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Armadillo continues evolution

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Following the July launch of their first collections of hand woven floor rugs under the Armadillo & Co banner, collaborators Jodie Fried and Sally Pottharst have expanded their product offer.



Working with new communities of artisans in India who specialise in finer weaves for new smaller items, the company has created two new collections: Table Top, offering placemats and runners, and Entrance Mats, an interior answer to the everyday doormat. "We love that with the weaves up close and so tactile on the table you can really see and feel the artistry that goes into them, and the organic irregularities that give them so much personality. Every piece is a true original," said Pottharst.

Meanwhile the handcrafted entrance mats were an innovation, Fried added.

"We created them for interior entranceways, perfect for polished wood and tiled floors, as well as for areas outside under cover. They come in a generous single door size as well as a slim line double French door size. Of course, they can also be used as bedside, bath or even sophisticated pet mats. We're also offering a new weave for the mats."

Utilising hemp fibre teamed with a classical, natural, textural and ethical approach to design, the new lines add to Armadillo's existing rug collections, all of which are handmade on looms by traditional weavers in India, using weaving techniques and weights of yarn to create variations in the finished styles and designs.



"Our rugs have been tested in all sorts of situations and with different kinds of traffic and have all proven to be long lasting and extremely durable."

"The rugs are a great way to complement any interior, as well as add warmth and comfort to a room. The natural and subtle nature of the weaves lends itself to many different interior situations including children's room, dining rooms or hallways."

Combining ethics with aesthetics, every Armadillo & Co piece complies with Fair Trade practices and is crafted from sustainable natural fibres including pure wool, jute, cotton and hemp, with all purchases benefiting local schools in weavers' villages.

With around 45 stockists in Australia, Armadillo targets high end boutique home stores with an eye for quality, detail, longevity and affordability. Set to show at Decoration + Design in Sydney next February, the company aims to expand its reach in the interior design and architectural market as well boutique home stores

throughout the country.

"Domestically, we would like to see the brand expand into further high end furniture stores and to also work closely with interior designer on unique projects. Internationally, we will start to introduce the product into the global market within the next 18 months."

Armadillo & Co will showcase its ranges at Decoration + Design from 2-4 February 2011 at Sydney Exhibition Centre.

www.armadillo-co.com

