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**KERALA'S NEYTT
WOWS AT MET GALA
2025 WITH STUNNING
SUSTAINABLE BLUE
CARPET**

**TURKEY'S CARPET
EXPORTERS
GENERATE OVER \$690
MILLION
IN Q1 2025**

**AFRICA'S WOVEN
CARPET MARKET
GROWS TO \$3.3
BILLION IN 2024,
POISED FOR FURTHER
EXPANSION**

DOMOTEX asia 2025 Unites Global Flooring Industry in Shanghai



DOMOTEX asia/CHINA FLOOR 2025 will bring the global carpet and flooring community together in Shanghai to showcase the trends and growth opportunities in Asia's markets

The 27th edition of DOMOTEX asia/CHINA FLOOR, the largest international carpet and flooring tradeshow in Asia-Pacific, will open its doors from May 26 to 28, 2025 at the National Exhibition and Convention Center (NECC – Hongqiao) in Shanghai.

Held under the theme “More than Flooring,” the event will deliver a comprehensive 360-degree view of the global carpet and flooring industry’s entire value chain.

It will highlight cutting-edge innovations from across Asia, while showcasing the region’s growth potential for international businesses, further solidifying the show’s status as the premier platform for the industry in Asia and beyond.

This year’s show takes place amid turbulent economic conditions, with newly imposed tariffs disrupting trade relations among major global economies.

While these developments are creating uncertainty for businesses, they also underscore

the need to actively seek new opportunities, innovative solutions, and strategic partnerships to navigate the emerging challenges.

In this context, there is no better platform than a robust international trade show to explore new avenues for growth and discover strategies to overcome current obstacles.

“In the midst of a complex global economic and trade environment, DOMOTEX asia/CHINA-FLOOR 2025 will act as a vital hub for industry professionals to forge new business connections, uncover emerging market trends, and gain insights into the evolving future of flooring.

China continues to play a pivotal role in the global carpet and flooring market, with scale and innovation driving the sector forward.” – stated David Zhong, President at GLOBUS Events, show’s co-organizer.

A GROWING INTERNATIONAL ATTENDANCE

Throughout the years, the event has seen a steady rise in international visitation, especially from East Asia, Southeast Asia, Oceania

and new emerging markets.

Last year’s edition welcomed 83,850 visitors from China and other 116 countries, including nearly 18,000 international attendees. Pre-registration figures suggest a similarly high level of interest for the upcoming show.

This year, the organizers will also welcome almost 180 selected buyers coming for 25 different countries, together with 10 country delegations organized in collaboration with national associations, media partners, and other key stakeholders.

These hand-picked professionals will take part in curated activities, guided tours, and nearly 400 targeted business matchmaking sessions, designed to ensure meaningful connections and drive new opportunities across the industry.

Mr. Elvin Tay, President at Malaysian Interior Industry Partners Association (MIIP), organizer of a visitor delegation from Malaysia, stated: “MIIP is proud to bring a delegation of 16 members, which includes a strategic mix of interior designers and carpet, flooring, and interior finishings’ manufacturers and suppliers.



Our delegates are eagerly looking forward to exploring the latest innovations, products, and business opportunities at the fair.

The guided tour curated by Domotex asia is especially appreciated, as not only does it save us valuable time, but it also allows our members to connect directly with key personnel from the participating factories – fostering meaningful and productive engagements.”

Visitor registration is open online at <https://www.domotexasiachinafloor.com/register-now.html> and will remain available throughout all the duration of the show.

A PREMIER GATHERING OF LEADING BRANDS

Approximately 1,600 companies and brands will present their latest products and innovations across 210,000 square meters of exhibition space, spanning seven expansive halls.

The carpet sector – the core of DOMOTEX – will be featured in two dedicated halls. The hard flooring segment, the event’s largest category, will span four halls, while FLOORTECH Asia will showcase state-of-the-art hard flooring production technologies in one dedicated hall.

The full list of exhibitors is available online at <https://online.dacf.cn/en/showroom-2025>

EVENT AGENDA AT A GLANCE

As a key component of the broader Build Asia Mega Show, DOMOTEX asia/CHINAFLOOR 2025 will deliver a dynamic agenda of events, highlighting innovations in construction, building materials, and interior design.

Designed to address the evolving needs of visitors seeking cross-industry expertise, these events aim to foster collaboration and sustainable growth across the value chain through curated showcases and forums.

Returning this year, cadex remains the flagship platform for architecture, interior design, and materials innovation, featuring interactive exhibits like the Material Matters Display Area and forums such as A&D Design Summit, Corporate Design Seminar, Color and Material Forum and more.

Among other events, not to be missed are the Flooring Innovation Summit (co-organized in partnership with the Flooring Committee at China National Forest Products Industry Association – CNFPPIA), the Chinese Original Carpet Design Show (co-organized with China Carpet Industry Association), Hospital Renovation and Innovation Forum and Red Note’s E-commerce Carpet & Textile Ecosystem Summit.

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Kerala's Neytt Wows at Met Gala 2025 with Stunning Sustainable Blue Carpet



The Met Gala 2025 dazzled the world with its red-carpet fashion and star-studded guest list — but this year, it was the blue carpet itself that turned heads, thanks to a design marvel from India.

Crafted by Neytt, a luxury rug brand based in Alleppey, Kerala, the 63,000-square-foot blue carpet became one of the evening's most admired installations.

Adorned with delicate golden daffodil motifs and designed in collaboration with renowned artist Cy Gavin, the carpet was more than just a pathway for celebrities — it was a symbol of sustainable luxury and Indian craftsmanship.

This marks the third consecutive year Neytt has partnered with the

Met Gala, and the brand took to Instagram to celebrate:

“No big deal, just our rug at The Met, again! We’re incredibly proud to have provided the Met Gala carpet for the THIRD time. A truly special moment for our country.”

Made from biodegradable sisal fibers ethically sourced from Madagascar, the carpet was not only visually breathtaking but also environmentally responsible.

Designed to reflect this year’s Met Gala theme, “Superfine: Tailoring Black Style”, the carpet served as a canvas for a larger artistic vision featuring mirrored garden installations and floral barricades.

The motifs, inspired by the myth of Narcissus and transformed from Gavin's painting "Untitled (Sky)", lent celestial depth to the design, beautifully executed by creative directors Derek McLane and Raúl Àvila.

Neytt, founded by Sivan Santhosh and Nimisha Srinivas, is an offshoot of the century-old Travancore Mats and Matting Company, blending traditional Indian weaving heritage with international design sensibilities.

With this project, the brand continues to champion the craftsmanship of Kerala's weavers on a global stage.

As stars like Priyanka Chopra, Shah Rukh Khan, and Pharrell Williams graced the steps of The Met, they walked upon a masterpiece that combined tradition, innovation, and sustainability — an unforgettable nod to India's growing influence in the global design and luxury space.

Persian Carpets: A Symbolic Presence in Pope Francis's Funeral

In a profound gesture of cultural symbolism, Persian carpets played a central role in the funeral of Pope Francis, held on April 26, 2025, at St. Peter's Basilica, Vatican City.

These handwoven masterpieces, steeped in centuries of Persian heritage, served as a spiritual and cultural bridge between Eastern craftsmanship and Western Christian rituals.



Historically, Persian carpets have long been valued in Christian settings, dating back to the 14th century, often used in sacred ceremonies to define holy spaces and enhance spiritual ambiance.

