



SURFACE STORIES

The Latest Trends and Styles in Carpet Design





A COLLECTION BY

Welspun[®]
FLOORING

Welspun Flooring, a leading innovator in the flooring industry, is excited to introduce its latest collection of carpet designs, inspired by the simplicity and sophistication of hand-drawn patterns and line art.

In the latest wave of design trends, hand-drawn patterns, contours, and line art are making a significant impact, driven by a resurgence in artisanal and personal touches. This trend emphasizes the beauty of imperfection and the charm of handcrafted aesthetics, blending traditional techniques with modern color palettes.

The collection draws inspiration from the fluidity and spontaneity of hand-drawn elements, imbuing the designs with a sense of authenticity and warmth. Contours and line art, with their clean yet expressive forms, provide a versatile foundation for both minimalistic and intricate designs.

The color palettes are deeply intertwined with these hand-drawn influences, gravitating toward soft, muted tones that evoke nostalgia and comfort, as well as vibrant, saturated hues that add a playful and contemporary edge. Earthy greens, warm terracottas, and soothing blues reflect a natural, grounded aesthetic, while complementary pops of neon or metallic accents introduce a modern twist, balancing traditional charm with fresh, current appeal.

DESIGNER'S CHOICE

In a world increasingly drawn to authenticity and artistry, the elemental aesthetic is emerging as a significant design trend. Capturing the fluidity and spontaneity of freehand artistry, carpets inspired by this movement are reshaping the narrative of hospitality interiors. These designs celebrate imperfection and individuality, creating unique spaces that evoke warmth, creativity, and a connection to the natural world. Hotels and resorts today aim to leave lasting impressions. These designs bring a sense of bespoke luxury, making each space feel tailored and exclusive. Whether in a grand lobby or a cozy suite, they evoke an artisan-crafted narrative that elevates the ambiance.

Hospitality interiors often serve as immersive art galleries, showcasing creativity while meeting practical needs. Hand-drawn or fluid elements blur the lines between décor and artistry, transforming functional floor coverings into visual focal points.

The versatility of fluid and elemental patterns in carpets makes them suitable for a variety of spaces:

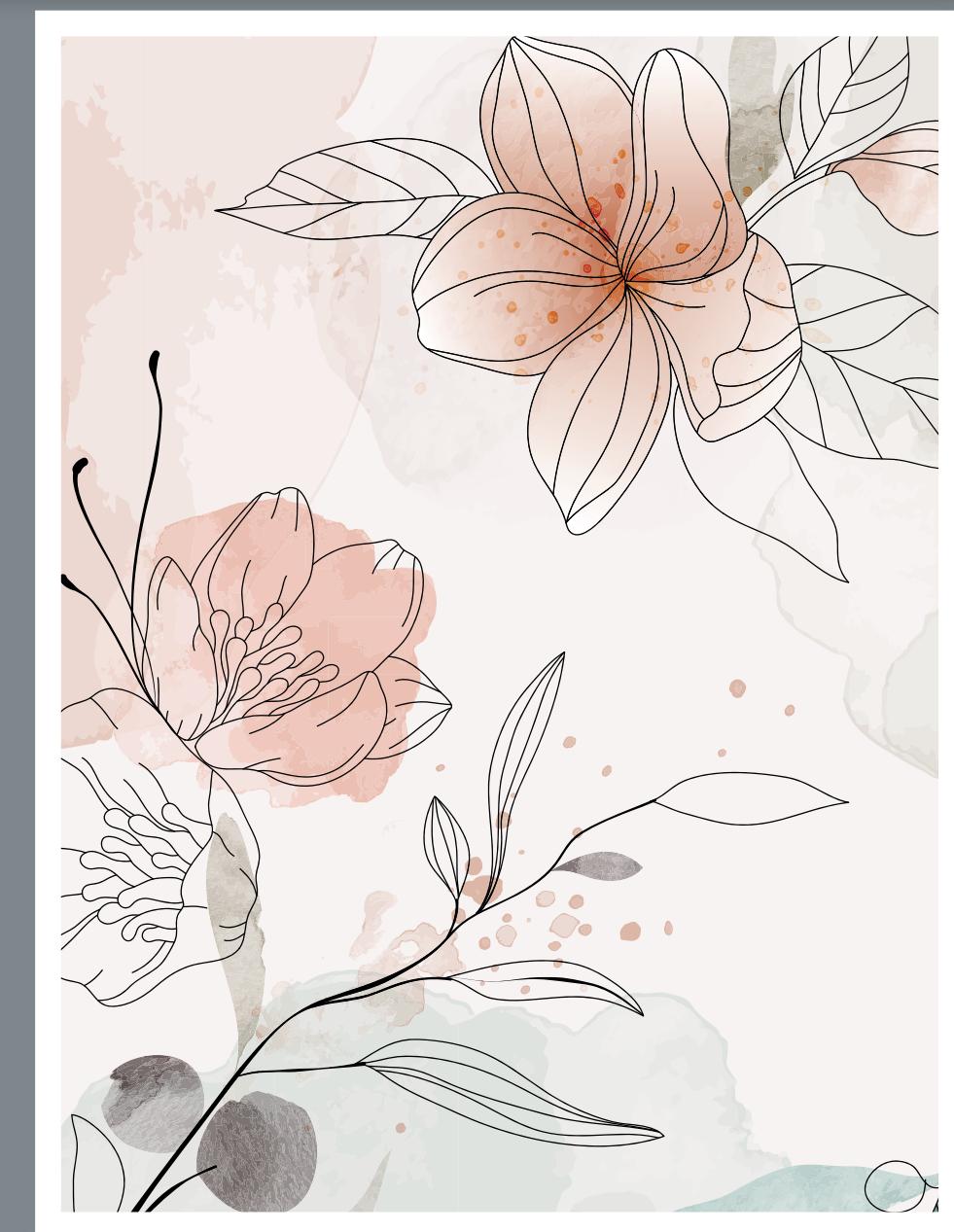
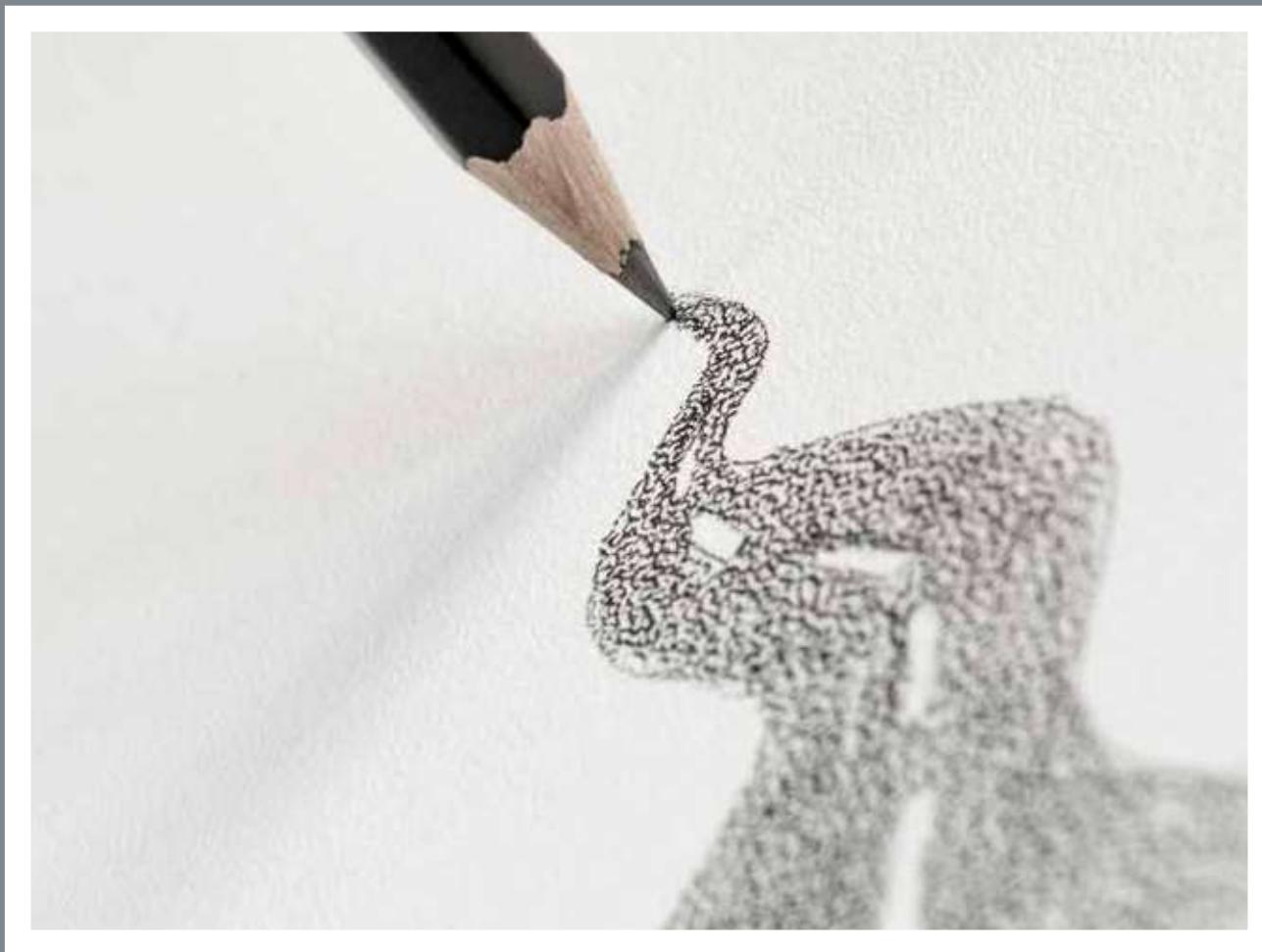
Lobbies: Large-scale, free-flowing designs make a striking first impression.

Corridors: Continuous patterns subtly guide guests, creating a cohesive journey.

Event Spaces: Abstract and dynamic motifs set a creative, upscale tone.

Guest Rooms: Subtle, fluid textures offer a cozy and serene retreat.

As travelers increasingly seek personalized, meaningful experiences, this trend in hospitality interiors is poised for growth. By fostering connections to nature and showcasing human creativity, these designs promise to redefine luxury in the hospitality industry.





