

# Karastan Stresses Elegance In Fall Lines



"Yorktown Hall" is the name given to this block rose bouquet design in Karastan's "Constitution Classics," a new collection of traditional patterns. Woven on a new "gripper Axminster" loom of skein-dyed pure wool face yarns, it presents the roses on an ebony black ground framed by lines of a Sienna Brown laurel leaf.



For its new "Excellency Collection" of high-performance commercial/residential carpets, Karastan has used its revolutionary Bondi System for an exceptionally dense cut-pile fabric of 100% Antron nylon face yarns.



"Lancaster Grove" is what Karastan calls this traditional pattern in its new "Constitution Classics" collection. Woven on a new "gripper Axminster" loom of skein-dyed pure wool face yarns, it features a block floral design with the strong influence of the "stencil" pattern found in Pennsylvania Dutch and Early American samplers.

For its Fall '74 carpet and rug fashions, Karastan takes a proud look at America's heritage with an emphasis on the gracious lifestyle of the early days of the Republic.

According to Robert V. Dale, vice president of styling and design for Karastan, "The nation's upcoming Bicentennial Celebration in 1976 has played an important role in our retrospective move to the beautiful designs and styles of the late 18th and early 19th centuries.

"But, equally important in guiding us has been the renewed interest by American homemakers in traditional, Colonial and classically formal furnishings along with a pronounced desire for elegance in their surroundings."

In response to this mood, Karastan is introducing for the Fall: a collection of traditional floral patterned carpets and rugs called "Constitution Classics," an ultra-luxurious plush broadloom featuring a formal damask pattern named "Empereau", and a fringed and bordered multi-dimensional textured area rug inspired by an antique brocade which is named "Repartee." All of these introductions highlight skein-dyed wool surface yarns.

The stress of elegance is seen in several of the other new fashions. A sumptuous textured plush called "Paramour" with an unusually "soft hand" made from a special nylon yarn, and an opulent wool textured plush named "Grandeau" also contribute to this gracious feeling in Karastan's introductions, according to Mr. Dale.

Somewhat less formal, but equally stylish, are an exciting new area rug called "Maroc" which features a native geometric design combined with striking mixtures of Berber natural yarn colors, and a new broadloom with the name "Bolereau" which Mr. Dale describes as a "modern twist carpet with a personality" that is highlighted by fresh colorations.

Also debuting for the fall is a series of carpets designed for heavy-duty service in commercial spaces and the home.

"Totally different," according to Mr. Dale, is a new group of brilliant multi-color patterns called the "Excellency Collection". The "fantastically" dense carpets are made on Karastan's revolutionary "Bondi System," a completely unique method for making patterned carpets recently introduced by the company. An eye-catching "escutcheon" and an abstract "patina" floral design, both with "smashing colorways,"

are the initial patterns in the collection.

Another of the versatile high-performance contract/residential qualities named "Dureau" offers a handcrafted look as the result of a dense textured pile of bulky loops and the use of the Berber natural yarn colors.

Karastan has re-engineered and re-styled its series of "Essentiale" broadlooms, and is introducing three markedly different versions all woven on Karastan's unique Kara-loc loom.

Here are details of Karastan's carpet and rug fashions for Fall '74:

## Constitution Classics

As the name suggests, Constitution Classics is a collection of traditional patterns that hark back to the years of the newly-formed United States. The collection is being introduced with two patterns, both woven on a new "Gripper Axminster" loom recently imported from Great Britain. One design called "Yorktown Hall" presents a formal rose bouquet in a block pattern on an ebony black ground. Each bouquet is framed by lines of a Sienna Brown laurel leaf.

This motif, Mr. Dale noted, can actually be traced to French Savonnerie designs, typical of those found in the stately American manors of the late 18th century.

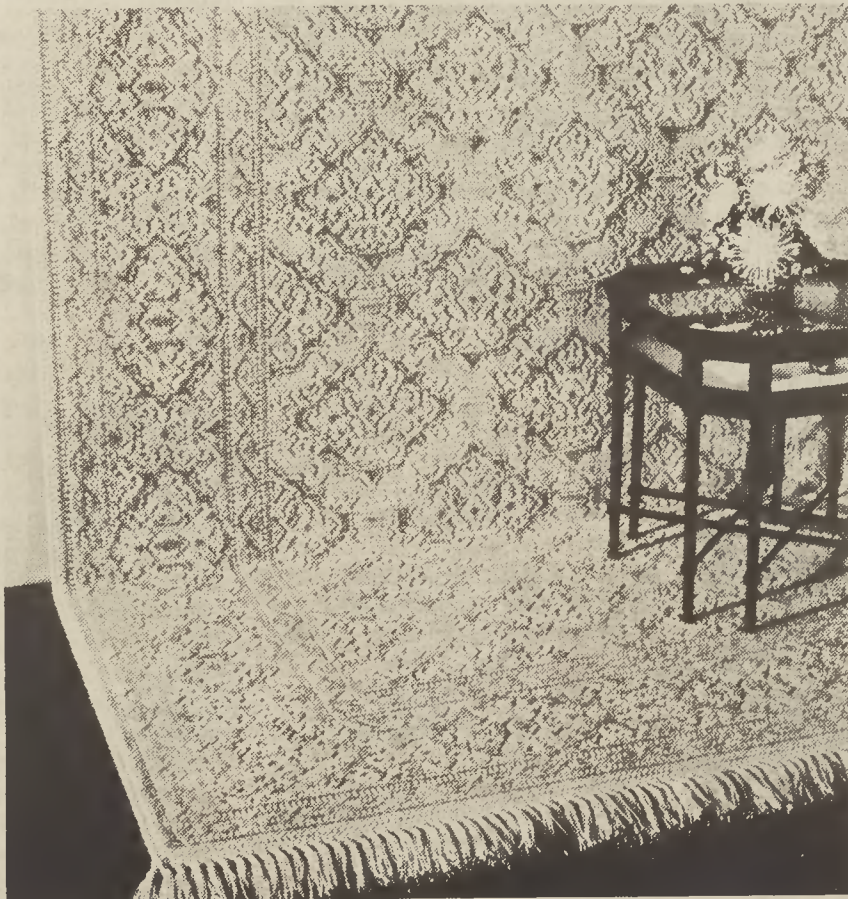
The other rug design is called "Lancaster Grove". This is also a floral formed in repeated blocks. But here the "stencil" pattern favored in Pennsylvania Dutch art and Early American samplers exerts a strong influence. The colorations are red, green and yellow on an ivory ground.

Both designs, woven of skein-dyed face yarns of pure wool, will be available in 12-foot width broadloom and in five rug sizes, cut with natural color fringe on both ends. Mr. Dale pointed out that these patterns make ideal rugs because of the repeated block motif.

"The new patterns will go beautifully with all traditional furniture," Mr. Dale said. "This includes English, French and Colonial — Queen Anne, Chippendale, Directorie, Empire, Federal and even Victorian," he added.

## Excellency Collection

These are the first of a group of commercial/residential multi-color carpets made on the revolutionary Bondi System, a Karastan exclusive. It takes advantage of the system's ability to produce an exceptionally dense fabric engineered for heavy traffic use in such public interiors as hotel corridors as well as on stairs and hallways in the home.



Karastan borrowed from an old French brocade pattern in designing "Repartee." This elegant area rug uses a multi-dimensional texture combining cut and looped pile yarns of pure wool. It is Kara-loc woven and comes in nine skein-dyed colorations with matching fringe on the ends.