At the multi-stage funeral, three Persian carpets were prominently used—one in the Pope's private chapel, another during public viewing in St. Peter's Basilica, and a third at St. Peter's Square for the funeral mass.

Of particular note was a Heriz carpet from north-west Iran, previously present at the funerals of Pope John Paul II and Pope Emeritus Benedict XVI, highlighting its continued symbolic significance.

More than artistic décor, Persian carpets have become cultural ambassadors. In 2016, former Iranian President Hassan Rouhani gifted a Qom carpet to Pope Francis, underscoring mutual respect and diplomacy. Their inclusion in Vatican ceremonies affirms their status as enduring icons of sanctity, artistry, and cross-cultural goodwill.

Multifunctional Boat Rug, Rug and Furniture as a Toy

Somayeh Salehi is more than a name, it's a brand. An Iranian artist and academic, she specializes in carpet design while also making waves in visual and digital art.

Currently, she serves as a faculty member in the Carpet Design department at Arak University's Art College in Iran.

Driven by innovation, Salehi reimagines traditional Iranian carpets for the modern era, recently expanding her vision into children's carpet designs. Her work stands out for its creativity and originality, with concepts that resonate with leading global carpet brands.

Her influential designs leave a lasting mark on the industry, inspiring new artistic directions.

At the heart of her mission is a desire to reveal the hidden spirit of Iranian women woven into handcrafted carpets—and to translate their silent narratives into a contemporary visual language

“Somiyeh Salehi recently achieved the runner-up position in the A' Design international competition with her carpet design titled 'Boat'”



Unique Properties:

This product includes a children's rug and furniture, both designed together from the very beginning.

Typically, a children's rug is designed separately, and furniture is chosen to match it. However, in this product, the furniture is derived from the rug's design, featuring two wooden benches that evoke the feeling of sitting in a wooden boat, making it seem like a toy.

This handmade product is crafted from natural materials, eco-friendly, unisex, and universal without cultural limited.

Inspiration:

This innovative children's set merges a Boat design rug with two wooden boat benches, creating a unified play space.

Handmade rug from eco-friendly natural materials, the gender-neutral design transcends cultural boundaries. The benches double as imaginative toys while complementing the rug's playful pattern.

Ideal for fostering creativity in any nursery or play area, this sustainable set combines functionality with whimsical charm for global families seeking thoughtful design."

A children's carpet can go beyond being just a floor covering and simultaneously incorporate furniture and toys.

The design of this carpet is inspired by nature. Nowadays, children live in small apartments, and bringing the feeling of play and fun in nature can evoke a pleasant sensation in them.



Riding a boat with a friend and rowing on a beautiful lake with turtles, frogs, blue water lilies, and fish can awaken a sense of familiarity and friendship with nature, as well as respect for it, in children.

Production Technology and Materials:

The carpet in this product is handwoven and considered a handicraft. It is made using natural materials such as wool and cotton, with colors derived from plant-based dyes and completely natural colorants.

The furniture, which includes two benches, is made from natural wood, not only to evoke a better sense of nature but also to make it an eco-friendly product that is safe for children's health.

Operation / Flow / Interaction:

With the help of this product, children can sit on the two benches facing each other, play with lightweight oars, and imagine an adventurous journey on a lake.

The patterns on the carpet complement their playful experience, allowing them to feel a more realistic sense of playing in nature.

Additionally, the product is designed so that children can easily move the benches themselves, and even without the benches, the carpet's design remains complete.

Project Duration And Location:

This project began in November 2023 in the city of Arak, Iran, through academic research and studies, and its construction was completed in January 2025 in the same city.

The product has not yet been commercialized or displayed anywhere.

Research Abstract:

This research is qualitative and was conducted with the aim of understanding the role of carpets and furniture in addressing children's psychological and educational needs.

Information was gathered through library and online research, as well as observation and interviews. The results showed that the best way to teach children is through play, and concepts such as environmental protection should be taught to children through play.

Additionally, by creatively designing functional items like carpets and furniture, they can also serve as entertainment, reducing the need for extra objects in a child's room.

The Creative / Research Challenge:

Designing functional products for children that incorporate both play and education, and most importantly, are appealing to both boys and girls, and understandable to children worldwide regardless of language or culture, is challenging.

Transforming the traditional view of carpets and innovating furniture designs that emerge from the carpet, while being complementary yet usable separately, requires creativity and a rethinking of design methods in carpets and furniture.



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DOMOTEX Middle East 2025 Kicks Off with Global Innovation on Display in Dubai

. Inaugurated by His Excellency Eng. Marwan Ahmed bin Ghalita, Director General of Dubai Land Department (DLD), reinforcing Dubai's role as a global hub for innovation and international trade

. 100 exhibitors from across the world showcase cutting-edge collections, driving dialogue on design, heritage and sustainable materials

. Handmade carpets and bespoke design take center stage as industry leaders converge to shape the future of flooring.

DOMOTEX Middle East 2025 has officially opened at the Dubai World Trade Centre (DWTC), reaffirming its status as the region's leading trade platform for the global flooring industry.

The event brings together 100 exhibitors from around the world and reinforces



Dubai's ongoing emergence as a global hub for innovation, design excellence, and international commerce.

The three-day exhibition gathers manufacturers, designers, distributors, and decision-makers to explore cutting-edge flooring solutions, discover future-forward design concepts, and engage in strategic dialogue across various industries.

From sustainable flooring materials to artisanal craftsmanship, DOMOTEX Middle East offers a comprehensive overview of trends shaping the next generation of floor

coverings.

The event was officially inaugurated by His Excellency Eng.

Marwan Ahmed bin Ghalita, Director General of Dubai Land Department (DLD), whose presence underscored its growing importance in the regional business landscape and marked its successful return to Dubai for a second consecutive year.

He toured the exhibition halls, meeting participants from the international flooring industry.

Now in its second year since its regional relaunch, DOMOTEX Middle East 2025 is capitalizing on its growing momentum.

The show continues to serve as a critical junction point for the flooring industry, drawing stakeholders from real estate, hospitality, architecture, and retail.

Its return signals Dubai's strategic role as a bridge between East and West and a convening place for cross-border collaboration.

Speaking at the inauguration, His Excellency Eng.

Marwan bin Ghalita said: "Dubai continues to attract leading international exhibitions that drive economic growth and reinforce its global standing.

As a city bridging continents, Dubai empowers industries by facilitating meaningful international engagement and accelerating the exchange of ideas.

Events like DOMOTEX Middle East gather top-tier exhibitors from around the

globe, advancing key sectors such as construction, real estate and design, which are pillars of our long-term development vision.

By hosting this event, Dubai reaffirms its position as a hub for innovation, investment and cross-border collaboration."

A strong lineup of international exhibitors is creating buzz across the exhibition floor.

Notable participants include Heritage Carpets, Abu Dhabi National Carpet Factory, Standard Carpet, Tuftco, Nirmal International, Solomon Carpet, Farrahi, Almas Kavir Carpet, Royal Gold Carpet, Finex, Leyli Carpet, and

Lexon.

Each company is unveiling products that blend traditional craftsmanship with contemporary techniques, offering immersive displays and interactive presentations that speak to the evolving needs of modern buyers.

Sonia Wedell-Castellano, Global Director of DOMOTEX at Deutsche Messe AG, stated: "DOMOTEX Middle East serves as a catalyst for industry collaboration, design innovation, and commercial growth.