ROSETTE

ROSETTE
WA9657



WA9657-001

4 x4 mtrs



WA9657-002

4 x4 mtrs



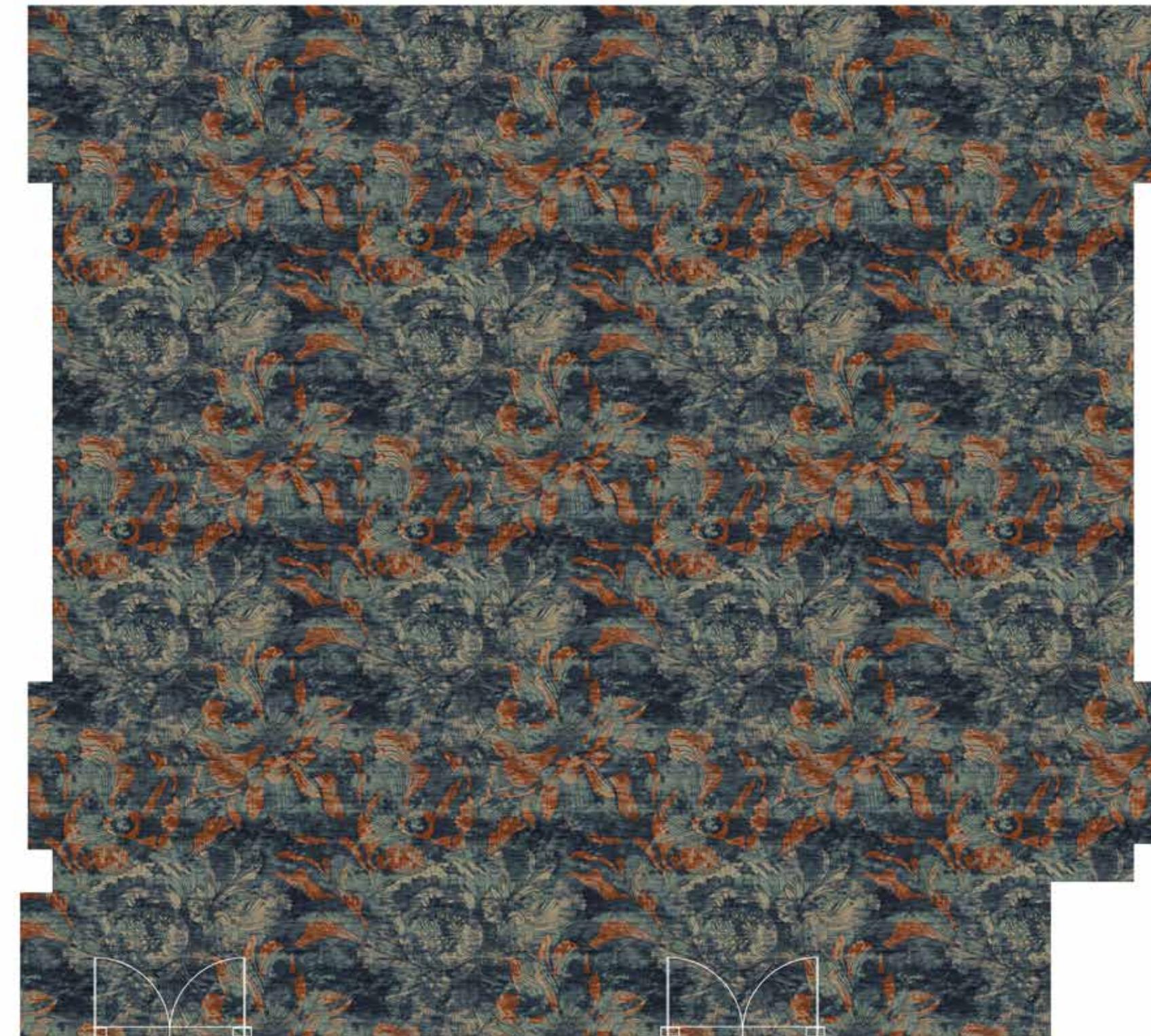
WA9657-003

4 x4 mtrs



WA9657-004

4 x4 mtrs



DESIGNS THAT SPEAK WITH ELEGANCE



WA9657-002



FLORETTA

FLORETTA
WA9658



WA9658-001

8 x 8 mtrs



WA9658-002

8 x 8 mtrs



WA9658-003

8 x 8 mtrs



WA9658-004

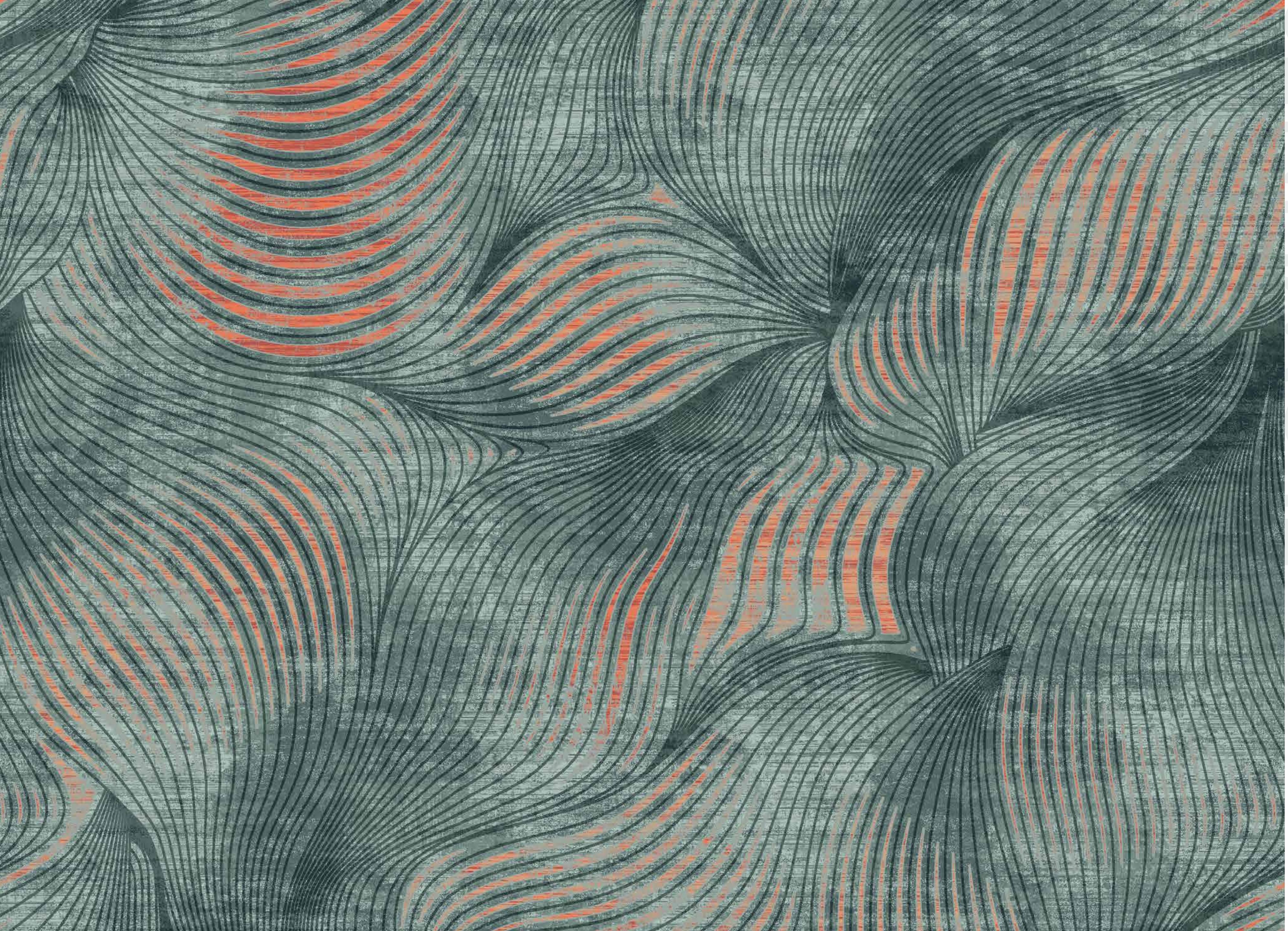
8 x 8 mtrs



BOLD PATTERNS WITH TIMELESS IMPACT



WA9658-004



FLOWLINES

FLOWLINES

WA9659



