

# KASTHALL

## PRESS INFORMATION

### NARROW STRIPE ICON – NEW TAKE ON A CLASSIC WOOL RUG IN EXCITING COLOR COMBINATIONS

February 2020 | 1 of 4



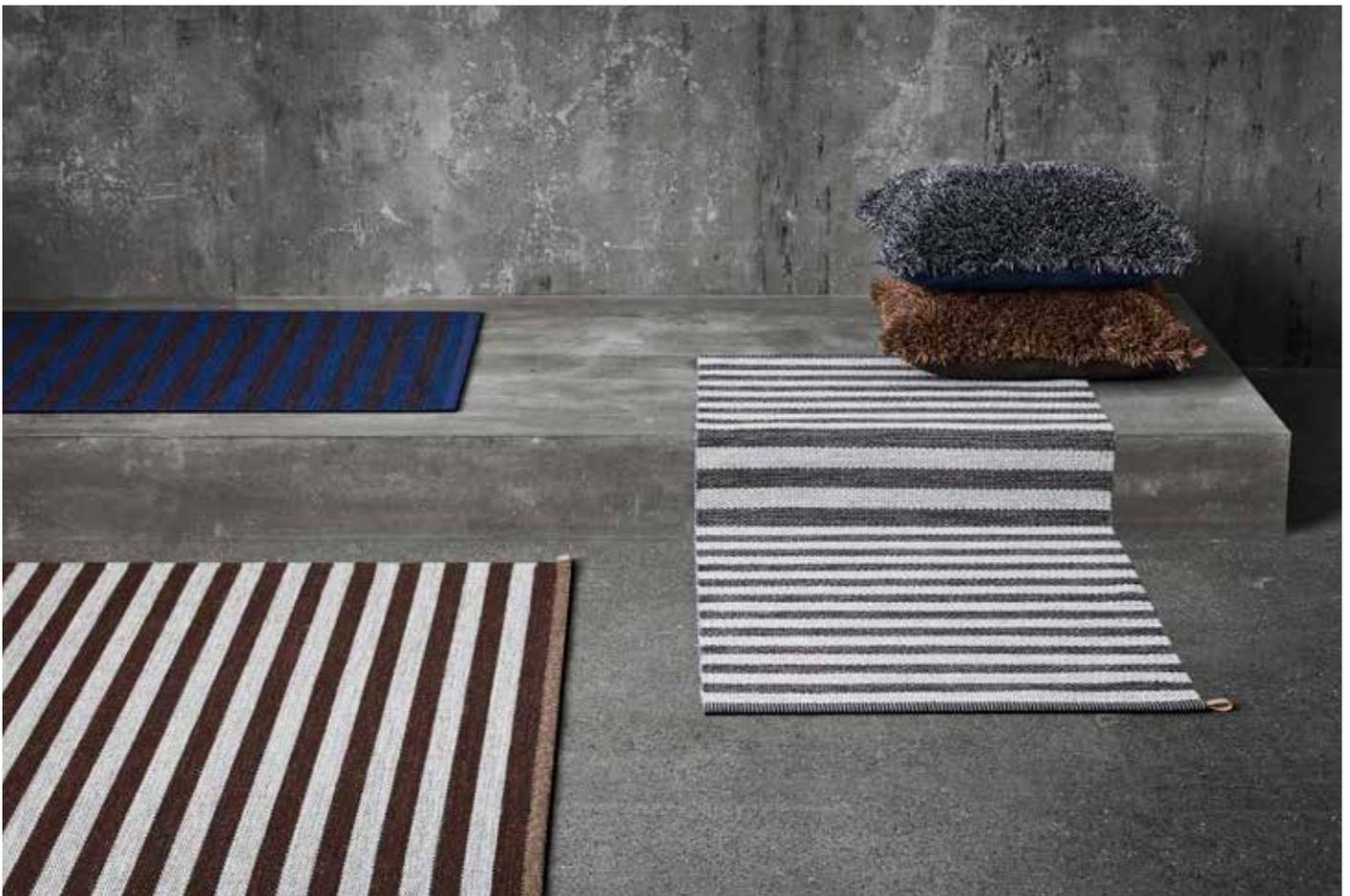
*Colors In Between is the name of Kasthall's new collection for 2020. The creation of the decade's first rug collection began with a voyage of discovery through the factory in Kinna, Sweden. Long-forgotten yarns, leftover dyes and historical patterns inspired Kasthall Design Studio to create something new. One of the rugs is Narrow Stripe Icon, a woven rug in the finest wool with exciting color combinations and a graphic pattern.*

Narrow Stripe Icon is a classic woven wool rug in the best Kasthall tradition, offering a bolder graphic look and exciting color combinations.

“It feels wonderful to be revisiting ‘stripes and checks’ – upping the scale and using contrasting colors. We were reminded of the design language that came out of the Bauhaus school, which celebrated its centenary last year, and have been inspired by their love of pattern. We have also drawn on the 1980s feel of the Memphis Group’s designs, not to mention Kasthall’s own Arkad pattern from that period. With Narrow Stripe Icon, we challenge the balance between blocks of color, making use of graphic contrasts and tonal subtleties. Some of the combinations are bold, others more restful,” says Lena Jiseborn, Design Manager at Kasthall.