The strong global turnout underscores Dubai's position as a driving force in international trade and design. It highlights the Middle East's rising influence in setting the agenda for the flooring sector.



This year’s event reflects the industry’s momentum and the region’s increasing relevance in shaping its future.”

Amir Ghanbarinia, Managing Director of Heritage Carpets, said: “DOMOTEX Middle East provides an unparalleled platform for us to engage with a knowledgeable and discerning audience.

The response we’ve seen today has been incredibly encouraging, with visitors showing deep appreciation for our handmade carpets’ artistry and cultural significance.

We are especially proud to present a museum-quality early 20th-century piece reflecting the finest Persian craftsmanship traditions.

Our presence here also reinforces our commitment to sustainability, which aligns with the UAE’s long-term vision.

We are working towards a zero carbon footprint across our operations, and it is rewarding to see that this message resonates strongly with the audience in Dubai.”

In addition to the exhibits, DOMOTEX Middle East 2025 offers a platform for networking and thought leadership.

Attendees include architects, interior designers, procurement heads, contractors, and government stakeholders, who use the opportunity to explore new partnerships, gain insights into evolving market demands, and identify future opportunities. The event’s ability to connect the entire flooring value chain is part of what makes it a vital business and innovation hub.

With its doors open until 24 April, DOMOTEX Middle East 2025 is poised to deliver a high-impact experience for exhibitors and visitors.

The event showcases the latest in flooring technology and design and reinforces Dubai’s growing reputation as a centre for global trade, creativity, and industrial progress.



Luxury Carpet Studio Unveils 'Gem' Collection – Where Hand- Knotted Art Meets Contemporary Elegance

Luxury Carpet Studio proudly introduces its latest masterpiece – the Gem collection – a refined series of hand-knotted rugs that reimagines the ancient art of carpet weaving through a lens of contemporary luxury and timeless design.



Comprising six unique pieces, this exclusive collection blends exquisite craftsmanship, Italian design excellence, and the symbolic allure of precious gemstones.

Each rug in the Gem collection is inspired by a rare and radiant stone: Amber, Sapphire, Emerald, Tourmaline, Agate, and Aquamarine.

These rugs echo the natural beauty and vibrant hues of their namesakes – from the warm golden tones of amber to the deep, regal blues of sapphire and tourmaline, the lush green of emerald, and the refreshing turquoise of aquamarine. Every design evokes a sensory experience, turning the rug into a centerpiece of style and atmosphere.

Crafted entirely by hand, each rug is a singular work of art,

showcasing the intricate technique and patience that defines traditional carpet weaving.

The result is a perfect harmony between texture, pattern, and color – designed not only to decorate but to elevate the spaces they inhabit.

Thanks to its versatile aesthetic, the Gem collection is equally at home in lavish yacht interiors, exclusive penthouses, or elegant private residences.

The superior quality of the materials and the refined design make these rugs more than furnishings—they are symbols of taste, culture, and sophistication.

With Gem, Luxury Carpet Studio reaffirms its dedication to preserving the legacy of handcrafted excellence while continuously innovating in form and function.

This new collection stands as a tribute to Italian artistry and international luxury, enriching interiors with authenticity, elegance, and timeless allure.

Turkish Carpets to Adorn Dubai's Magnificent Buildings



With an annual carpet export value of \$2.9 billion, Turkey stands as the world's second-largest carpet exporter after China.

Determined to further expand its share in global markets, Turkish exporters are accelerating their international marketing efforts — the latest step being a highly successful trade mission to Dubai.

Turkish Carpet Exporters Strengthen Their Presence in UAE

The Aegean Textile and Raw

Materials Exporters' Association (ETHIB), within the framework of its Carpet Export Development UR-GE Project, organized a "Carpet Overseas Marketing Activity" in the United Arab Emirates from April 21 to 24, 2025.

A delegation comprising 9 leading Turkish carpet companies visited Dubai, coinciding with their attendance at the prestigious Domotex Middle East 2025 exhibition.

On April 23, Turkish exporters held over 200 B2B meetings with more than 30 major importers in Dubai, aiming to establish strong new business partnerships in the UAE — one of the top export markets for Turkish carpets.

Jak Eskinazi, Coordinator President of Aegean Exporters' Associations and President of ETHIB, emphasized:

“We have taken significant steps to boost our carpet exports from the Aegean region to the UAE. The UAE continues to be a strategic and growing market for Turkish carpets.”

Focused Strategy for Future Growth

Eskinazi expressed gratitude for the contributions of Turkey’s Consulate General and Commercial Attachés in Dubai during the mission and stated:

“Participants had highly productive meetings with project-based buyers such as villa and hotel developers. We plan to organize further trade missions based on the strong demand from participating companies.”

He added that ETHIB’s UR-GE Carpet Project currently includes 17 companies, who have already completed specialized training programs on export sales skills and market research methods.

“In 2024, Turkey exported \$95 million worth of carpets to the UAE. With this new mission, we aim to surpass \$100 million in 2025.”

Other target markets for the UR-GE Project include the United States, the United Kingdom, Canada, Germany, Australia, Saudi Arabia, Qatar, Malaysia, and Indonesia.

Participant Feedback

Hakan Yetiş – Gülseven Carpet:

“The trade mission, including B2B meetings and exhibition visits, was highly productive. We look forward to similar future activities.”

Ali Görkem Yişen – Yüner Carpet:

“The UAE trade mission was fruitful. We recommend organizing future missions to the U.S. and U.K.”

Elif Kabak – Elif Nur Carpet:

“We conducted 20 B2B meetings, identifying 6 serious long-term prospects. It was an excellently organized professional event.”

Lütfü Kutlu – İsmail Özkul Carpets:

“The Domotex Middle East visit and business meetings exceeded expectations. We made potential deals with 16 out of 18 companies met.”

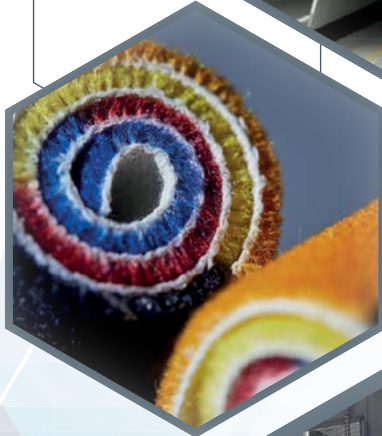
Mustafa Akarsu – Hendsi Yapı:

“The schedule was well-planned, aligning perfectly with the Domotex visitors. We believe future missions should also target project-based buyers.



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Africa's Woven Carpet Market Grows to \$3.3 Billion in 2024, Poised for Further Expansion



According to the latest April 2025 report by IndexBox, the woven carpets and textile coverings market in Africa reached a value of \$3.3 billion in 2024, showing a 3% increase compared to the previous year.

In terms of volume, the market consumed approximately 287 million square meters, representing a 3.6% growth from 2023.

This positive trend highlights steady demand for woven carpets across the continent, driven by construction activity, urbanization, and consumer interest in interior design.

Leading Consumer and Producer: Egypt

Egypt maintained its dominant position in the African woven carpet market.

In 2024, Egypt accounted for:

84% of total African woven carpet consumption, equal to approximately 240 million square meters.

\$3 billion of the market's total value.

On the production side, Egypt produced around 251 million square meters of woven carpets, representing 96% of Africa's total output.