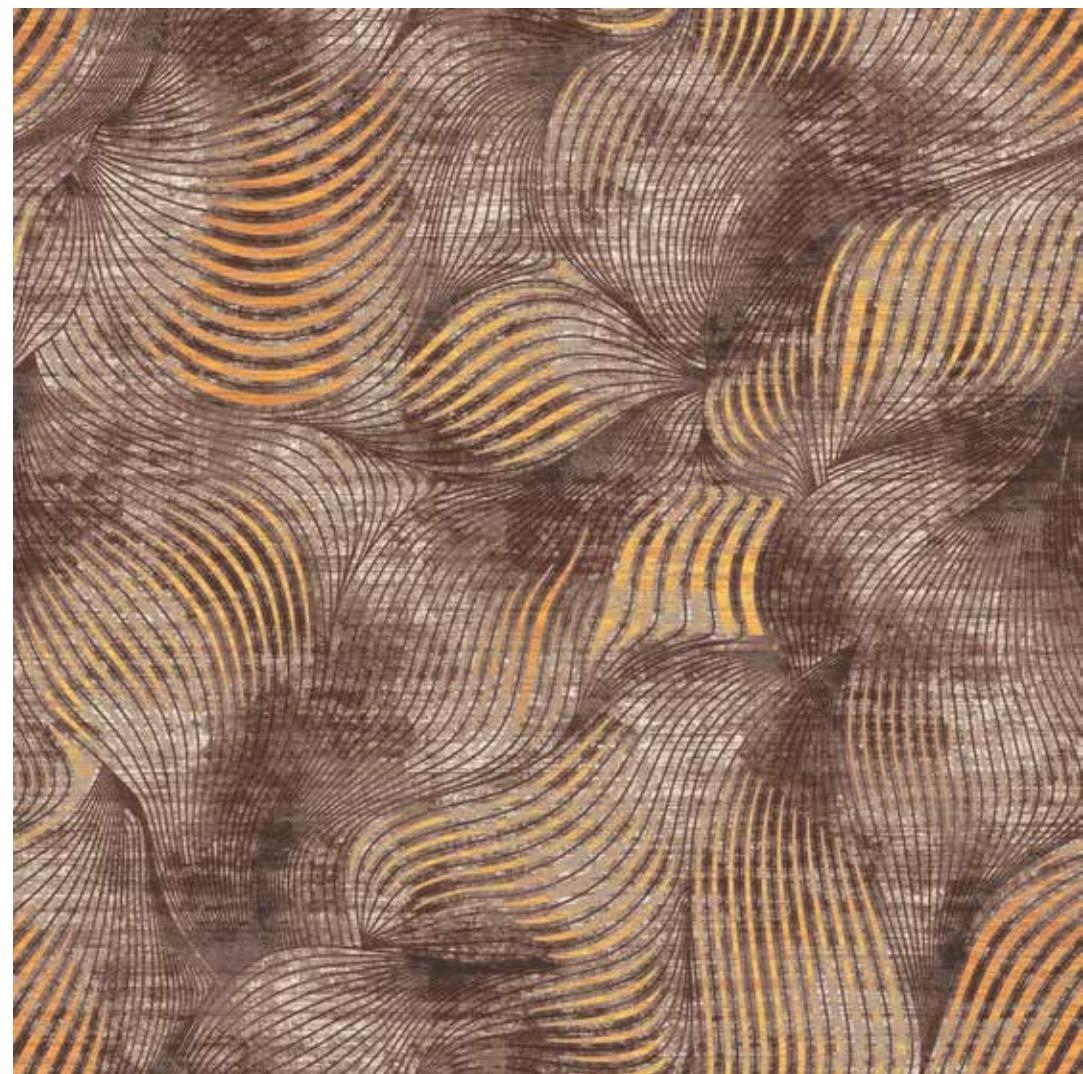
WA9659-001

4x4 mtrs



WA9659-002

4x4 mtrs



WA9659-003

4x4 mtrs



WA9659-004

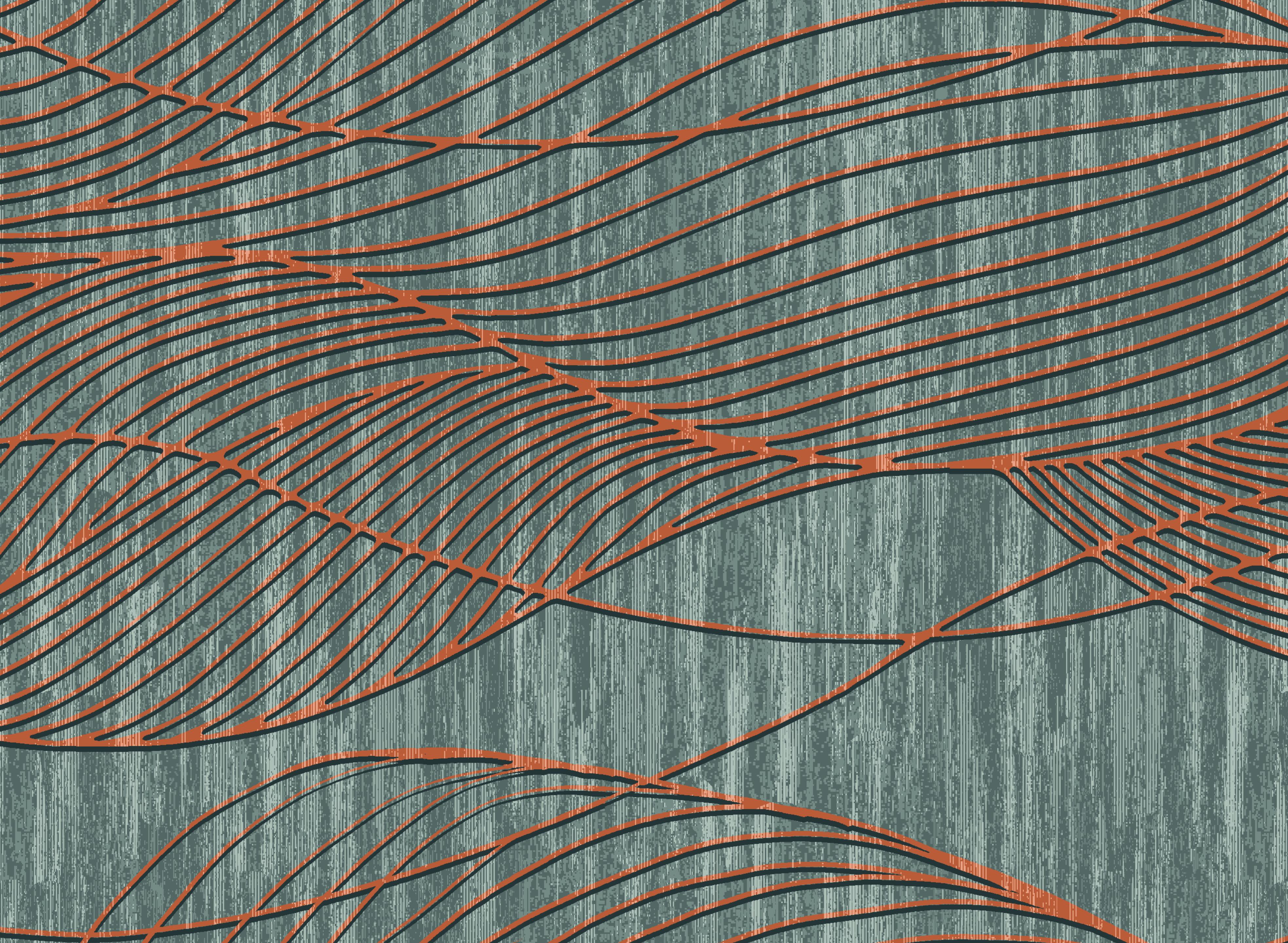
4x4 mtrs



DESIGNS THAT LEAVE A LASTING IMPRESSION



WA9659-002



WELSPUN FLOORING

TIDE
WA9660



WA9660-001

2x9.2mtrs



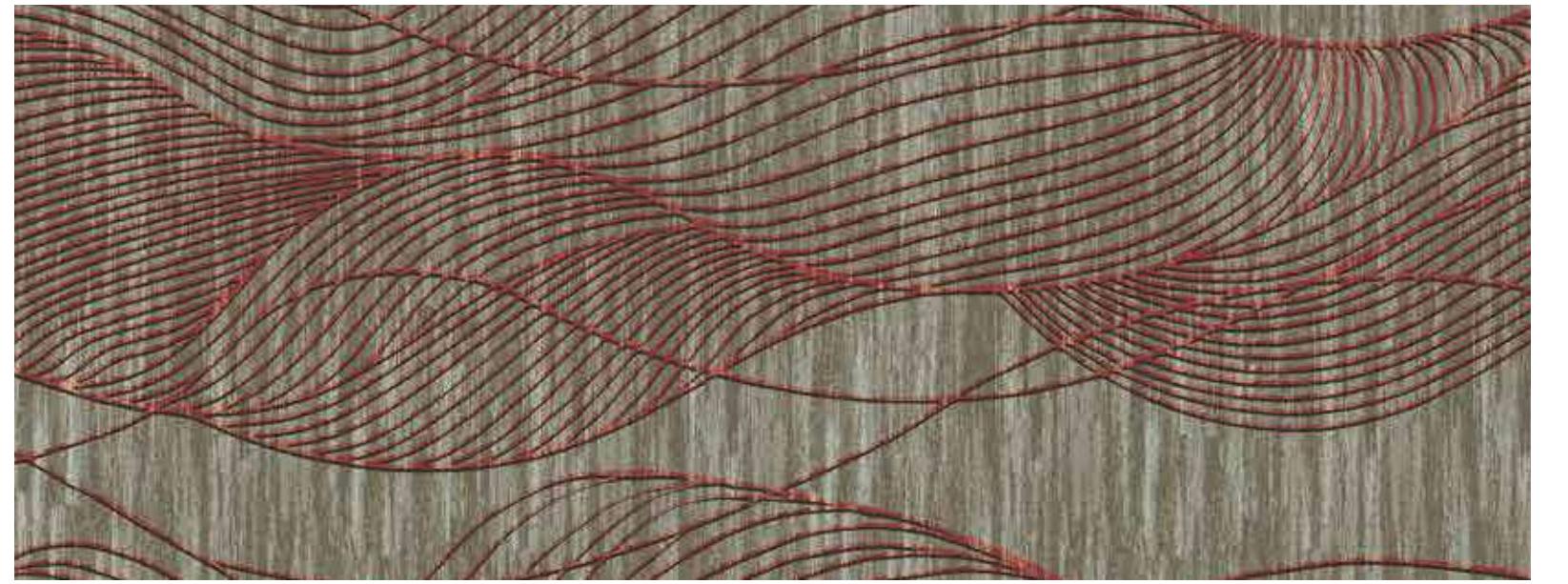
WA9660-002

2x9.2mtrs



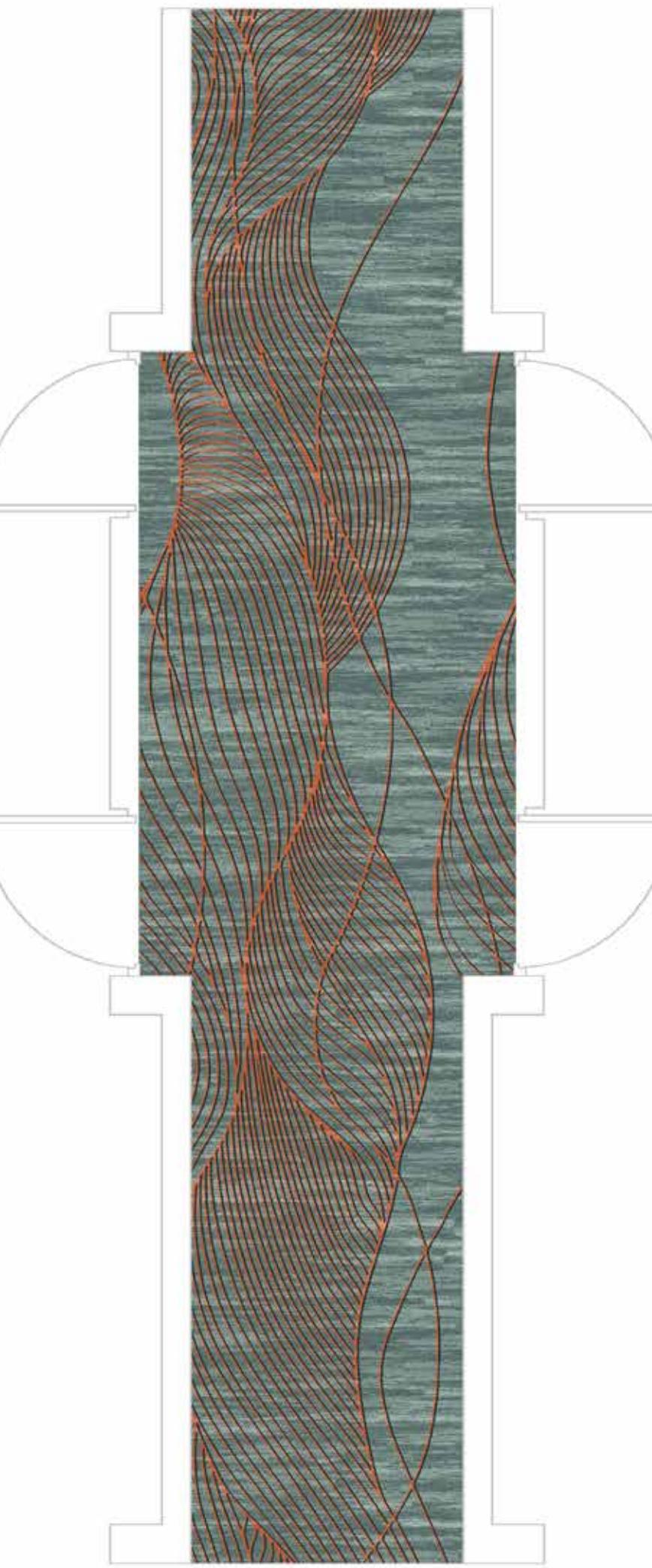
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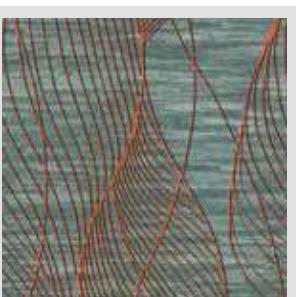


