



ADELAIDE MATTERS - October, 2011



people

# WOVEN WONDERS



Sally Pottharst

ADELAIDE matters

Style conscious and business savvy, Sally Pottharst and Jodie Fried are a formidable partnership. They could be using their talents in any number of ways but they've chosen homewares, in particular floor rugs, and struck a chord with decorators.

Their Armadillo range has been on the market for just two years but they already have 10 employees and Sally, who owns Terrace Floors with her husband Kai, admits the growth has been "unbelievable".

The women, who both went to school in Adelaide, met at a Design Ex trade show interstate where Jodie was showing her Bholu range of cushions, throws and lampshades made by artisans in India.

The two women shared similar tastes in product design – beauty, quality, cultural history – and when Sally returned to Adelaide, she wasted no time in asking Jodie if she could use her Bholu designs on a range of rugs for Terrace Floors.

The range was successful but Sally could see a gap in the market for "a really earthy rug" which led to Armadillo.

Using Jodie's contacts in India, the pair set up a

business where they designed the rugs and had them handcrafted from natural fibres such as wool, cotton and hemp.

They are proud of their Fair Trade practices and support local schools in their weavers' villages.

Sally and Jodie, who is now living in the US, have launched a second range under the Armadillo label which is aimed at interior designers.

A selection of patterns, colours and sizes is on offer, giving designers the option of customising a rug to suit their space.

Sally says the new range enables interior designers to create an individual look, while still enjoying the quality of the Armadillo product.

It also signals the introduction of colour including 'polenta' yellow, 'musk' pink and 'fern' green into the subdued Armadillo range.

"Our aim has always been to keep things simple and understated," Sally says.

"These rugs are about fitting into an interior, rather than dominating it."

[www.armadillo.co.uk](http://www.armadillo.co.uk) [www.terracefloors.com.au](http://www.terracefloors.com.au)