This overwhelming dominance places Egypt as the central hub for both domestic consumption and regional exports of woven carpets in Africa.

Import Dynamics

In 2024, Africa's imports of woven carpets experienced a recovery after two consecutive years of decline.

Total imports reached approximately 38 million square meters.

This rebound indicates rising demand that local production alone could not fully satisfy, particularly in countries with less developed manufacturing capacities.

Future Market Outlook: Growth to 2035

Looking ahead, IndexBox projects that Africa's woven carpet market will continue expanding steadily:

- By 2035, the market volume is expected to reach approximately 416 million square meters.
- The market value is forecasted to rise to \$4.9 billion.

The compound annual growth rates (CAGR) forecasted for the period 2025–2035 are:

- +3.4% CAGR in terms of volume.
- +3.7% CAGR in terms of value.

These optimistic projections are supported by ongoing infrastructure developments, housing projects, rising middle-class populations, and a growing preference for decorative home and commercial interiors across Africa.





Government Urged to Take Concrete Action on Handmade Carpet Industry Challenges

Officers from various government service groups attending the 37th Senior Management Course (SMC) conducted an in-depth visit to the Pakistan Carpet Manufacturers and Exporters Association (PCMEA), gaining firsthand insights into the challenges, operations, and export potential of the country's renowned handmade carpet industry.

The visiting delegation was warmly received by PCMEA Patron-in-Chief Abdul Latif Malik, Chairman Mian Atique-ur-Rehman, Vice

Chairman Riaz Ahmed, and senior members Usman Ashraf, Major (R) Akhtar Nazir, and Saeed Khan.

During the visit, PCMEA leaders delivered a comprehensive briefing covering the art of handmade carpet production, export procedures, and the role of the Carpet Training Institute in preserving artisanal skills.

Calls for Government Support to Revive a Declining Sector

Addressing the delegation, PCMEA officials raised pressing concerns regarding the decline in skilled artisan participation, largely due to limited opportunities and lack of incentives.

They emphasized the urgent need for targeted skill development programs and financial incentives to retain and attract talent in the traditional craft.

“Skilled hands are leaving the trade because the industry no longer offers a sustainable livelihood.

Without government-backed initiatives, we risk losing a vital piece of our cultural heritage and export strength,” said a senior member during the session.

Rising Costs and Policy Barriers Hamper Competitiveness

PCMEA leadership cited soaring raw material costs, exorbitant freight charges, and high import duties as significant obstacles to maintaining competitiveness against global rivals.

They urged the government to reduce import duties, subsidize essential materials, and facilitate broader participation in international trade exhibitions.

Officials also criticized the lack of support from Pakistani embassies in promoting carpet exports, calling for the activation of commercial counsellors abroad to better represent and advocate for the industry in key markets.



Digital Adaptation and Export Policy Reforms Demanded

Recognizing shifting global market trends, PCMEA representatives appealed for government assistance in digital transformation, including the development of social media strategies, enhanced e-commerce platforms, and financial aid for digital marketing tools.

Additional grievances included the 9% penalty imposed by the State Bank of Pakistan on delayed export payment receipts—deemed a “crushing burden” by exporters—and the 25% sales tax applied to semi-processed raw materials imported via the Torkham border, far exceeding the standard 18%.

They proposed a reduction of this tax to a non-refundable 5%, a move that they believe would stabilize the industry and strengthen Pakistan’s global competitiveness.

Security and Trade Delays Highlighted

The PCMEA also pointed to recent security instability at the Torkham border, which halted imports from Afghanistan between July 2024 and January 2025, severely delaying production and export shipments.

Further recommendations included expediting export refund payments and negotiating Free Trade Agreements (FTAs) with countries such as Turkey and East Asian nations, to open new markets and ease trade restrictions.

Delegation Engagement and Tour

The visit concluded with a Q&A session, where SMC participants engaged in discussions on global competition in the handmade carpet sector, followed by a guided tour of the Carpet Training Institute.

Delegates were also presented with souvenirs to commemorate their visit.

The engagement underscored the strategic importance of the handmade carpet industry to Pakistan’s cultural and economic fabric, while placing a spotlight on the critical need for policy reforms, innovation, and government support to ensure its survival and growth.





Turkey's Carpet Exporters Generate Over \$690 Million in Q1 2025

Turkey's carpet exports hit \$691.4 million in Q1 2025, led by machine-made carpets and rising handmade carpet demand.

The U.S. topped importers, followed by Saudi Arabia and the UK. Innovation and global reach keep Turkey ahead in the flooring sector.

Machine-Made Carpets Dominate Global Sales; U.S. Leads Import Markets

Turkey's carpet industry continued to showcase its strength and global competitiveness in the first quarter of 2025, achieving a total export value of \$691.4 million from 138.6 million square meters of carpets shipped to 178 countries and free zones, according to figures released by the Southeastern Anatolia Exporters' Association (GAİB).

Machine-made carpets were the top revenue driver, accounting for \$539.9 million of the total export value.

This was followed by tufted carpets with special designs, which generated \$122.3 million, handmade carpets with \$27.3 million, and kilims with \$1.86 million.

Notably, handmade carpet exports surged by 53.2% compared to the same period last year, reflecting renewed global interest in artisanal Turkish craftsmanship.

The United States remained the top importer of Turkish carpets, purchasing \$192.4 million worth of goods in Q1.

Saudi Arabia followed with \$93.5 million, and the United Kingdom ranked third at \$53 million.

Zeynal Abidin Kaplan, Chairman of the Southeastern Anatolia Carpet Exporters' Association (GAİB), expressed optimism for the remainder of the year:

"We expect 2025 to outperform previous years. The first quarter's success confirms the resilience and innovative strength of our carpet exporters despite global economic uncertainties."

With continued investments in design, production technology, and international marketing, Turkish carpet manufacturers remain well-positioned to maintain their lead in the global flooring industry.

Luxury Carpet Studio Unveils ‘Mediterraneo’ – A Tribute to Mediterranean Craft in Outdoor Rug Design

Luxury Carpet Studio has introduced Mediterraneo, a new collection of outdoor rugs that draws inspiration from the rich cultural and artisanal heritage of the Mediterranean.

This elegant line of handcrafted carpets is a tribute to centuries-old textile traditions of Southern Italy, reinterpreted with a refined, modern perspective for both outdoor and indoor living spaces.

Each rug in the Mediterraneo collection carries the name of a Mediterranean island – Capri, Ischia, Procida, Giglio, Panarea, and Lipari – invoking the essence of coastal landscapes and artisanal legacy.

Despite their weather-resistant properties, the rugs retain the soul and aesthetic of traditional craftsmanship.

At the core of Mediterraneo lies macramé – an ancient knotting technique with roots in the Arabic world.

The word macramé comes from the Arabic “migramah,” meaning embroidered fringe.

This hand-knotting craft traveled to the Mediterranean via maritime trade, where it was embraced by Ligurian women who adapted it into a cherished domestic art form.



The collection reinvents macramé for modern flooring applications.

“We’ve chosen a high-performance technical yarn that mimics the natural texture of cotton and hemp, but is far more suited to outdoor use,” noted the collection’s designer.

The result is a UV-resistant, weatherproof rug that offers the warmth and texture of traditional fabric while delivering lasting durability.

The rugs are crafted with a tightly woven structure, providing a tactile finish closer to indoor textiles than typical outdoor carpeting.