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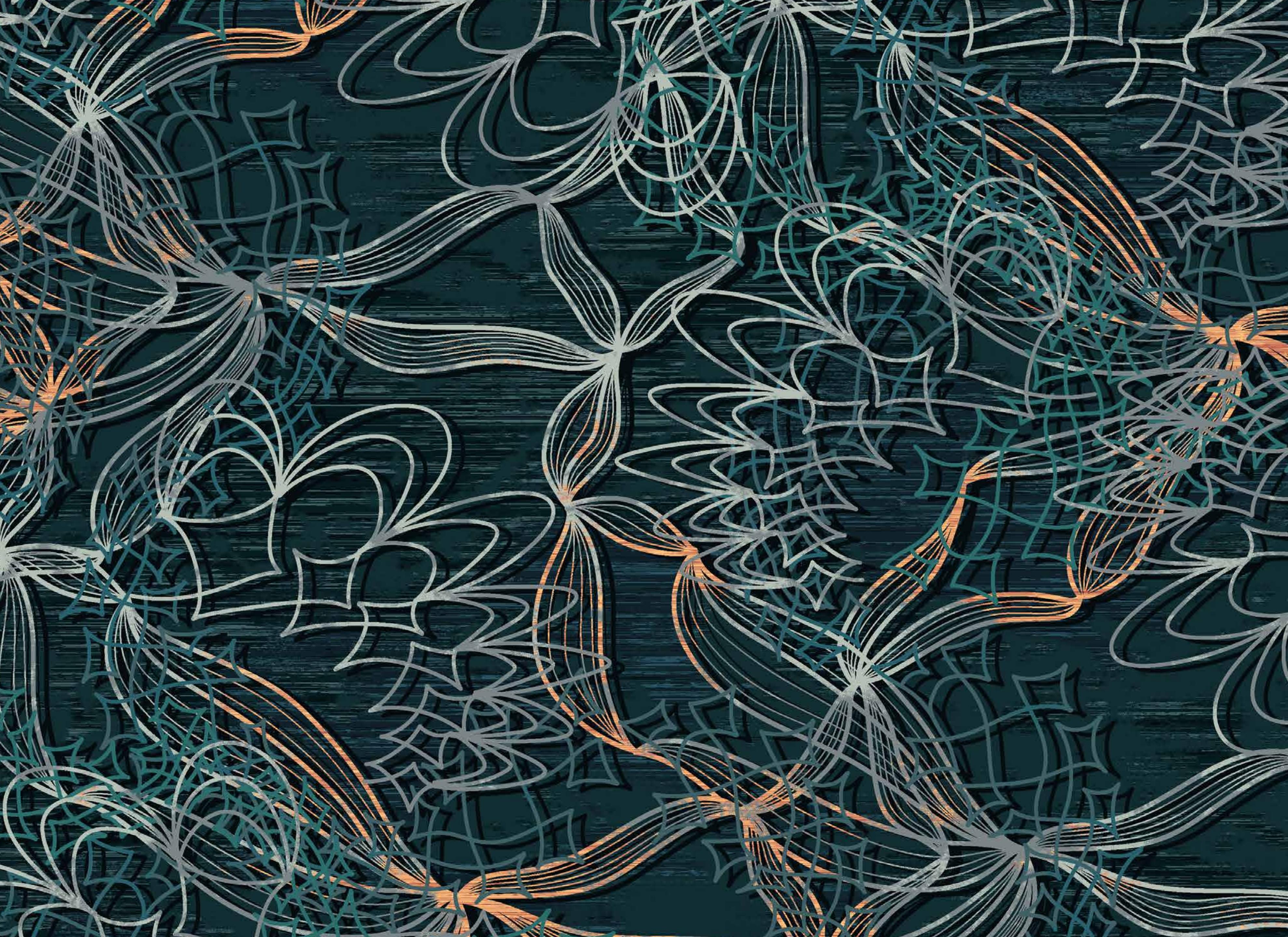
2x9.2mtrs



