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## Armadillo & Co - In Search of the Uncommon



Jo Fried and Sally Pottharst launched their Armadillo & Co brand at the recent Decoration & Design Trade Fair Melbourne.

Jodie and Sally first met when collaborating on a rug project for Jodie's business, Bholu.

"That's when we discovered what we really had in common was our search for the uncommon," said Jodie.

"Together, we have over 25 years' experience in our heartfelt fields of design and textiles." She said.

EARTH is the pair's premier collection of rugs featuring simple and timeless weaves.

"In our ever evolving collections, these masters literally take the floor," said Jodie.

"We believe the incredibly skilful work of the artisans who created these rugs, speaks for itself." She said.