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Tarkett Hospitality Unveils "Wild Runway" Collection: Untamed Energy, Elevated *Couture-Inspired Flooring Collection Launched in Collaboration with Award-Winning Designer Kellie Sirna*

DALTON, Ga. (March 31, 2026) – [Tarkett Hospitality](#), a global leader in innovative flooring solutions, announces the launch of **Wild Runway**, a provocative new collection designed in partnership with Kellie Sirna, founder and principal of [Studio 11 Design](#). Coined as "Couture for the Floor," the collection merges the high-octane aesthetics of 1990s European runway fashion with the raw, metropolitan grit of modern urban landscapes.

The Wild Runway collection represents a departure from traditional hospitality flooring, positioning the floor as a primary protagonist in interior storytelling rather than a neutral backdrop. By blending animal-inspired motifs with architectural geometries, the collection offers designers a visual narrative defined by confidence and edge.

"Wild Runway allows design to speak with boldness, attitude, and intention. We wanted to capture that intersection of runway and room, where sophisticated patterns meet an almost rebellious energy," said Kellie Sirna, founder and principal of Studio 11 Design.

The partnership marks a significant moment for Tarkett Hospitality as it continues to push the boundaries of custom-feel aesthetics within a scalable hospitality framework.

"At Tarkett Hospitality, we are constantly seeking voices that challenge the status quo," said Kim Drautz, president of Tarkett Hospitality. "Kellie Sirna's vision for Wild Runway perfectly aligns with our mission to provide the design community with flooring that is both a functional necessity and a high-fashion statement. This collection brings an untamed energy to our portfolio that we know will resonate in world-class hotels and public spaces."

The Collection: Ten Designs for the Spotlight

The Wild Runway collection features ten distinct patterns engineered for versatility, transitioning seamlessly from high-traffic public spaces to intimate guestrooms. Each design is a study in presence, designed for environments that refuse to fade into the background.

- **Houndsplay and Houndsplay II:** A reimagined, oversized houndstooth that breaks traditional symmetry for a more fluid, kinetic feel, with a complementing corridor coordinate.
- **London Crossing:** Inspired by the bustling intersections of the U.K. fashion capital, featuring sharp, overlapping linework.
- **Crosscheck:** A geometric exploration that mimics the structural integrity of metropolitan architecture.
- **Classic Plaid:** A nod to sartorial tradition, updated with textured gradients and a contemporary scale.
- **Urban Underground:** Captures the "gritty sophistication" of the city with a distressed, industrial-inspired overlay.
- **Prowess:** A bold, animal-print-adjacent pattern that exudes luxury and strength.
- **Bespoke Pinstripe:** A refined, linear design that provides a sense of tailored movement across the floor.
- **Ready-to-Wear:** A versatile, textural pattern designed to complement the more aggressive statement pieces in the collection.
- **Wildlife Chic:** A sophisticated, organic pattern that blends raw natural textures to create a luxury animal-print effect.
- **Clawset:** A sharp, feline-inspired design that captures the edgy energy of the catwalk through bold, rhythmic markings.

Conscious Couture: Sustainability Meets Style

True to Tarkett's "Human-Conscious Design" philosophy, the Wild Runway collection proves that high fashion does not have to come at a high environmental cost. The collection is integrated into Tarkett's circular economy initiatives, ensuring that luxury aesthetics are paired with a lower carbon footprint.

Key sustainable features include:

- **Eco-Ensure™ Soil Protection:** A fluorine-free chemistry that maintains the sharp aesthetic of the patterns while ensuring low maintenance and long-term durability. Eco-Ensure™ has a C2C Material Health Certificate at the Gold Level.
- **Product Emissions Decarbonization:** ClimeCo Certified Product™ decarbonization program available upon request.
- **Healthy Materials:** Non-PVC; PFAS Free; 94% of our raw materials are third-party assessed for their impact on human and environmental health
- **Indoor Air Quality:** CRI Green Label Plus*
- **Transparency Documents Available:** HPD (Health Product Declaration)

- **Responsible End of Use Management:** Part of Tarkett's ReStart® take back and recycling program

*Meets California Department of Public Health (CDPH) for low emitting materials Standard Method v1.2-2017

The debut of Wild Runway signals a transformative approach to hospitality interiors, where the technical manufacturing prowess of Tarkett Hospitality meets the high-concept artistry of Studio 11 Design. According to Drautz, this collaboration represents more than just a product launch; it is a shared commitment to breaking the conventional boundaries of hospitality flooring.

By fusing Sirna's intuitive eye for "Couture for the Floor" with Tarkett's heritage of engineering excellence, the partnership provides designers with a toolkit that is as creatively resonant as it is physically durable. As the industry moves toward more curated, boutique-inspired guest experiences, this alliance sets a new benchmark for how manufacturers and visionaries can co-create environments that feel deeply personal, undeniably bold, and perpetually ahead of the curve.

About Kellie Sirna and Studio 11 Design

Kellie Sirna is the co-founder and principal of Studio 11 Design, a full-service interior design firm based in Dallas, Texas. Known for her intuitive approach to hospitality and her ability to blend luxury with authentic local narratives, Sirna has led the design of prestigious properties worldwide. Wild Runway reflects her "Direct from the Studio" philosophy—creating intentional, trend-defying materials that shape the future of the built environment. For more information and inspiration, visit our site studio11design.com or follow us on Instagram @studio11design_, @curationbylouverne, @brandbottega and @studio11athome.

About Tarkett Hospitality

With more than a century-long heritage of flooring innovation and best-in-class custom design, Tarkett Hospitality helps you create unforgettable guest experiences. Our unmatched custom design capabilities for carpet and LVT help you showcase each property's signature style, while our global footprint makes it easy to carry a consistent brand vision throughout the world. Tarkett Hospitality's portfolio of flooring solutions for every space, includes tufted broadloom carpet, Axminster woven carpet, area rugs, LVT, rubber tile, wall base, just to name a few. Whether you combine our running-line products and accessories in new and unexpected ways, or customize one of our patterns, you'll find the perfect blend of industrial innovation and artful craftsmanship, lasting performance, and beautiful aesthetic.

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