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NEW TARTAN JOINS ALTERNATIVE'S QUIRKY CLAN

Fresh from Alternative's competition with The Glasgow School of Art is a winning tartan by Sophie Anne Campbell. Her youthful spin on this classic formed the springboard for a new modern tartan that is part of the Quirky collection of patterned carpet, rugs, and runners.

Sophie enjoyed bringing colour and a more contemporary look to her design and seeing the craftsmanship that goes into making the carpet. She says, "I think it appropriate to appreciate how woven techniques are used to create these modern-day tartans. During the generations of mass textile production, it is important to step back and admire the trade in action."

Quirky Tartan is available in six colourways from the vibrant to the heathery and natural. The names are inspired by Scottish poet Robert Burns - Red Red Rose, To a Mouse, Silver Tassie, Mountain Daisy, Gallant Weaver and Tam O'Shanter.

Price £120.65 per sqm. Composition: 80% British Wool & 20% Nylon

This new tartan celebrates British made and nurtures British talent. It proudly has the British Wool Certification and champions wool as a wonder natural fibre and sustainable textile.

"Wool is sustainable, and it works in a circular economy. It's very satisfying to work with an ethical material and not feel that I'm doing damage to the environment in any way."
Sophie Anne Campbell

Planet is one of Alternative's brand pillars. Every sample delivered involves carbon emission. That's why through its pioneering partnership with Ecologi, Alternative aims to plant a tree for every sample order placed online. Over 10,000 trees have been planted.



Alternative Quirky Tartan To a Mouse, whipped border



Alternative Quirky Tartan Mountain Daisy



Alternative Quirky Tartan Silver Tassie runner, whipped border



Alternative Quirky Tartan Silver Tassie stair runner, whipped border



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Winning Wool Tartan

Read more about the story of the Quirky wool tartan in the Alternative blog online.
www.alternativeflooring.com/blog/

Sophie Anne Campbell watching her winning tartan design being woven into carpet at Wilton.



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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.

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 Quirky Tartan Red Red Rose