Their versatile construction makes them ideal not only for terraces, verandas, and patios but also for transitional indoor spaces such as conservatories and open-plan interiors where design meets functionality.

Beyond its technical qualities, Mediterraneo reflects a deeply personal and artistic process.

Several pieces were initially handwoven by the designer, who experimented with different knots and patterns, infusing each design with individuality and emotion.

This sartorial craftsmanship, rare in today's mass production environment, elevates the collection to a new level of artistry.

With Mediterraneo, Luxury Carpet Studio aims to redefine the outdoor rug category.

These are not just durable

floor coverings—they are visual narratives, weaving together history, geography, and design into a meaningful statement for modern living.

In a world increasingly shaped by speed and automation, Mediterraneo is a quiet celebration of time, touch, and tradition.

Whether basking under the sun or anchoring a cozy interior nook, Mediterraneo rugs offer more than just beauty—they bring the Mediterranean home, knot by knot.



Mohawk Group to Increase Prices on Hard Surface Products

In response to newly imposed tariffs on imported finished goods and raw materials, Mohawk Group has announced upcoming price increases on its commercial flooring lines.

The company projects a significant rise of approximately 20% to 35% in prices for commercial hard surface products, and an additional 3% to 7% for soft surface commercial products.

Ongoing Evaluation and Commitment to Partners

In communications with its partners, Mohawk Group emphasized the substantial cost impact these tariffs have introduced across the industry.

The company is currently reviewing the full implications and plans to share detailed updates as soon as possible. Throughout this process, Mohawk is committed to remaining transparent and supportive of its customer



base.

Factors Influencing Price Variability

Price increases and implementation timelines may vary depending on specific product categories.

This variation is due to several factors being evaluated by Mohawk, including:

- Industry-wide effects of tariffs
- Country of origin for finished goods
- Proportion of imported raw materials, including domestic goods with foreign components
- Existing inventory levels

Focus on Product Availability and Customer Support

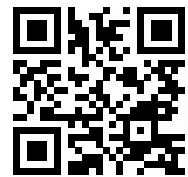
Despite these pricing changes, Mohawk Group has reaffirmed its dedication to providing high-quality products and reliable service.

The company continues to offer a broad selection of domestically manufactured flooring solutions in both hard and soft surface categories.

This domestic capacity allows Mohawk to better support customers through shifting market conditions.

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International Carpet Forum in Baku Highlights Global Traditions and Innovations in Weaving

The International Carpet Forum, held at the Baku Business Center, brought together around 200 distinguished professionals, experts, designers, manufacturers, and researchers from 11 countries to discuss both the enduring traditions and emerging innovations in the global carpet industry, Azernews reports.

As part of the International Carpet Festival, the event was co-organized by Azerkhalcha OJSC and the Administration of the Icherisheher State Historical-Architectural Reserve, with support from the Ministry of Economy of Azerbaijan and

AZPROMO (Export and Investment Promotion Agency of Azerbaijan).

Participants and speakers hailed from Azerbaijan, Uzbekistan, Kazakhstan, Turkmenistan, Kyrgyzstan, Tatarstan, Romania, Latvia, Iran, Japan, and the UK—underlining the global importance of carpet weaving as both an art form and an industry.

The forum was structured into five key sessions:

1. International Cooperation and Global Practices in Carpet Weaving

Speakers included Irina Koshoridze (Tbilisi State University, Georgia), Inese Baranovska (Museum of Decorative Arts and Design, Latvia), Linda Rosenthal-Rose (Liepaja Museum, Latvia), and Dr. Ajap Bayriyeva (Turkmenistan).

Discussions focused on how nations collaborate and share best practices in the preservation and advancement of traditional carpet-making.

2. Cultural Connections and Evolving Traditions

This session featured insights from Sumiyo Okumura (Japan), Chinara Beksultanova (Kyrgyzstan), Stefano Ionescu (Romania), Lucy Upward (UK), and Karim Mirza (Iran). Speakers explored how cultural heritage and societal shifts have influenced design and production methods in carpet weaving.

3. Carpet Weaving and Contemporary Art

Panelists such as Olga Selezneva (Faig Ahmed Studio), artist Aydan Salahova, Alsu Miftakhova (Tatarstan's Innovation Resource Center), and Saadat Alakbarova (Icherisheher Museum Center) examined the dynamic intersection between traditional craftsmanship and modern artistic expression.

4. The Relevance of Handwoven Carpets Today

Ayjan Bekkulova (Kazakhstan's Artisans Union), Amina Malikova (Azerbaijan National Carpet Museum), Rena Nasirova-Mustafayeva (Icherisheher Reserve), and Professor Elmira Gül (Uzbekistan) addressed the value of handwoven carpets in contemporary settings and their cultural significance.

5. Innovative Approaches to Carpet Weaving

The final session focused on forward-looking practices in carpet production, featuring Azerbaijani artist Rashad Alakbarov and other notable figures who are pushing the boundaries of textile art through technology and design innovation.

The forum concluded with a lively Q&A session, enabling participants to exchange ideas and deepen collaboration across borders.

This international gathering underscored the vital role of cultural preservation, creative evolution, and cross-cultural partnerships in sustaining and revitalizing the ancient art of carpet weaving in the modern world.





Mirage Hardwood Floors Unveils Its 2025 Lineup Featuring More Than 20 New Products

Mirage, the hardwood flooring brand renowned for its quality, is proud to present its new lineup for 2025, with three new collections, Lively, Autumn and Blanc, two new colors, Alice and Elora, and the all-new DurAlive™ finish.

The Lively Collection captures the essence and vital energy of life's precious moments. Like the growth rings of an oak tree, this collection brings dynamism to each room.

Character and Exclusive grades with a Smooth texture and the new DurAlive™ finish, this collection comes in five colors and one natural tone: Natural, Wedding Day, Sleepover, First Kiss, Summer Camp and Road Trip.

Available in TruBalance technology, in 5" and 7" widths, 5" Herringbone, TruBalance Lite technology, in 5" and 7" widths, 5" Herringbone, and Classic technology, in 3-1/4" and 4-1/4" widths.

The Autumn Collection of-

fers a warm and comforting tribute to Canadian fall activities, with rich, evocative maple hues that enhance the season's charm and magic moments.

Available in Maple in Character and Exclusive grades with a Smooth texture and the new DurAlive™ finish, this collection comes in five colors and one natural tone:

Natural, Apple Picking, Harvest, Hiking, Hayride and Bonfire. Available in TruBalance technology, 5", and 7"

widths, 5" Herringbone, and Classic technology 3-1/4" and 4-1/4" widths.

Resistant and silky soft, the DurAlive™ finish reveals intensely vibrant colors with its translucent look.

This durable, elegant finish will protect floors for years to come. The DurAlive™ finish is exclusive to the new Lively and Autumn collections.

The Blanc Collection is the epitome of elegance, with refined white oak flooring that adds a touch of soul to the home.

This collection will transform any space into a peaceful haven, its soothing colors in perfect balance and harmony with minimalist decors.

Available in White Oak in Character and Exclusive grades with a Brushed texture and DuraMatt® finish, the Blanc

Collection comes in seven colors and one natural tone:

Natural, Rocking Horse, Carousel, Hula Hoop, White Mist, Bubble Bath, Stardust and Sailing Stone.

