

## FLOR Debuts New Winter Area Rug Collection for the New Year

2024-01-03

Newest Launches from Premium Design Brand Ring in 2024 with Rich Textures and Contemporary Cools

ATLANTA--(BUSINESS WIRE)-- **FLOR®**, a high-end area rug brand for homes, offices, and every space in between, today announces its **Winter Collection**, featuring four new carpet tile styles. Each new product embraces the coming and going of the season and celebrates the new year with textured layers, calming hues, and eclectic patterns.

“We’re excited to share our Winter Collection, highlighting this season’s top trends from retro modern revival to tonal tranquility,” said James Pope, General Manager at FLOR. “Both a reflection of this past year’s designs and a peek into what’s to come in 2024, this collection blends bold patterns with sophisticated, rich textures, perfect for any interior space. Each product is an extension of our core values – beautiful, smart, and responsible – and we continue to create styles that are both on-trend and environmentally conscious.”

The latest launches from the Winter Collection include:

- **Scenic Route:** Keep the old and embrace the new with this retro-inspired pattern, exploring shape, color, print, and silhouettes. Available in Chalk/Black, Bone/Pearl, and Bone/Coral, this style celebrates the past while making a bold statement in the present.
- **Tivoli Touch:** Add a touch of quiet to your space with this new area rug, focused on layered neutral tones. Designed to be more than just a backdrop, this product acts as a canvas for cozy serenity. Choose between Bone, Chalk, or Eggnog to fit your ideal aesthetic.
- **Curves You Right:** Explore shape and dimension with this new pattern that mirrors curves seen in sand and

waves. Meant to exude feelings of calm and beauty, this product palette comes in Bone, Eggnog, Blush, and Dusty Blue.

- Draper: Connect with nature and find your botanical bliss with this new area rug, featuring elevated lines and patterns inspired by the natural world. Available in Topaz, Pearl/Fieldstone, and Pearl/Mica.

“Like all our products, the Winter Collection takes inspiration from current trends, including bubble furniture and graffiti, evident with Scenic Route, making it easy for our customers to pair high design with impressive performance,” said Kelly Simcox, Head of Global Design at Interface. “We strive to create area rugs that feel authentic but also encourage our customers to bring their own design ideas to life. With tools like our FLOR Design Studio, you can create a custom design that fits your aesthetic or update our most loved rug design templates for your space.”

All area rugs from FLOR are, at a minimum, carbon neutral. In addition, the brand publishes the carbon footprint of every product it sells, no matter the style, on **FLOR.com**.

## About FLOR

FLOR®, the specialty design brand of Interface®, has brought high-end area rugs to homes, offices, and every space between since 2003. FLOR carpet tiles are beautiful, easy to install, and responsibly sourced. Our customizable designs are engineered for high-traffic spaces, from family rooms to conference rooms. For more information, visit **FLOR.com**.

Kelly Ronna

Trevelino/Keller

**kronna@trevelinokeller.com**

404-214-0722 x 107

Source: Interface, Inc.