CRAFTING DESIGNS THAT STAND OUT



WA9660-001



PETALINE

PETALINE
WA9661



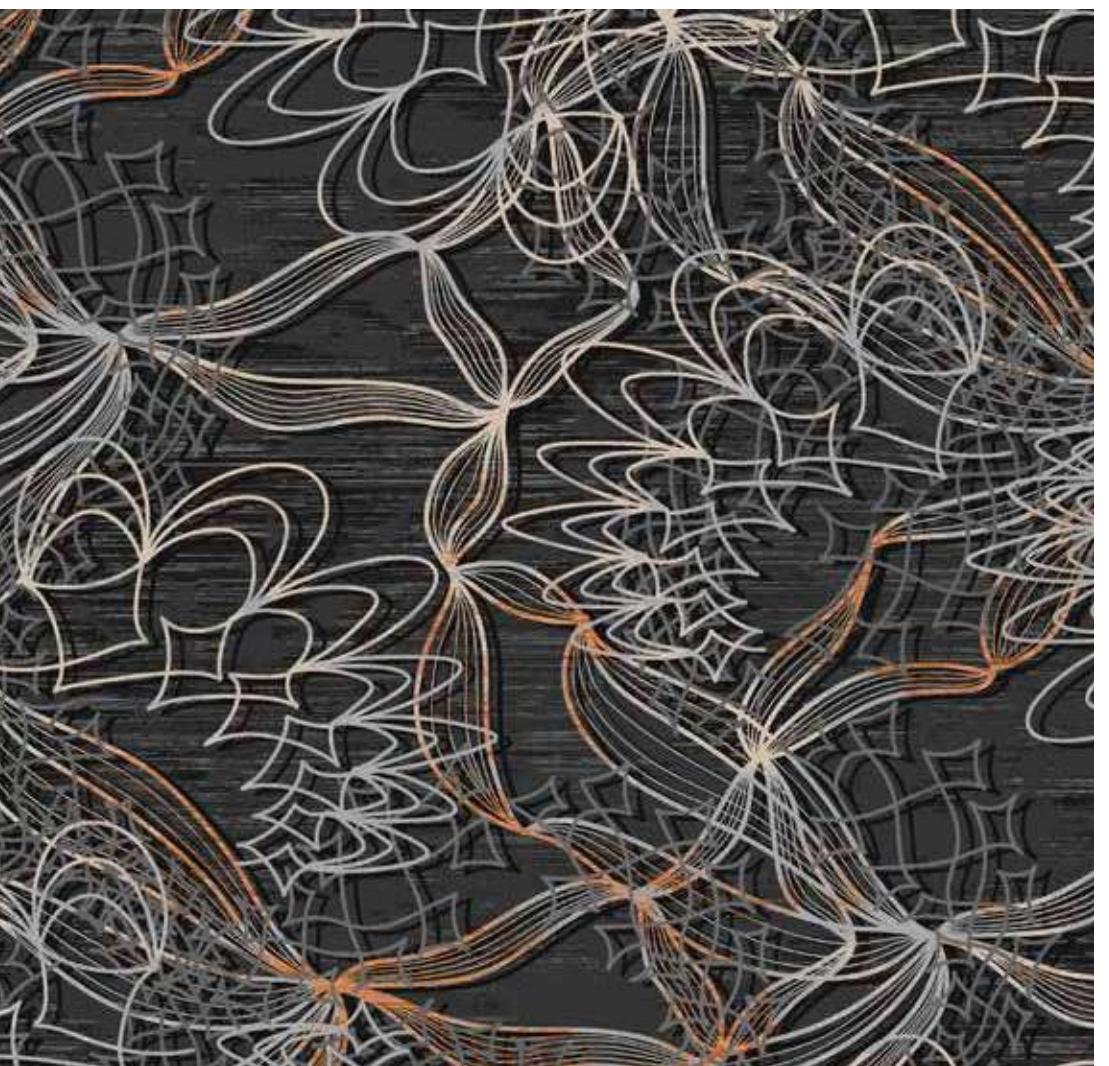
WA9661-001
4 x 2.88 mtr



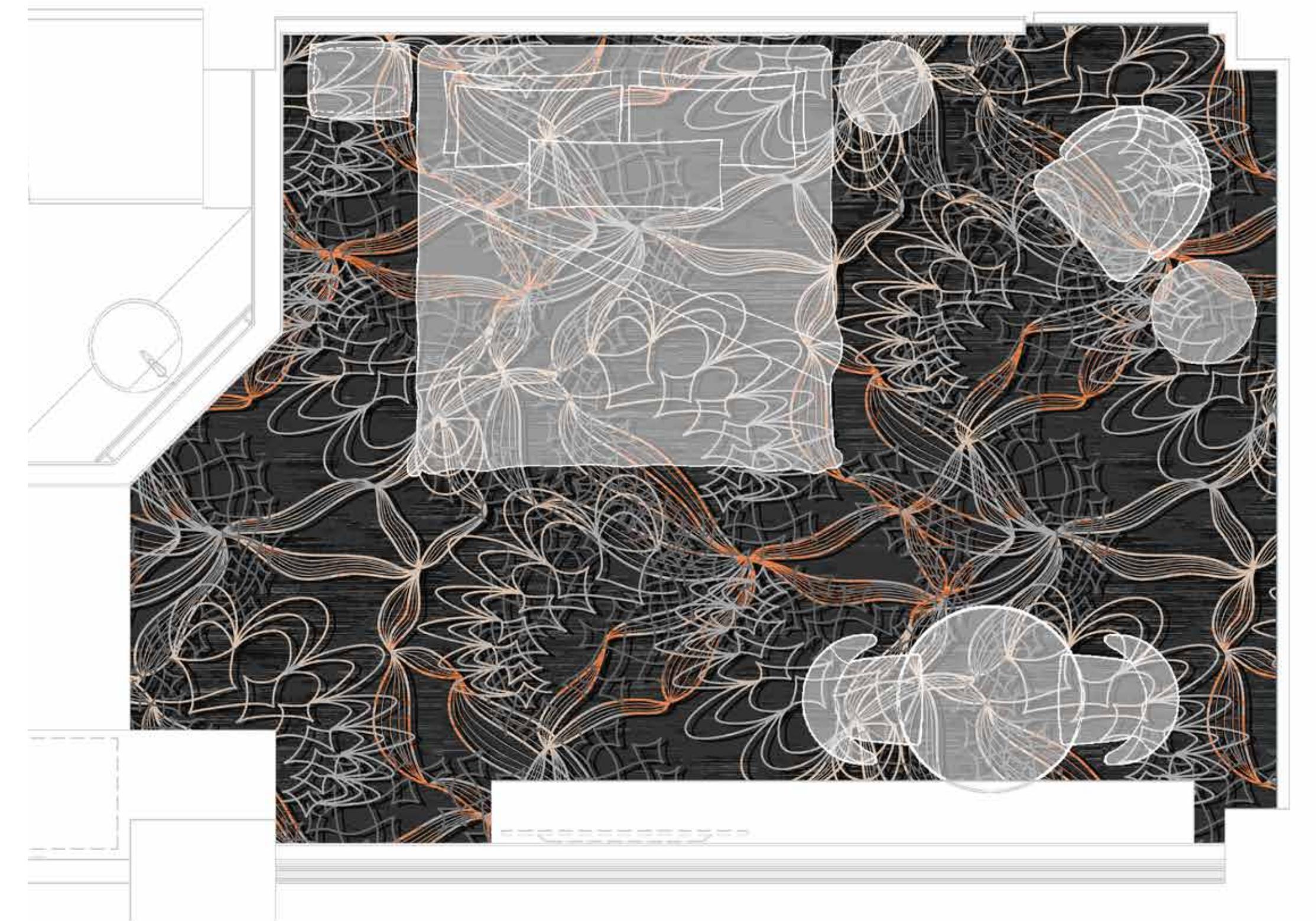
WA9661-002
4 x 2.88 mtr



WA9661-003
4 x 2.88 mtr



WA9661-004
4 x 2.88 mtr



EXPRESSIONS THROUGH DYNAMIC DESIGN

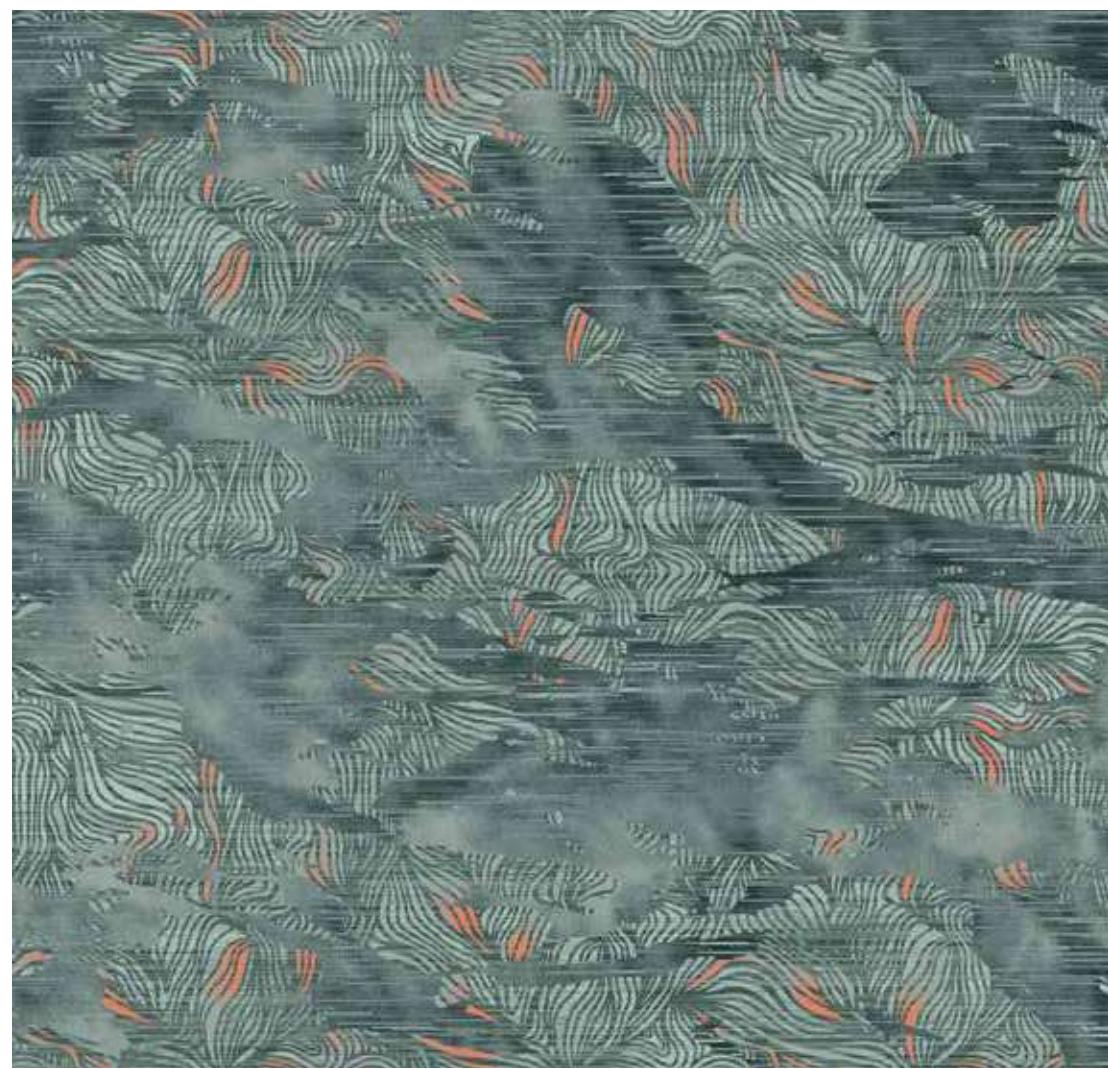


WA9661-004



