



RYALUX ROLLS OUT TO KUWAIT

Ryalux - the UK's leading authority on carpet innovation - has rolled out its latest high-profile installation in the Middle East.

British wedding dress designer, Jenny Packham, opened her first international boutique at Al-Ostoura, Kuwait's flagship designer store and hand picked Ryalux V&A Twist as her choice of opulent floor covering.

Al-Ostoura is the highest fashion establishment in Kuwait and was founded by Najla Maatouk in 1985. Meaning 'legend' in Arabic, Al-Ostoura comprises of stylish spaces offering designs from Comme des Garcon, Yohji Yamamoto, Jean Paul Gaultier, Helmut Lang, Alberta Ferretti, Paul & Joe, Chloe and now, Jenny Packham. Wedding dresses designed by Jenny Packman have been described as glamorous and luxurious with inspiration taken from romanticism, which fits naturally with the Ryalux offering.

Ryalux's V&A Twist collection is specially crafted in luxurious wool-rich fibres and is available in any width up to five metres, making it an ideal choice for areas where minimum seams are a must. The Jenny Packham installation was 40m² in the stunning colour of Shogun Silver.

Tim Brown, brand manager at Ryalux said: "Recently Ryalux has supplied carpet for a number of high end fashion outlets installation, such as Gucci. We are very proud to have rolled out our carpet as far as Kuwait - especially in such a beautiful fashion store."

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