Available in TruBalance technology, 5", 6-1/2", 7" and 7-3/4" widths, 5" Herringbone and Chevron, TruBalance Lite technology, 5" and 7" widths, 5" Herringbone, and Classic technology 4-1/4" widths.

Alice, a new color in the Muse Collection, is an elegant shade of brown available on white oak.

It pays tribute to the legacy of a pioneering chemist whose revolutionary leprosy treatment transformed numerous lives.

Available in TruBalance technology, 5" and 7" widths, 5" Herringbone and Chevron, TruBalance Lite technology 5" and 7" widths, 5" Herringbone, Lock technology 5" widths, with a DuraMatt® finish.

Elora, a new color in the Escape Collection, blends the brown hues of red oak with rich nuances of creamy latté and taupe.

Elora evokes the limestone cliffs and century-old buildings in its namesake Canadian town.

Available in TruBalance technology 5" widths and 5" Herringbone, TruBalance Lite technology 5" widths and 5" Herringbone, and Classic technology 3-1/4", 4-1/4" widths, with a *Cashmere® finish.

"Once again, Innovation is the driving force behind our new Mirage product offerings for 2025.

We are pleased to introduce a reinvented lineup, conceived with care and streamlined to meet the increasingly diverse expectations of consumers.

Each new collection features a palette of six to eight carefully selected shades highlighting a particular species, texture and finish, and is available in Exclusive and Character grade.

These new offerings deliver an intuitive quality experience that customers appreciate," said Jérôme Goulet, Marketing Vice President at MIRAGE.

Nasiri Carpets Named New York's Best Custom Rug Studio by Modern Luxury Interiors



Nasiri Carpets, a renowned name in high-end rug design, has been honored as New York City's Best Custom Rug Studio by Modern Luxury Interiors.

Based in the prestigious New York Design Center at 200 Lexington Avenue, Nasiri continues to set the standard in the luxury rug sector through a rare combination of Persian craftsmanship, contemporary design, and ethical production.

With over 40 years of collective experience, Nasiri seamlessly merges ancient weaving traditions with modern aesthetics.

Each rug is handmade using premium organic materials by expert artisans across multiple continents, offering clients exceptional quality and timeless artistry.

"We are proud to create beautiful, sustainable rugs that honor ancient craftsmanship while meeting the needs of today's interiors," said Nader Nasiri, Founder of Nasiri Carpets.

Each piece we create is a testament to passion, dedication, and the belief that true artistry endures.

Acclaimed interior designer Vicente Wolf praised the brand's attention to detail and design synergy:

So many of my rugs and carpets are custom, and Nasiri Carpets is the company I trust. Their authentic patterns and colors always read like a beautiful poem in the spaces I create.

From antique masterpieces to bespoke contemporary pieces, the Nasiri showroom offers a versatile range tailored to both traditional and modern interiors.

Designers, architects, and collectors benefit from the brand's ability to customize size, design, and texture—delivering tailored solutions for luxurious living spaces.

Nasiri Carpets also places sustainability and social impact at the heart of its operations.

By preserving centuries-old rug-making techniques and supporting artisan communities globally, Nasiri fosters ethical production practices and cultural preservation.

The use of organic materials and environmentally conscious sourcing reflects the brand's long-standing respect for people and the planet.

This recognition by Modern Luxury Interiors reinforces Nasiri's position as a leading force in the custom rug market, trusted by global designers and discerning homeowners for its quality, ethics, and timeless beauty.



Kristiina Lassus Rugs Win Green GOOD DESIGN Sustainability Award 2025



Kristiina Lassus has proudly announced that three of its 2024 rug designs—Kiviya, Aboya, and Utami—have been honored with the Green GOOD DESIGN Sustainability Award 2025, recognizing outstanding contributions to environmental stewardship and sustainable design.

Presented by The Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies, the Green GOOD DESIGN program celebrates products, services, and initiatives that actively promote a healthier planet.

The award acknowledges Lassus' long-standing commitment to ethical production, environmental responsibility, and timeless artisanal craftsmanship.

Known for embracing traditional techniques and sustainable materials, the Kristiina Lassus collection reflects a design ethos rooted in longevity and low environmental impact.

As a certified partner of Label STEP, a non-profit organization promoting fair trade in the handmade carpet industry, Lassus ensures that all rugs are produced under ethical working conditions and through environmentally sound practices.

The Award-Winning Rugs:



Kiviya

Hand-knotted in Pakistan using hand-spun Afghan wool, Kiviya pays homage to nomadic weaving traditions.

Its asymmetrical white and brown pattern highlights the tactile richness and warmth of natural wool.

Aboya

A sophisticated piece made from hand-spun jute, Aboya is handwoven in India and features a subtle tribal-inspired motif.

The rug is reversible, offering two reversed colorways on each side, enhancing its practicality and visual appeal.

Utami

Crafted in India, Utami is a flat-woven jacquard rug that showcases the beauty of

natural jute.

Its minimalist design is available in two versions: natural jute and brown, or bleached jute combined with brown, both emphasizing the organic texture of the fiber.

Each piece not only embodies the aesthetic clarity characteristic of Lassus' designs but also aligns with the growing demand for sustainable luxury in home interiors.

With this award, Kristiina Lassus further cements its reputation as a pioneer in ethical, environmentally conscious design within the global rug industry.



CARE Opens Registration for 2025 Carpet Recycling Conference



The Carpet America Recovery Effort (CARE) has officially opened registration for its 23rd Annual Conference, scheduled to take place on May 20–21, 2025, at the Sea Bird Resort in Oceanside, California.

Under the theme “Carpet Recycling: Riding the Sustainability Wave,” the event will spotlight the industry’s progress amidst global environmental and market challenges.

Bringing together collectors, processors, and manufacturers from across the U.S., the conference will focus on the latest innovations in recycling technology, market development, and the pursuit of a circular economy within the carpet sector.

High-Profile Speakers and Key Topics

- The 2025 CARE Conference will feature prominent industry voices, including:
 - John Warner, Co-founder of Green Chemistry
 - Sarah Templin, Sustainable Materials Specialist at Gensler

- Kemp Harr, Publisher of Floor Focus
- Kate Eagles, Program Director at the Association of Plastic Recyclers

These and other experts will explore sustainability-driven practices, scalable recycling strategies, and the evolving role of carpet recycling in climate resilience.

Networking, Awards, and Sponsorship

In addition to panel discussions and technical presentations, attendees will have ample opportunities for networking.

The event will also include the announcement of CARE’s Recycler of the Year and Person of the Year awards.

BTR Flooring & Recycling has been announced as the Premier Sponsor of the 2025 event, underlining its commitment to the industry’s sustainable future.

Conference Details at a Glance

- Event: CARE 2025 Annual Conference
- Theme: “Carpet Recycling: Riding the Sustainability Wave”
- Dates: May 20–21, 2025
- Location: Sea Bird Resort, Oceanside, California
- Audience: Carpet recycling professionals, manufacturers, dealers, suppliers, NGOs



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- ▶ Air cleaning and filter systems
- ▶ Various innovative heating systems



1949–2024

R+T Asia 2025: The 20th Anniversary Edition Set to Break Records



The much-anticipated 20th edition of R+T Asia, Asia’s leading trade show for the sun shading and door/gate industries, is set to take place from May 26-28, 2025, at the National Exhibition and Convention Center (NECC) in Shanghai.

