

RYALUX

Press Release

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RYALUX CELEBRATES BRITISH STYLE WITH THE LAUNCH OF WILLIAM CLASSICS

Innovative carpet manufacturer, Ryalux, introduces its stunning new William Classics collection: a confident, contemporary range named in honour of the company's founder, William Lomas, a legendary carpet innovator, who is still highly regarded in the flooring industry today.

William Classics is a collection of twists, velvets, plain and striped loops made from finest quality wool. These four textures have been created to work perfectly on their own or to coordinate beautifully with each other, bringing a classic or contemporary look to any home.

The 72 William Classics colours take their inspiration from both the latest trends and traditional style to bring homeowners the very best of British design and style. All carpets in the collection have been treated with Ryaguard stain protection system, making them suitable for use anywhere in the home.

Creative director, Darren Clanford, explains that the colours and textures of the collection are a true celebration of classic British style: "William Classics has been tailored to suit a discerning market, with every single colour selected to appeal to a wide range of customers and their spectrum of tastes. The fresh colour palette has been designed to allow the creation of beautiful, stylish interiors with a quintessential British feel. After all, the collection is named after Ryalux's founder, William Lomas, who was a true British gentleman.

Available in 4 and 5 metre widths, William Classics will replace the Lomas Chatsworth and Devonshire ranges. The collection will be rolled out to retailers between July and September, and any retailers with existing Chatsworth/Devonshire POS will receive the new style William Classics tombola and/or wall unit, designed by the Ryalux creative team.

For more information on the William Classics collection, visit

www.ryalux.com/williamclassics