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BRITISH CHARM MEETS NONNA CHIC

NEW QUIRKY BLOOM BY KATE WATSON-SMYTH FOR ALTERNATIVE

Quirky Bloom is a fresh floral carpet with a nod to nonna chic designed for Alternative by Kate Watson-Smyth, the creator of the award-winning blog Mad About The House.

This daisy-faced floral is inspired in part by a British nostalgia for the free-spirited sixties but mixed with a nurturing scoop of Italian old-fashioned charm. The six colourways are simply delicious - Tiramisu, Polenta, Gelato, Oliva, Pizzelle, Cavolo. Kate comments:

“I wanted the effect of different sized flowers tumbling down the stairs rather than a regimented series of rows. The gorgeous new colours in the range were all perfect for my palette. We decided to keep all the petals cream and mix up the backgrounds and centres. You can have a flamboyant design but in muted colours so it’s not full on.”

Bloom is a new design for Alternative’s award-winning Quirky collection of patterned carpet all designed and expertly woven in Britain using British wool. Kate joins some best-loved designers in the interior world who have collaborated on these contemporary patterns that inject personality on the floor. She has used Quirky Bloom in her new home

“It’s a classic Victorian terraced worker’s cottage so the stairs aren’t that wide, It was a deliberate choice to go full width on the stairs and across all the landings. I wanted to go all out with the pattern. The walls are off-white so I felt the stairs – the spine of the house – could be dramatic and create a focal point. As is often the case the stairs are the first thing you see when you open the door. I wanted to make a statement and feel happy when I come in and see that joyous bloom flowing down the stairs.”

Quirky Bloom Tiramisu



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Quirky Bloom

Colourways: Tiramisu, Cavolo, Oliva, Gelato, Pizzelle, Polenta

Price: £134.30 per square metre

Composition: 80% British Wool & 20% Nylon

Construction: Woven Axminster

Quirky Bloom is an exclusive Alternative collection of carpets, rugs and runners available only from Alternative flagship local stores.

[View the collection and where to buy online.](#)



Quirky Bloom Tiramisu, Cavolo, Oliva, Gelato, Pizzelle and Polenta

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ABOUT KATE WATSON-SMYTH

Kate Watson-Smyth, an accomplished journalist with over 20 years of experience, has been an influential voice in the fields of property, interiors, and design. She is the creator of the award-winning blog Mad About The House and co-hosts The Great Indoors podcast with Sophie Robinson, which delves into the art of creating living spaces that truly suit your needs. Kate has written five captivating books on interior design that are sure to inspire.

Read the Alternative blog to follow the design journey of Quirky Bloom.

Kate at home with Quirky Bloom Tiramisu as a fully fitted carpet on the stairs





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ABOUT ALTERNATIVE

Alternative is a great British brand is built on the pillars of People, Product and Planet.

People are those who make 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 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. This award-winning brand has exceptional carpets, rugs and runners, some in collaboration with leading designers, and manufactured from the finest quality wool, natural and faux fibres where texture, colour, and pattern surprise, excite and delight.

Quirky Bloom debuts at Decorex 8-11 October 2023 (Stand A34)
Part of The London Design Festival

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