With 95% of the exhibition space already sold out, the event is expected to attract the most influential companies operating in Asia, reaffirming its role as the premier platform for

innovation, networking, and business opportunities in the industry.

Global Brands and Key Exhibitors Confirm Participation

The organizers expect to accommodate 700+ leading brands including international names such as Ateja Tritunggal, Bambrella, Berteks, Bestex, Daekyeong, Dongwon Industry, Elitex, Hande, Hansol IMB, Hansoltex, Hsin Huan, Jinsung Tech, Macco, Marketmakers, NK Alkenz, Samwon Petra, TheYor,

Vako, Waytex, Wincrea, Winlux, Winplus, or Wintec.

Coulisse B.V., a global leader in window coverings, will return for its third consecutive year, underscoring the event’s significance in fostering industry collaboration.

Rogier Krabbe, Managing Director Asia-Pacific at Coulisse B.V., highlights the significance of the event:

“R+T Asia is a key platform for Coulisse to connect with industry leaders, strengthen partnerships, and showcase our latest innovations in window coverings.

As a global brand, we value the event's ability to bring together key players, foster collaboration, and provide valuable market insights.

R+T Asia plays a crucial role in supporting our growth strategy in the region, enabling us to engage with new and existing partners and drive business success."

R+T Asia 2025 Launches the Best of the Best Industry Awards

In celebration of its 20th anniversary, R+T Asia 2025 will unveil the "Best of the Best Awards" to recognize exceptional achievements in the APAC sun shading and door/gate sectors.

Finalists will be revealed on April 15, 2025, with four nominees from each sector.

Winners will be announced on May 27, 2025, following a final evaluation by an expert jury panel consisting of esteemed industry leaders from both national and international backgrounds.

The awards ceremony will take place at the conclusion of the International Window and Door Summit (IWDS) on the same day.

Awarded products will be assessed based on five key criteria: innovation ability, market potential, user-friendliness, product safety, and sustainability.

In addition to the "Best of the Best Awards", visitors will vote for the "Visitors' Favorite Brand Award", recognizing the most admired exhibitor.

To honor long-term commitment, R+T Asia will also present the "Legacy Award" to the event's most loyal exhibitor – the one that exhibited at all R+T Asia editions since 2004.

Final Call for R+T Asia Buyer Club (RTBC) Applications

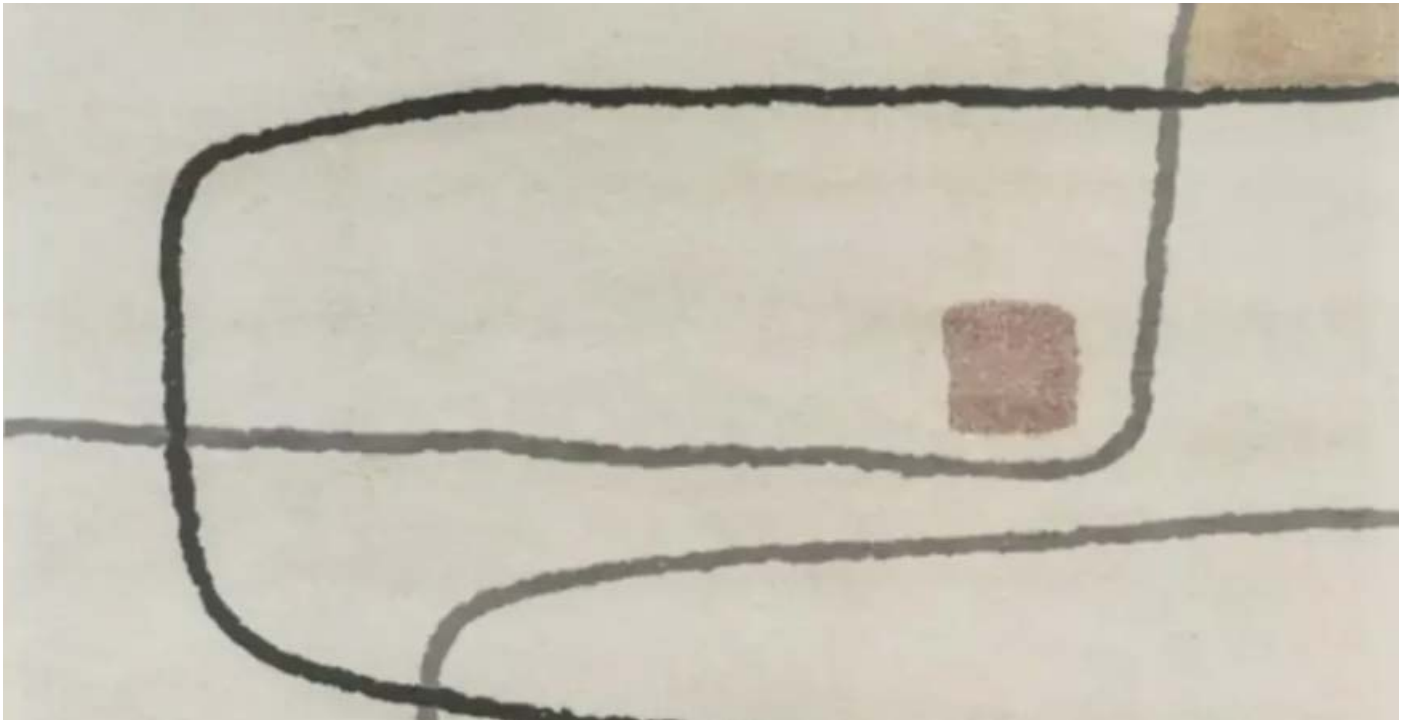
The R+T Asia Buyer Club (RTBC), the premier hospitality program for qualified buyers attending R+T Asia, has seen an overwhelming response. With recruitment closing soon, this is the final call for buyers to apply for membership and access a range of exclusive benefits.

Approved members of the RTBC will enjoy complimentary accommodation in a 5-star hotel, access to the exclusive RTBC lounge, an ideal setting for networking and business discussions in a relaxed atmosphere.

This prestigious membership enhances networking opportunities, offering a unique platform to connect both horizontally and vertically with key industry professionals, suppliers, and potential clients across the sun shading and door/gate sectors.



Home and Soul Furniture Launches Sustainable Rug Collection for Conscious Interiors and Outdoor Spaces



Home and Soul Furniture has unveiled a new curated collection of sustainable rugs designed to meet the growing demand for eco-conscious, stylish living.

The collection blends traditional craftsmanship with modern design and responsible material sourcing, offering versatile options for both indoor and outdoor spaces.

The lineup includes a diverse range of hand-knotted rugs, weather-resistant outdoor pieces, and eco-friendly designs made from natural and recycled materials.

Each rug in the collection reflects artisanal excellence, with traditional weaving tech-

niques that ensure durability, longevity, and a unique character.

Key sustainable materials featured in the collection include jute, wool, cotton, and reclaimed plastics—chosen for their reduced environmental impact without sacrificing comfort or style.

The rugs are designed to serve as both functional decor and mindful design statements, suitable for everything from minimalist living rooms to bohemian-inspired balconies.

“Our new rug collection celebrates conscious living,” said a spokesperson for Home and Soul Furniture.



“It’s about creating beautiful, functional spaces without compromising on sustainability. Each rug tells a story—not just of style, but of care for the planet.”

