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Tarkett Hospitality Introduces Fashion-Inspired Flooring that Delivers Quiet Luxury

DALTON, GA (November 6, 2024) – Inspired by the world of fashion and the lasting allure of fine fabrics and craftsmanship, Tarkett Hospitality invites specifiers and designers to experience Floor Couture: beautifully timeless, sustainable flooring that delivers an experience of luxury and simplicity. Debuting at Boutique Design New York 2024, the world of Floor Couture features three soft surface collections: the refined elegance and made-to-measure artistry of Sculpted Silhouettes; the stylish comfort of Knitwear; and the always-chic patterns of Iconic Threads. This wardrobe of versatile flooring collections can be used to craft spaces with effortless, enduring style.

Subtle and serene, custom carpet from the Sculpted Silhouettes collection envelops guests in soft refinement. Like fabric draping the body, the fifteen patterns unfold in fluid lines and curves, contour and dimension, in a palette of warm earth tones and refreshing peach balanced by cooler blues and grays. The collection offers a suite of solutions that can be tailored to a project's needs, with patterns in Axminster woven, Digital Dye Injection (DDI), and tufted constructions, along with a variety of fiber types, textures, colors, and pile weights. The designs can also be made into custom rugs to create moments of alluring comfort in spaces. Crafting a bespoke experience, Sculpted Silhouettes touches the senses with quiet luxury.

Giving hospitality spaces a relaxed yet stylish vibe, Knitwear is a running-line carpet tile collection featuring nine timeless, textural designs that bring to mind the softness of a favorite sweater. Available in six muted colorways, the collection's 9"x36" tiles add a fresh edge to guestrooms, corridors and more. From nubby cable-knit visuals to an airy, abstract cross-stitch, Knitwear creates a comforting foundation with a warm, handcrafted feel.

For the Iconic Threads collection, Tarkett Hospitality brings together 32 classic textile patterns in running-line broadloom carpet, paying homage to the traditional roots of tweed and checkerboard, houndstooth and plaid, while reimagining these iconic designs for today. In three endlessly versatile, neutral colorways, this collection provides countless possibilities for creating guestrooms and public spaces that will always feel chic.

With all their flooring collections recyclable at end of life, Tarkett Hospitality is committed to creating a circular economy where nothing goes to waste. Designers and specifiers are invited to take part by starting their next project with Tarkett's ReStart® flooring take-back and recycling program. The ReStart program will accept any type of soft surface or resilient flooring from any manufacturer. Join Tarkett Hospitality in innovating and collaborating towards a healthier future for this generation and those to come.

For more information on Tarkett Hospitality, Sculpted Silhouettes, Knitwear, or Iconic Threads, please visit [TarkettHospitality.com](https://www.tarkett.com/hospitality) or the Tarkett Hospitality booth #1637 at BDNV.

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 Axminster woven carpet, tufted broadloom carpet, LVT, rubber tile, and 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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