DRIFT

DRIFT
WA9662



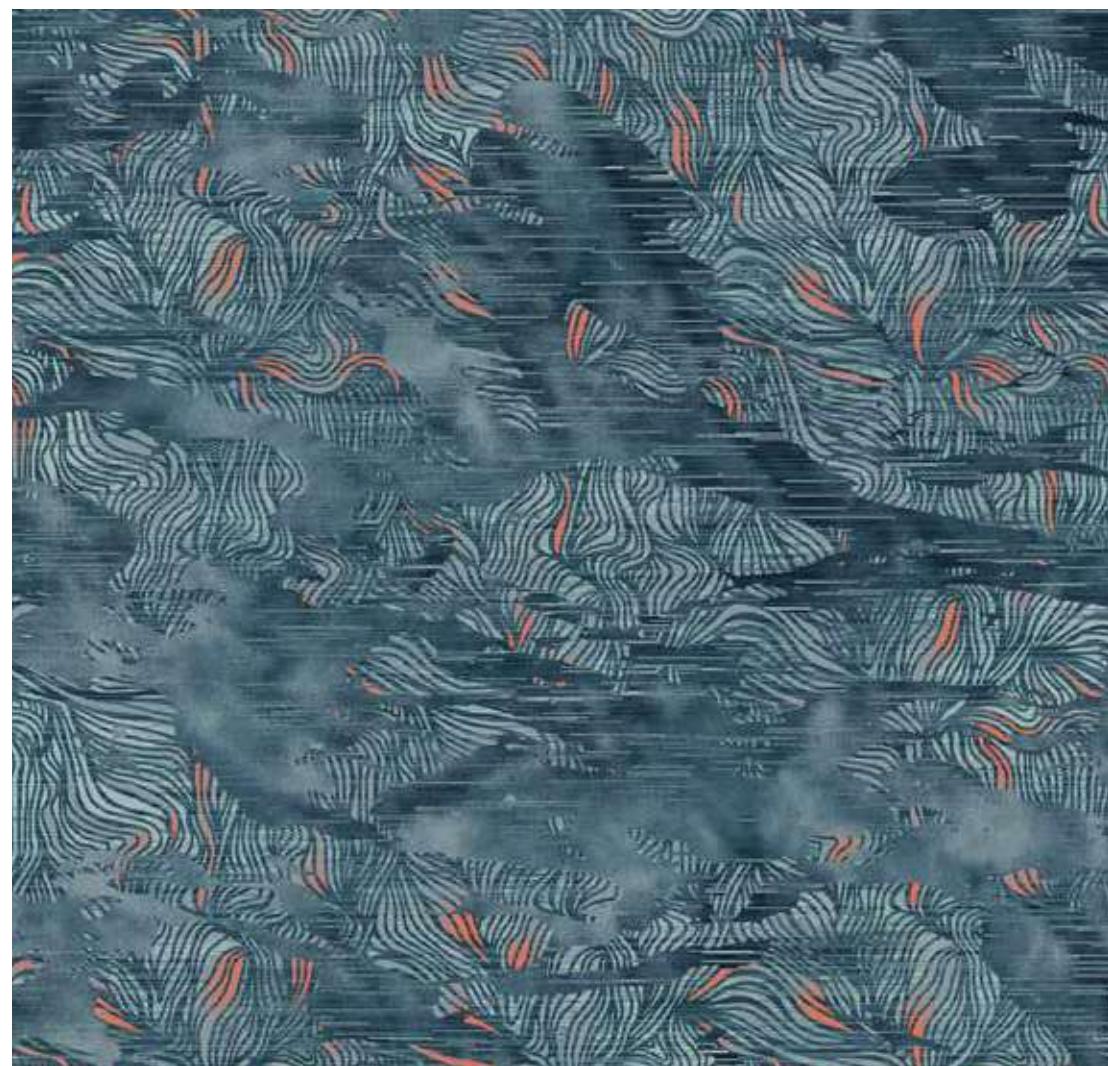
WA9662-001

4 x 4 mtrs



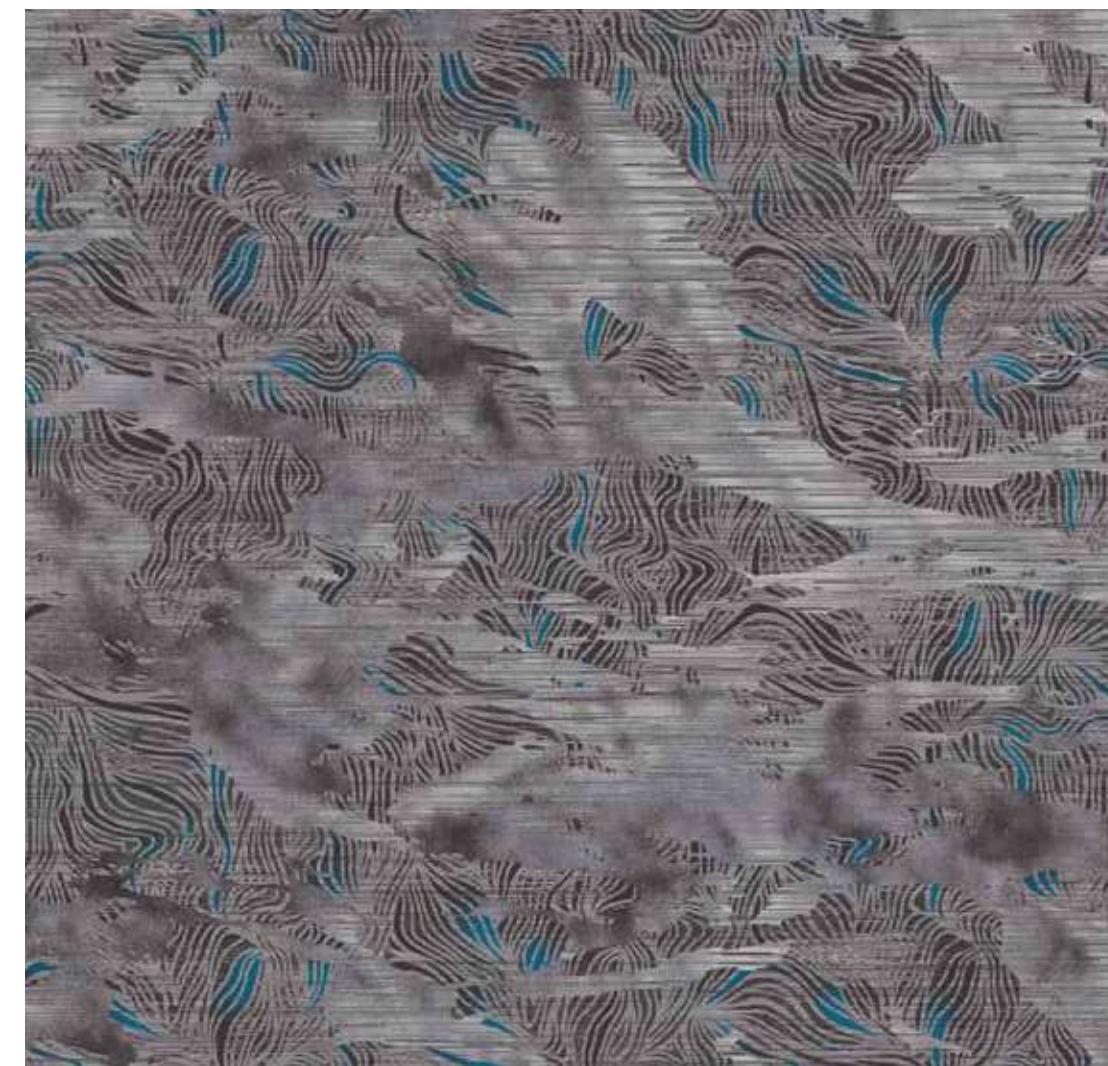
WA9662-002

4 x 4 mtrs



WA9662-003

4 x 4 mtrs



WA9662-004

4 x 4 mtrs



WHERE DESIGN MAKES A MARK



WA9662-002



BLOOMLINE

BLOOMLINE
WA9663



WA9663-001

4 x 4 mtrs



WA9663-002

4 x 4 mtrs



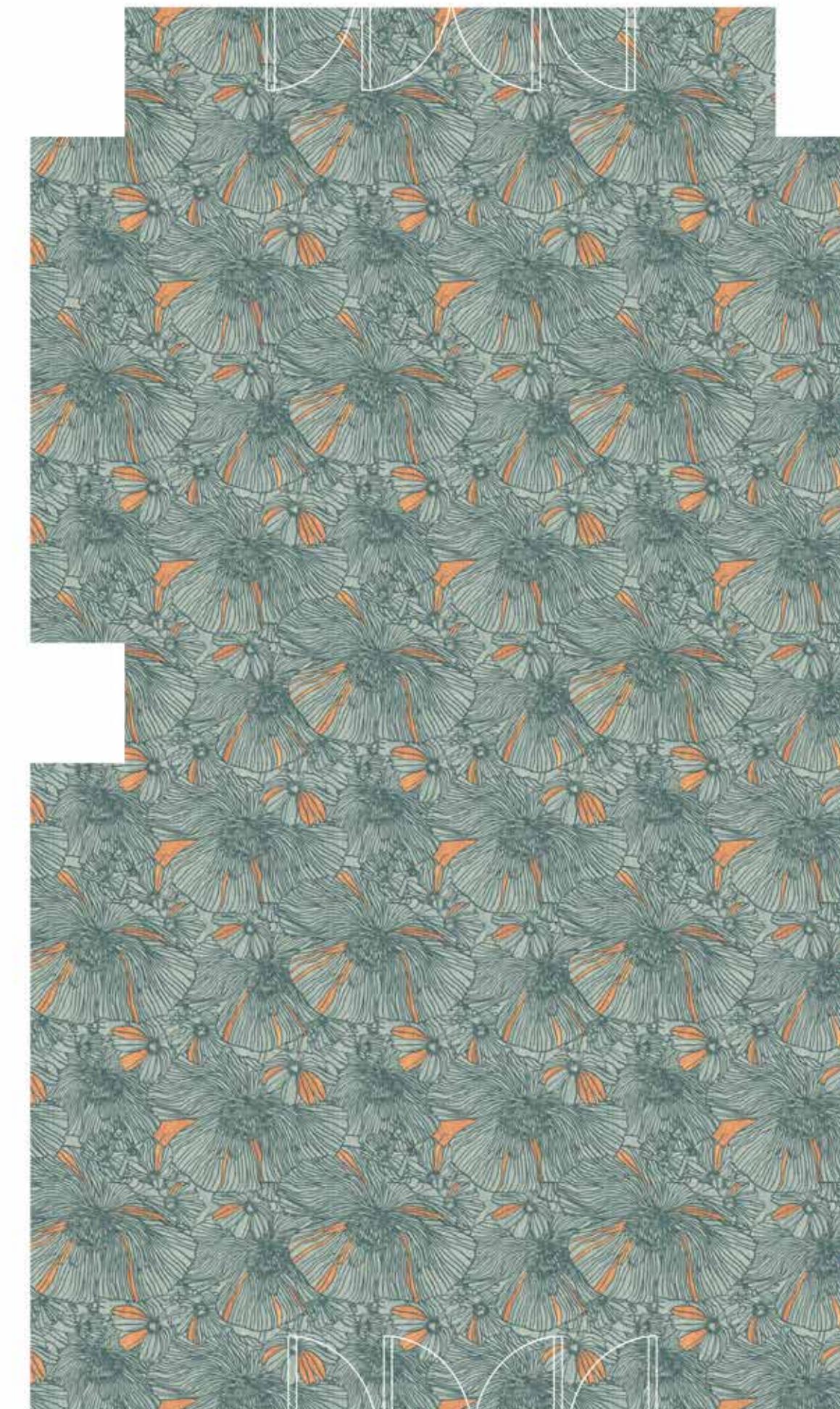
