. W. Industries. FASHION.

It is fashion which encourages consumer creativity and pushes back the boundaries of design. And it is fashion which defines our world, projects our lifestyle and creates a sense of warmth, comfort and, of course, pride.

All those values are reflected in

two distinctive and stunning collections from C.W. Industries.

Vesantri®

Wexford Town & Country

Vesantri®

In Italian, the expression is "Amore a Prima Vista" — Love At First Sight.

This designer line is described as a mix of contemporary ingenuity and timeless grandeur, with a splash of aristocracy. Old World fashion and quality invite you to pamper your home in a soft elegance and natural toughness courtesy of Anso Caress® fibers. With Vesantri®, you can create your own custom carpet and rugs. (Think leathers, tapestries, basket-weave wools and edgings, and your own "personal" colors from the Vesantri® palette!)

Wexford Town & Country

In any language, the look is obvious prestige, unspoken luxury, exciting patterns.

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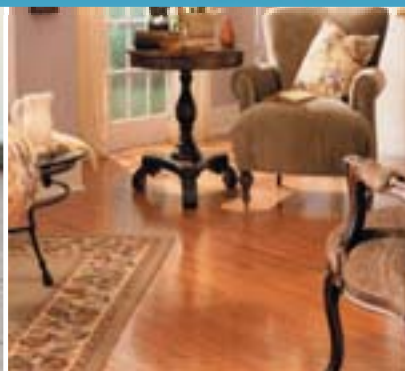
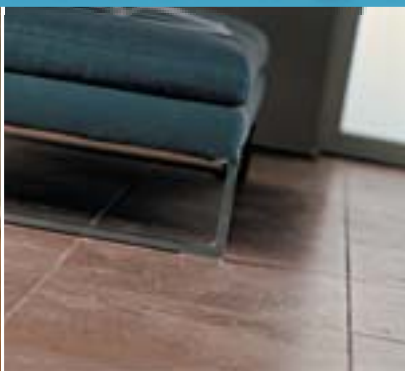
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>> continued from page 5

hese days we're adopting the looks of what we're wearing: lemon yellow, lime green and red. These fashion colors are trickling down to our home furnishings in pillows, silk flowers, tableware (including fun flatware) even new-style cast iron radiators in hot colors and to our floors. Look at the new carpet fashion colors ranging from deep reds to soft "ice cream" colors to lots of wonderful summery greens. These greens are not the lime greens we're wearing but, rather, the toned-down versions. We've never seen so many new and different colors or patterns. From the very bright to the summers pastels, you're bound to find what you need for summer.

By the way, green is now considered one of the "new neutrals." That means you can easily turn one of your rooms into your "outside" room. By choosing your favorite green color and having it year round, you're bringing the outdoors in.

For summer, it's easy to "accessorize" your carpet and decor with companion tall green ornamental grasses. Instead of putting them in glass vases, put them in your favorite basket or a colorful bowl that picks up the color of your new carpet. Bring in plants (real or silk) to hang in the windows. (If you're worried about dripping water or plant fertilizer discoloring your furniture, woodwork or carpet, then silk is probably better.) How about changing one chair in your "green room" to wicker? The new wicker colors are luscious, or you can create your own special, maybe in greens or companion whites. >>



Above, Giacomo, available in both solid and berber styles in Stainmaster Tactesse Frieze fiber, is part of a line of 60 custom colors developed exclusively for CarpetsPlus Color Tile to transition with wood or tile floors. At left, Cameron from the Wexford Town & Country line by C. W. Industries is a high-end hospitality fashion now available for private residences and features premium Anso ColorSolutions® Nylon yarns.



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So what's new in carpet? Carpets are getting softer. How wonderful to be able to laze about on your new carpet this summer without worrying that you have to sacrifice performance. If you are skeptical and want to know more, your sales professional can provide scientific data on laboratory-conducted wear tests that simulate many years of foot traffic. Soft fiber carpets have been around long enough that your sales professional should be able to talk about them from personal experience.

Now, on to fashion, color and style. We're seeing the return of wonderful plaids, traditional tartans in reds and of course the Black Watch plaid of blues and greens. There are also some beautiful pastel plaids with soft huggable colors.

Animal prints have also become popular, their colors and familiar images making them neutrals you can decorate and redecorate around. Animal prints are also being used as runners in hallways and in striking ways on staircases.

Low-level loop carpet is developing some new character with dots, diamonds, checks and other colors and designs tufted in. That means we can coordinate our flooring and home decor for the summer as we do our wardrobe. Experiment by bringing in items to your flooring retailer, such as an embroidered pillow that pick up the lighter summer colors. Color variations in some carpet make it easy to change your accessories with the season, essentially giving you a new or new-feeling room every 90 days! >>

Texture is in, whether it's the smooth texture like a carpet from Shaw's Couture collection, above, or the patterned texture of a tone-on-tone pattern like Gulistan's Diamonds, at right.



Your carpet's beauty ...*more* than skin deep.

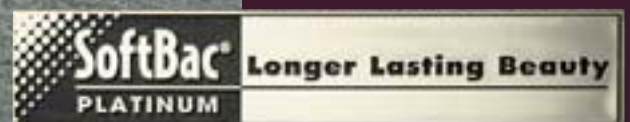
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A lot goes into beauty that lasts. Carpet included. The nature of your carpet's foundation, or backing, is what ultimately determines its lifetime strength, softness and lasting beauty.

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Patterns can bring
action to a room like
Sutton's "Dynamics."

Pattern-on-pattern is still hot and cut-and-loops in finer denier yarns coupled with the softer fibers are producing luscious feeling and looking carpet. Look for these in more design-oriented stores which carry better carpets. Unusual graphic patterns, often used in more commercial settings, such as hotel lobbies and meeting rooms, are finding their way into private homes, and why not? The patterns are vibrant and the materials are made for heavy traffic — perfect for active homes.

When purchasing carpet, we look at what's on it, the fashion, and we may think about what goes into it, like fiber, but we rarely if ever look at the back of the carpet. One way to look for quality is for those little squares on the back of a tufted carpet. The smaller and closer together the better quality and likely the higher the cost. Every carpet has a backing, the foundation on which a carpet is built and on which it functions over its entire life. Backing has a direct bearing on carpet's life, beauty and softness. SoftBac® Platinum, a special backing featured on many Shaw-brand premium carpets, is engineered not only for those reasons but also to keep carpet wrinkle-free and increase its dimensional stability, that is to say, its shape and pattern for the long run.

As a mainstream carpet fiber, olefin has certainly reached a new peak in a patterned broadloom we saw recently boasting one million “points” per square inch (points being individual tufts). The result is a very dense and durable product. Olefin has always been very stain resistant but was too often relegated, unnecessarily so, to less expensive carpets. Nowadays, olefin is available at many price points and in a range of qualities.

A recent advancement in fiber technology is a carpet from Mohawk called SMARTSTRAND made with Dupont's new polymer, Sonora with permanently built-in stain protection plus softness.

Finally, don't forget what goes under the carpet. Consider cushion that has a moisture barrier as well as enzyme technology that will fight odors. It's not necessary that you have messy kids or pets to purchase this type of cushion. Industry statistics tell us that the average household experiences carpet spills seven times a year. 🐾



It's hip to be square, as with Masland's Around the Block which picks up the room's geometrics, above.



What part of town do you want to be from? Prince Street lets you select from Lexington, above, or West Village, left. Note how the colors, interesting in muted tones, change with texture.