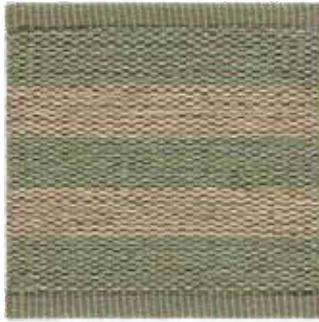
With its exciting color combinations, Narrow Stripe Icon works well in spaces with daring architecture and conceptual interiors, but it also sits comfortably in classically elegant rooms.

Narrow Stripe Icon is available in five color scales: Bamboo Leaf, Indigo Dream, Red Clay, Summerset and Silver Plum. All the manufacturing takes place at the Kinna factory in Sweden. Like all Kasthall rugs, Narrow Stripe Icon is available as a bespoke product, made to order.





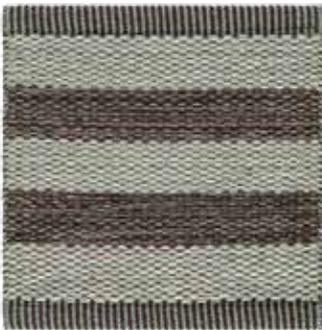
Summerset 483



Bamboo Leaf 381



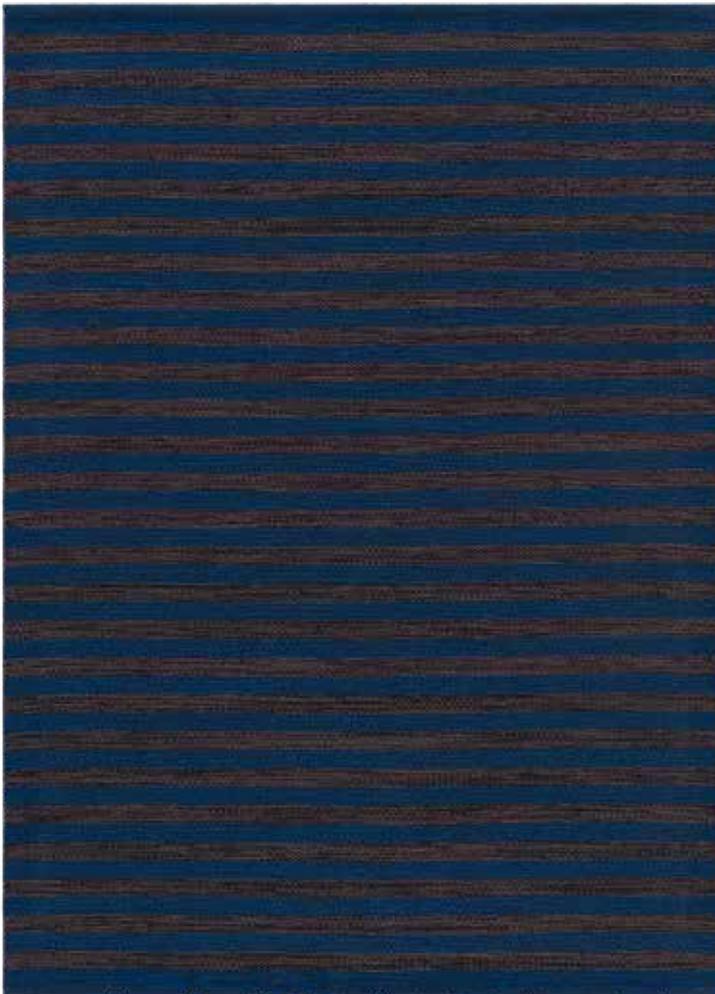
Red Clay 753



Silver Plum 560



Indigo Dream 221



Rug 160x240 cm, Indigo Dream 221

PRODUCT INFORMATION  
NARROW STRIPE ICON

*Design:* Kasthall Design Studio

*Product type:* Woven rug in pure wool

*Woven material:* 100% wool

*Warp material:* 100% linen

*Total height:* approx. 7 mm

*Total weight:* approx. 2310 g/m<sup>2</sup>

*Colors:* Bamboo Leaf 381,  
Indigo Dream 221, Red Clay 753,  
Summerset 483, Silver Plum 560



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#### ABOUT KASTHALL

*The venerable design brand Kasthall was established in 1889 in Kinna, western Sweden. Over the years, Kasthall has become one of the leading rug & textile flooring companies in the world, with the bulk of its sales now outside of Sweden. Despite Kasthall's global market presence, all production is carried out at the factory in Kinna. Kasthall continues to develop its product offering for private and public spaces with solid design, a focus on durability, invaluable craftsmanship and by always delivering unique carpets of excellent quality to the global interior design community. For more information, please visit [www.kasthall.com](http://www.kasthall.com)*



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