WA9663-003

4 x 4 mtrs



WA9663-004

4 x 4 mtrs



DESIGNS THAT COMMAND ATTENTION



WA9663-001



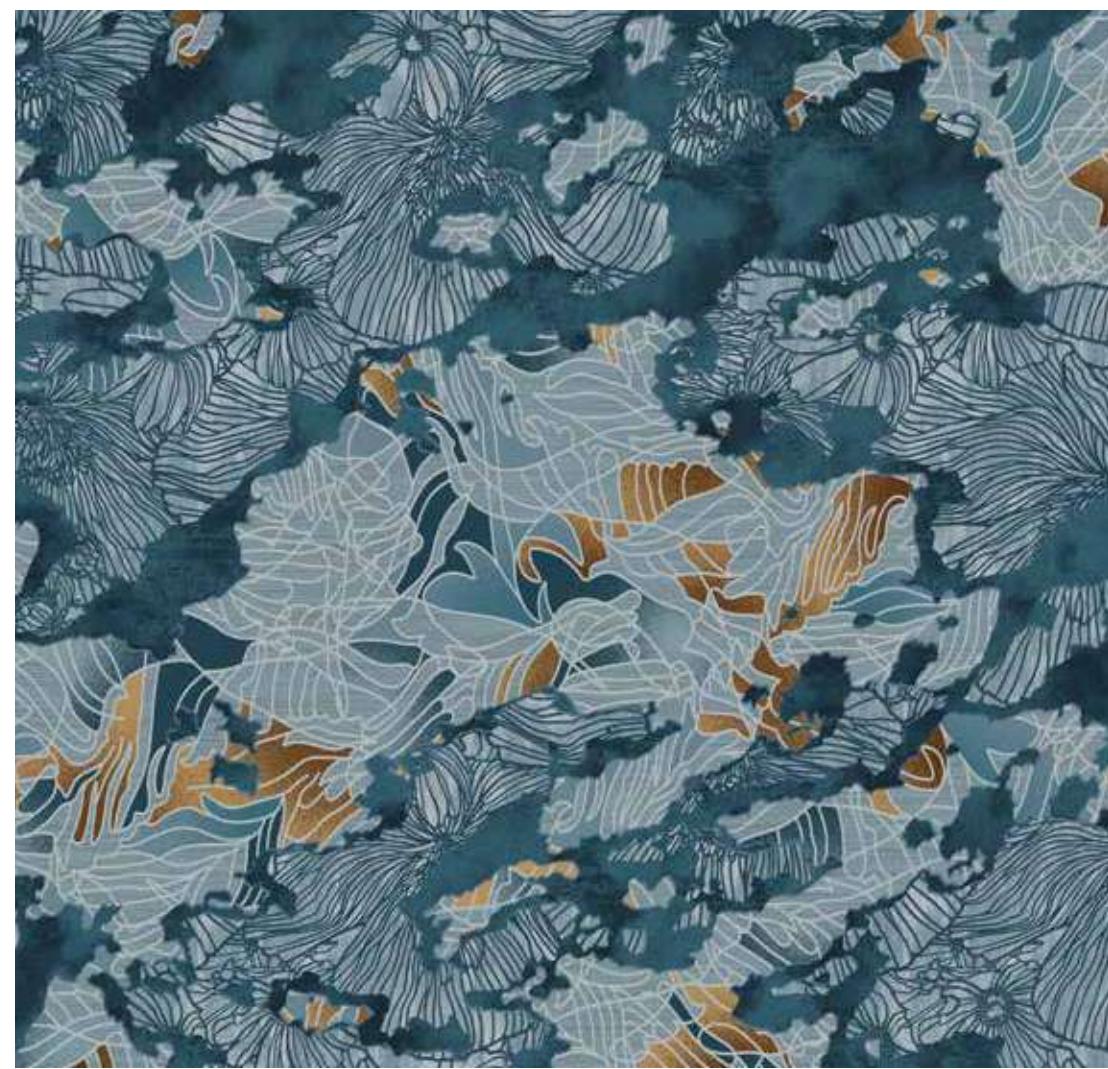
MORPH

MORPH
WA9664



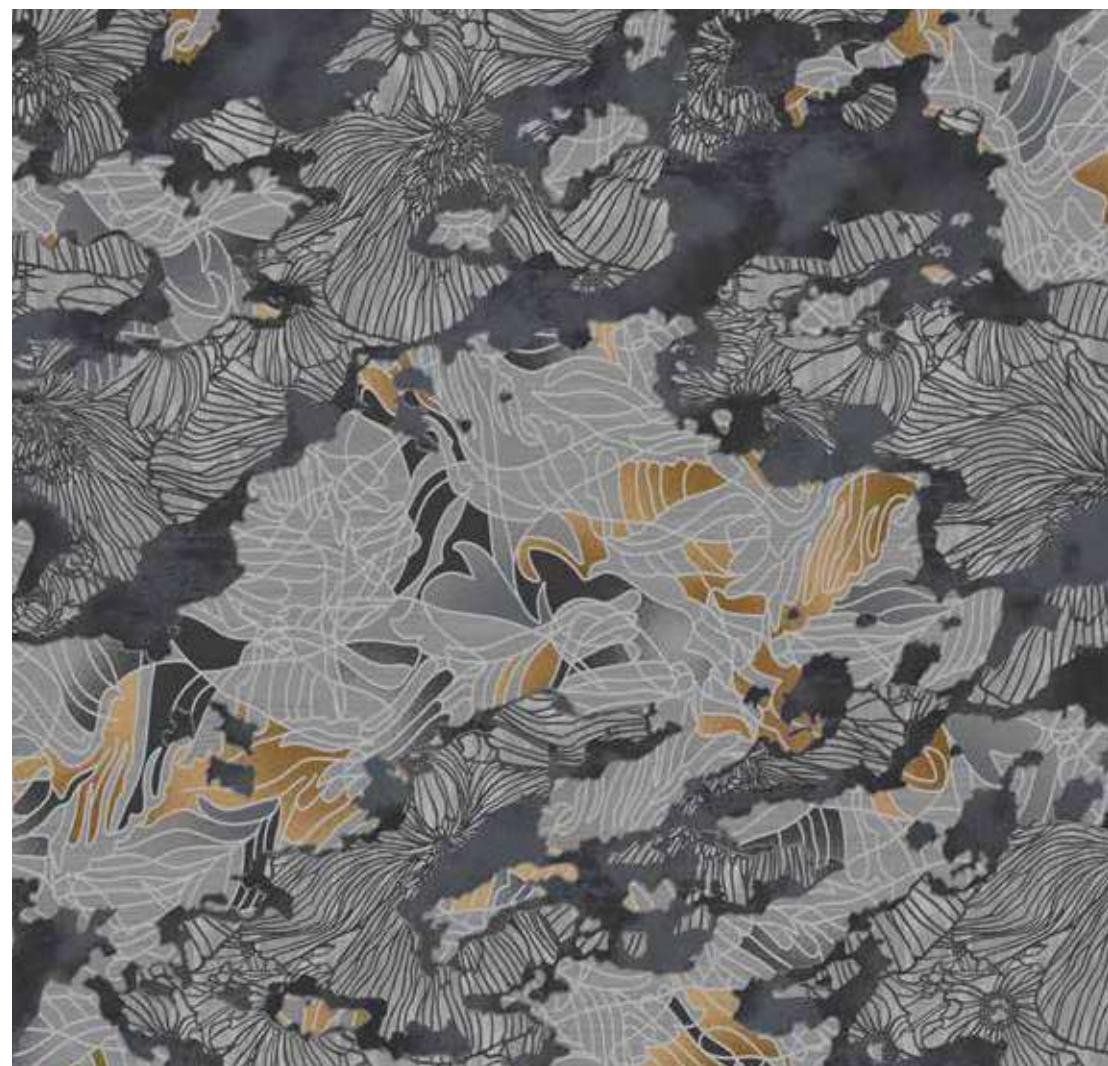
WA9664-001

4 x4 mtrs



WA9664-002

4 x4 mtrs



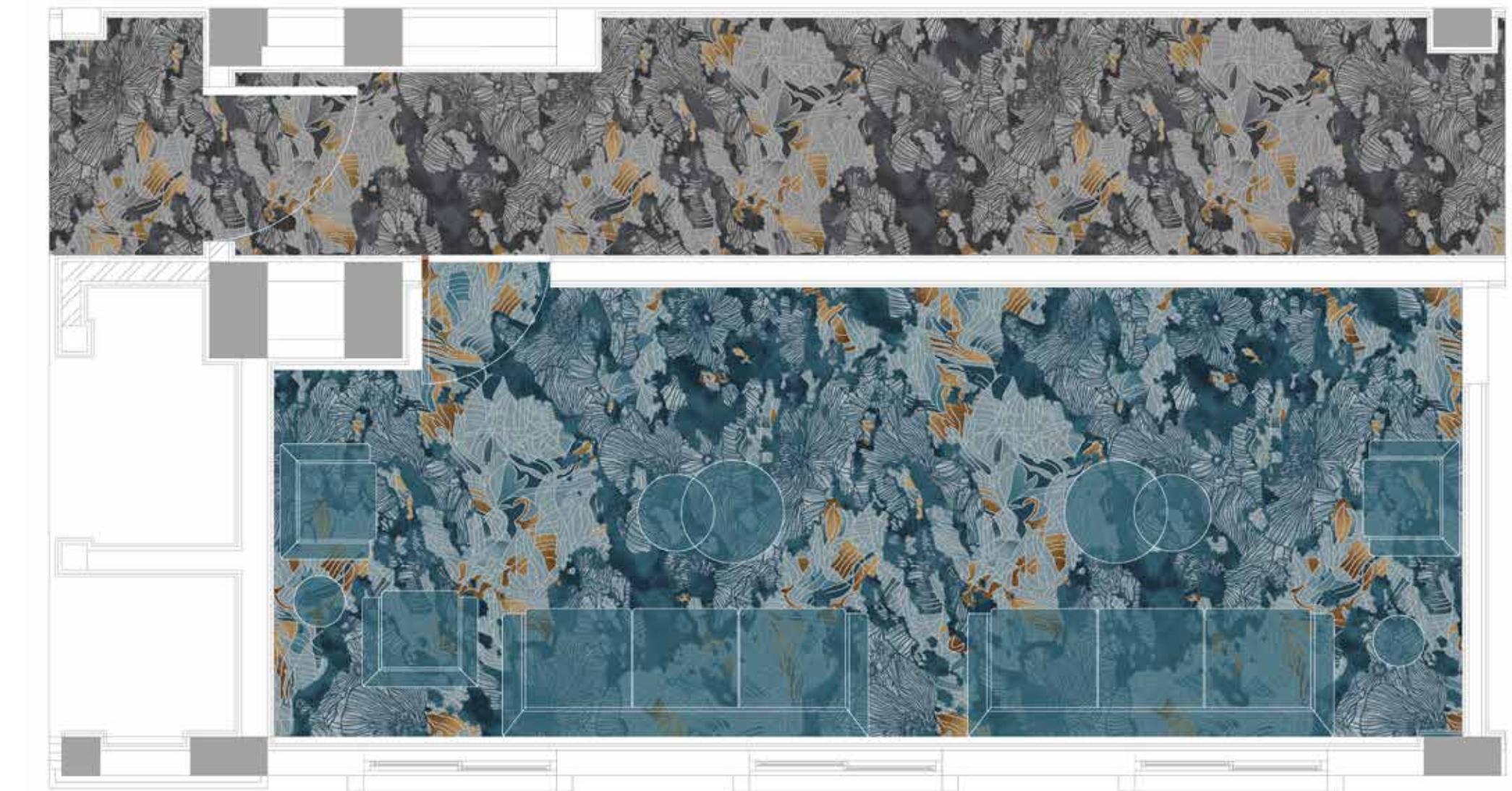
WA9664-003

4 x4 mtrs



WA9664-004

4 x4 mtrs



