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NEW WOOL RHYTHM
GO ON EXPRESS YOURSELF...

The new Wool Rhythm tonal stripe collection joins Alternative's designer patterned carpet, rugs, and runners. Wool Rhythm is designed to harmonise with the Wool Motown plains.

Go on express yourself...

There are three designs, a ticking and candy stripe each in five colour combinations which meet in a beautiful multi-coloured solo. Fall in love with the pastel palette that freshens up the home.

The design names recall iconic singers and singing group.

Image: Alternative Wool Rhythm Curtis

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Wool Rhythm coloured stripes in lilac, yellow, green, blue, and biscuit, are designed to work with fine Wool Motown textures in natural shades. Mix and match to create a soft statement, define different zones and link up spaces throughout the home.

Wool Rhythm works perfectly as wall-to-wall carpet, as a made to measure rug, runner or as a bound stair runner.

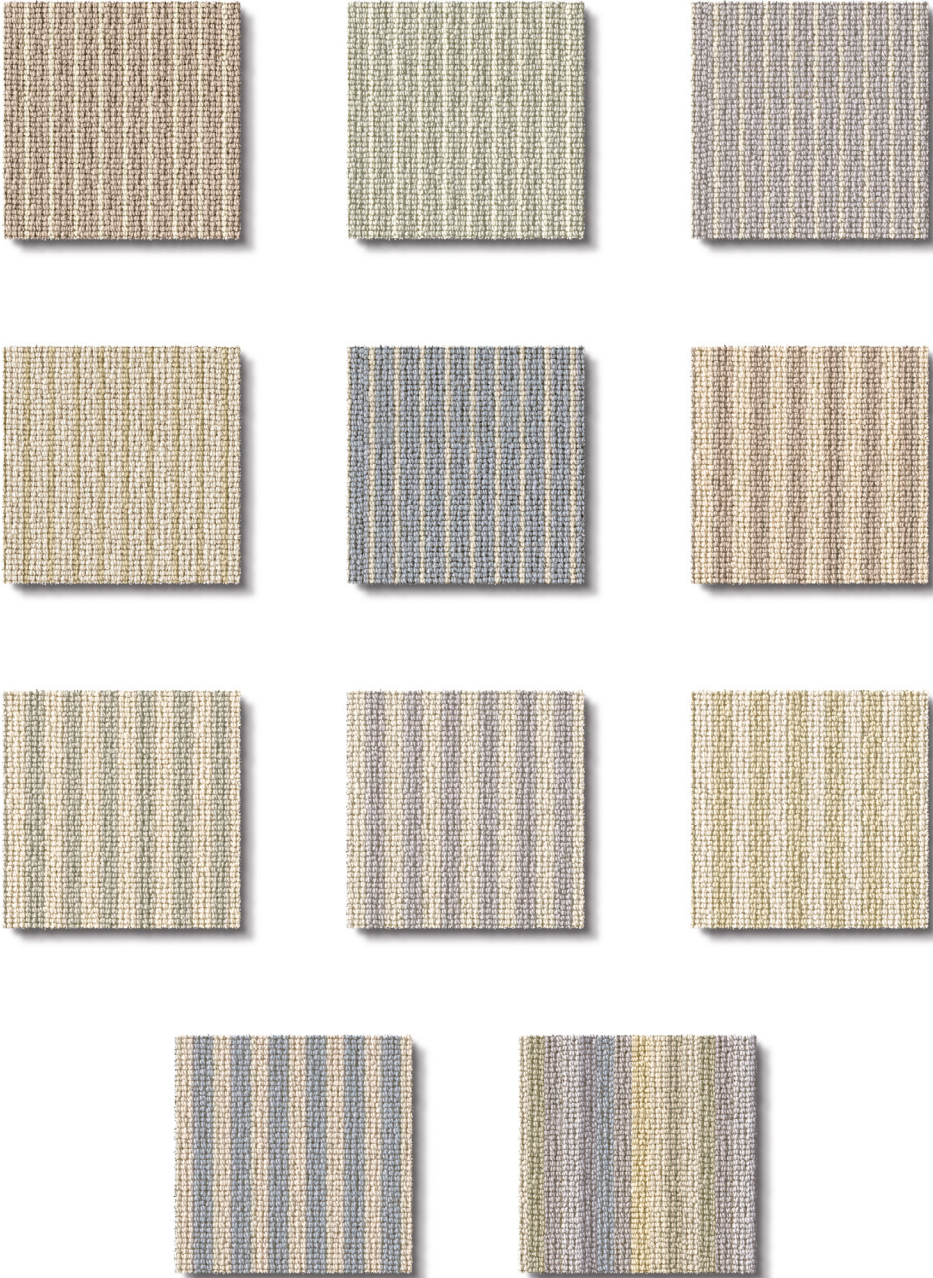


Image: Ticking: Riley, Louis, Luther, Antonie and Ray
Candy; Chester, Otis, Marvin, Ellas and Curtis
Multicolour: Temptation
£71.95 per sqm

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View Wool Rhythm here
<https://www.alternativeflooring.com/products/carpets/striped-carpets/wool-rhythm>



Image: Alternative Wool Rhythm Temptation rug with a Faux Leather Dove border
On top of Wool Motown Tammi carpet



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ABOUT

Alternative has spent 26 years exploring what its world will look like, populating it with talented people, making innovative products and finessing its ethos. Today this great British brand is built on the pillars of People, Product and Planet.

People are those who make Alternative alternative; Products, quality craftsmanship and design at the brand's core and Planet, caring about giving back with what it calls smart sustainability. Through its pioneering new partnership with Ecologi, Alternative aims to plant a tree for every sample order placed online. Over 10,000 trees have been planted.

For Alternative it's never just a carpet but design-led flooring that gets as much attention and adulation as any other interiors feature. Exceptional carpets, rugs and runners manu-crafted made from the finest wool, natural and faux fibres where texture, colour, and pattern surprise, excite and delight.

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Image: Alternative Wool Rhythm Curtis