

KASTHALL

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PRESS RELEASE

KASTHALL INTRODUCES THE VICHY COLLECTION



Phot: Mike Karlsson Lundgren. Styling: Carolina Rudgard.

The photos were shot at the Swedish architect couple Gert and Karin Wingårdh's property Äggdal.

Kasthall unveils the woven VICHY collection, a contemporary take on the classic Vichy pattern, also referred to as Gingham. The collection is a delightful blend of traditional aesthetics and modern design. It seamlessly combines elegance and audacity by challenging the appearance of the classic checkered pattern.

The collection's harmony of hues is designed to bring a sense of daring tranquility to any space while adding a pop of color and personality. Through the exploration of various color combinations, ranging from neutrals to bolder and more expressive shades, the well-known pattern has been given a twist.

As the signature Kasthall crafting, VICHY is made using high-quality wool and a considerable amount of yarn. This combination results in a denser and more versatile product, which makes each rug both long-lasting and a pleasure to walk on.

Lena Jiseborn, Head of Design at Kasthall, shares insight into the design process: “The VICHY collection reimagines the checkered pattern, a longstanding motif in fashion and interior design. We’ve blended history, charm, and a touch of the 1950s’ vibrant influence to create a collection that stands as a true statement of Kasthall’s authentic spirit.”

With eight distinct color options, the woven VICHY collection in pure wool captures the essence of playfulness and sophistication, offering a contemporary yet nostalgic embrace. Lena Jiseborn explains that the collection's beauty lies in its simplicity – the squares, history, and elegance all come together in a renewed and colorful way.



FACTS ABOUT VICHY:

Design by: Kasthall Design Studio.

Product type: woven rug in pure wool.

Suggested sizes: 85x240 cm (2'9.5" x 7'10"), 135x200 cm (4'5" x 6'7"), 165x240 cm (5'5" x 7'10"), 195x300 cm (6'5" x 9'10"), 240x350 cm (7'10" x 11'6"), 290x400 cm (9'6" x 13'1"), 340x450 cm (11'2" x 14'9").

Custom-made sizes: choose width between 70-600 cm and any length.

PRESS CONTACT

For more information, high-resolution pictures, and interview requests, please contact
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MADE IN SWEDEN. DESIGNED FOR THE WORLD SINCE 1889.

Since 1889 Kasthall has created unique and contemporary woven and hand-tufted rugs for floors all over the world. Our Design Studio collaborates with the world's best designers to develop exquisite quality rugs, all produced with the finest materials at our factory in Kinna, Sweden. We are active in 30 countries with flagship stores in Stockholm, Malmö, Milan, and New York.