The outdoor collection stands out with its stylish yet practical designs, offering durability and weather resistance ideal for patios, terraces, and balconies. These pieces support the rising trend of indoor-outdoor living, allowing homeowners to extend their aesthetic seamlessly across their entire home environment.

Key Trend Themes Reflected in the Launch:

- **Sustainable Home Décor:** Increasing demand for home furnishings that align with eco-conscious values.
- **Artisanal Craft Revival:** A renewed appreciation for handmade techniques and high-quality craftsmanship.

- **Indoor-Outdoor Living Integration:** Design trends that encourage a seamless flow between interior and exterior living spaces.
- **Natural and Recycled Fibers:** Growing preference for low-impact materials in product design and home decor.

Industry Implications:

- The home furnishings sector is being reshaped by consumer demand for environmentally responsible and uniquely crafted products.
- Manufacturers of natural and recycled materials stand to benefit from increased interest in sustainable fibers.
- Outdoor living spaces are becoming focal points of home design, driving innovation in stylish, durable furnishings.

With this collection, Home and Soul Furniture positions itself at the intersection of sustainability, design, and lifestyle, responding to a new generation of consumers who value both aesthetics and environmental impact in their home choices.





Balsan's Nexus Collection Redefines Modular Flooring with Seamless Five-Tile Gradient Innovation

Balsan has unveiled its latest breakthrough in modular flooring—Nexus and Nexus Bridge—a carpet tile collection that transforms flooring into a powerful design element.

At the forefront of this innovation is Nexus Bridge's pioneering five-tile gradient transition, which sets a new benchmark in both aesthetics and functional zoning for commercial and hospitality interiors.

Where traditional modular carpets rely on a three-tile system to transition between colors or patterns, Nexus Bridge introduces a smoother, five-tile progression.

This approach results in more gradual visual shifts, eliminating stark contrasts and creating a cohesive, immersive spatial experience.

The extended gradient is ideal for defining zones in open-plan environments, from hotel lounges and corridors to modern office layouts, without the need for physical partitions.



Design Meets Performance Nexus and Nexus Bridge come in a curated palette of 12 sophisticated hues, including soft corals, fresh greens, and serene turquoise tones—offering flexibility for a wide range of interior schemes.

Beyond design, the tiles are manufactured using Balsan's durable MBrodery technology, ensuring long-term resistance to heavy traffic while retaining their visual integrity.

Sustainability at the Core Staying true to Balsan's Green Spirit initiative, the collection is crafted using 100% solution-dyed regenerated Econyl® yarn—made from recycled waste

such as fishing nets and industrial plastic.

This production method reduces water and energy use while delivering tiles that resist stains and fading, supporting both longevity and environmental responsibility.

Key Advantages of Nexus & Nexus Bridge:

- Fluid spatial zoning through five-tile color transitions
- Versatile use cases, from luxury hospitality to corporate interiors

- Eco-friendly construction using regenerated yarns
- Acoustic and wear resistance for demanding, high-traffic settings

With Nexus, Balsan doesn't just offer a flooring product—it delivers a new language for interior design.

By merging advanced textile technology with refined visual harmony, Nexus empowers designers to rethink how flooring can influence movement, atmosphere, and experience within a space.





modulyss Hosts Talks and Workshops at Clerkenwell Design Week 2025

modulyss is set to energize Clerkenwell Design Week 2025 with a dynamic programme of inspiring talks, hands-on workshops, and thought-provoking discussions at its London showroom on 32-34 Clerkenwell Road.

From May 20–22, visitors will have the opportunity to engage with leading design voices, explore cutting-edge ideas, and connect with the future of interior and architectural design.

Exploring Hybrid Spaces, Smart Technologies, and Regenerative Design

The event kicks off on Tuesday, May 20th at 2:30 PM, with Becky White, Associate Design Director at Universal Design Studio, presenting “Designing Rooms With Dual Purpose:

The New Rules of Hybrid Design”, addressing the challenges and creative opportunities of multifunctional spaces.

On Wednesday, May 21st at 2:30 PM, Gurvinder Khurana and Kim Morgan from M Moser Associates will delve into “How Smart Technologies Optimise Well-being in Neuroaesthetic Spaces”, sharing insights on how AI-driven environments and sensory design are shaping the future of human-centered spaces.

Laura Narvaez Zertuche and Farah Caswell, Partners at Foster + Partners, will headline on Thursday, May 22nd at 10:30 AM with “What’s Next in Sustainability:

Regenerative Design is the New Standard”, offering a compelling look at how architecture can positively impact the environment.

Future-Focused Panel Discussion and Creative Workshops

A panel discussion on Wednesday, May 21st at 10:30 AM, “Designing for the Generation of Tomorrow”, moderated by editorial consultant Helen Par-ton, will feature architects Julian McIntosh, Vincent Hon, and Astrid Hugo as they discuss the role of design in a rapidly evolving world influenced by climate change, AI, and shifting societal values.

Creative workshops will add a hands-on dimension to the programme:

On Tuesday, May 20th at 10:30 AM, scent expert Emily Lynam from Yougi London will lead “Design Your Signature Interior Perfume”, teaching participants how to blend essential oils for custom interior fragrances.

On Thursday, May 22nd at 1:00 PM, Cheeky Studio will host “The Art of Hand-Tufting: Craft Your Own Accent Rug”, where attendees can craft their own rug through the tra-

ditional hand-tufting technique.

Opening Night Networking

The showroom will also host a relaxed Opening Night on Tuesday, May 20th at 5:00 PM, offering mocktails by Coxtails and bites from The Green Kitchen, creating a perfect setting for networking with fellow professionals from the design and architecture industries.



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Sharadha Terry Launches New Sustainable Rug Unit with Backing from Good Fashion Fund



Sharadha Terry Products Private Limited (STPPL), known globally for its premium MicroCotton® bath textiles, is expanding into the sustainable rug market with a \$1.75 million investment from the Good Fashion Fund (GFF).

The funding will support the establishment of a state-of-the-art rug manufacturing unit—Sri Gugan Mills—in Metupalayam, Tamil Nadu.

The new unit, focused on bath and area rugs, marks a major step in STPPL's diversification strategy.

With an annual capacity of 4 million square

meters, the facility will produce dope-dyed polyester and cotton bath rugs, and is currently exploring the use of recycled fibers for future collections.

The investment includes a high-tech tufting machine and accessories, designed to minimize environmental impact and maximize operational efficiency.

What sets this project apart is its commitment to sustainability.

The rugs unit will operate using recycled water, supported by an effluent treatment plant that recovers up to 98% of wastewater.

Additionally, the entire production process will eliminate the use of hazardous dyes, further reducing ecological impact.

Powered by 100% renewable energy—a combination of 5.1 MW wind and 10.1 MW solar—STPPL is reinforcing its position as a leader in eco-conscious manufacturing.

The new unit is also expected to create over 200 jobs, prioritizing inclusive hiring from surrounding communities.

STPPL introduced its rug line, branded Sharadha Rugs, at Heimtextil Frankfurt 2025, positioning itself as a one-stop destination for premium, sustainable bed and bath products.

The company's long-standing focus on clean energy, closed-loop water systems, and zero chemical discharge practices have earned it certifications such as Made in Green by OEKO-TEX®, GRS, and FSC®.

The Good Fashion Fund's investment completes its first funding cycle, with STPPL becoming a model for sustainable rug production in India. As GFF prepares to launch its second fund, this partnership



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