CRAFTED TO MAKE A STATEMENT



WA9664-002

WA9664-003



LILURA

LILURA
WA9665



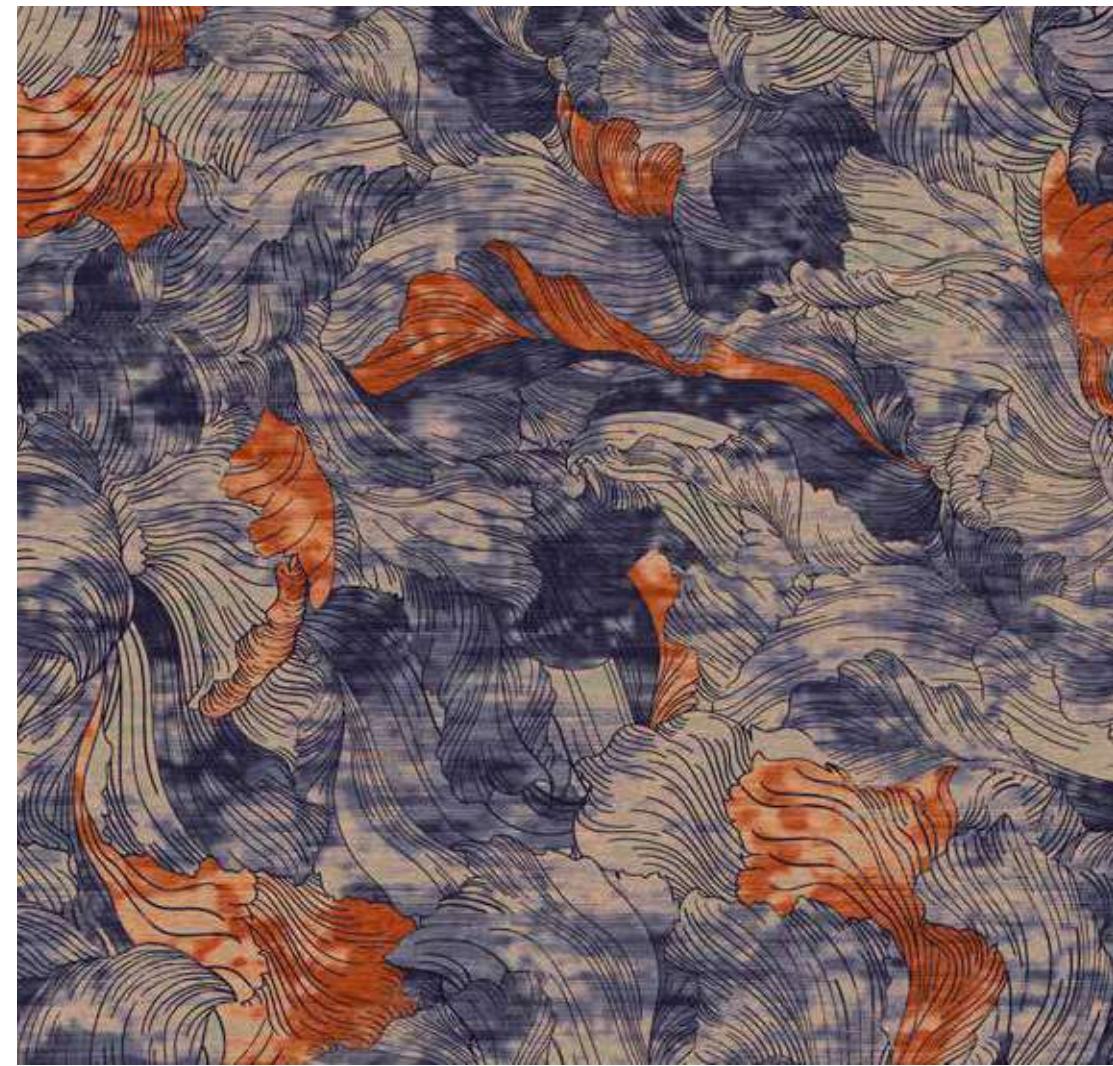
WA9665-001

8 x 8 mtrs



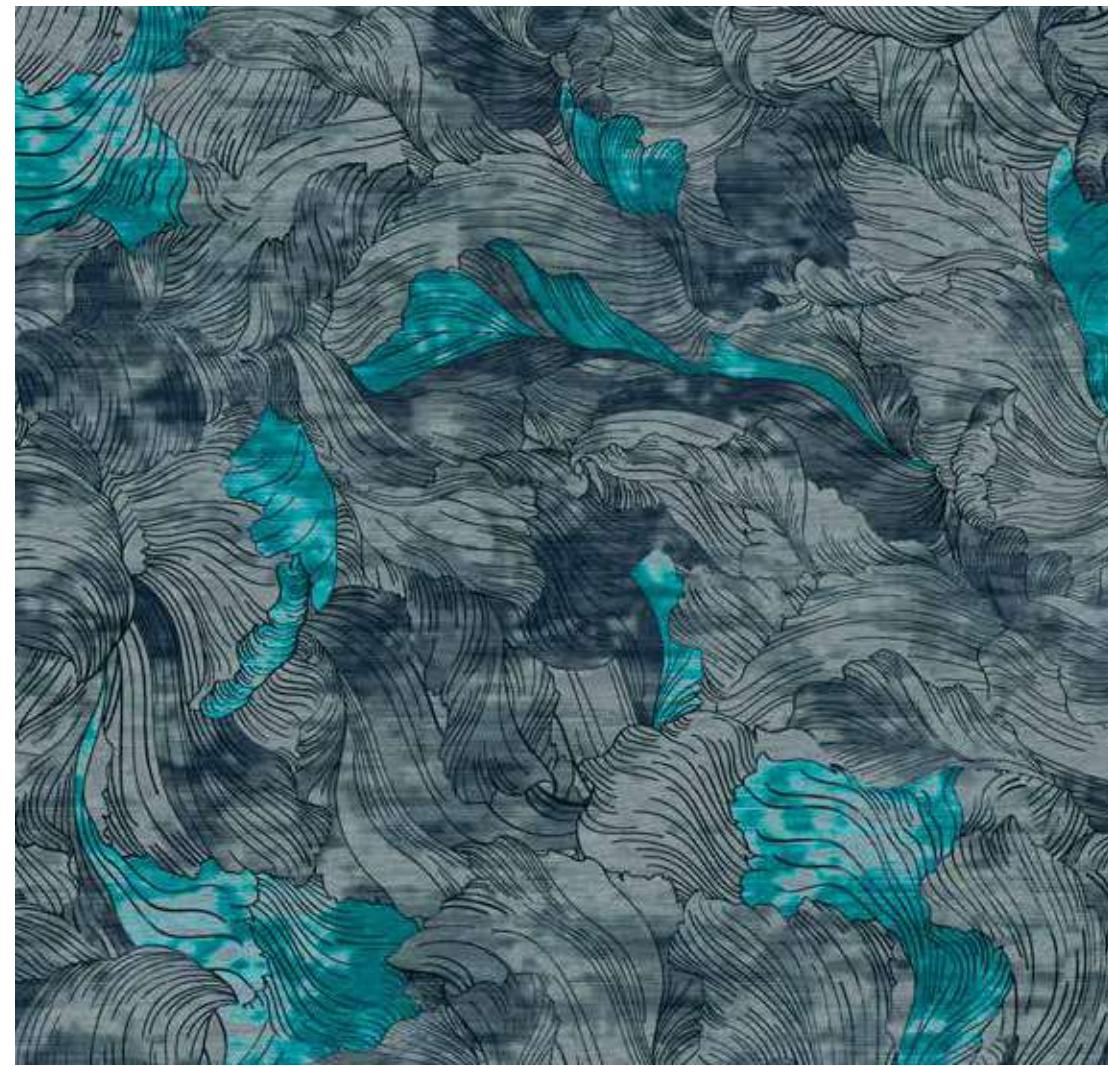
WA9665-002

8 x 8 mtrs



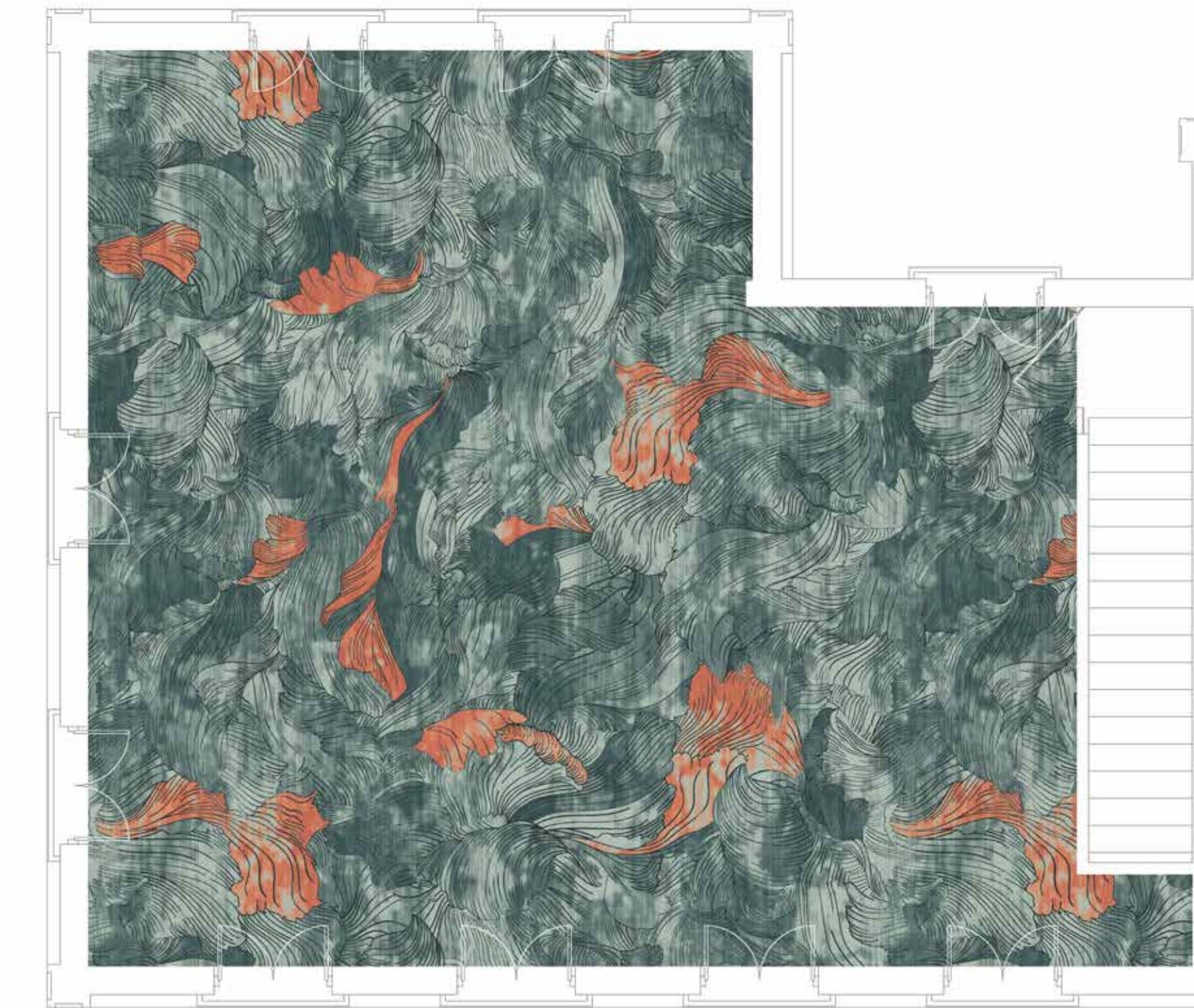
WA9665-003

8 x 8 mtrs



WA9665-004

8 x 8 mtrs



CONTOURS THAT CAPTURE THE ESSENCE



WA9665-001



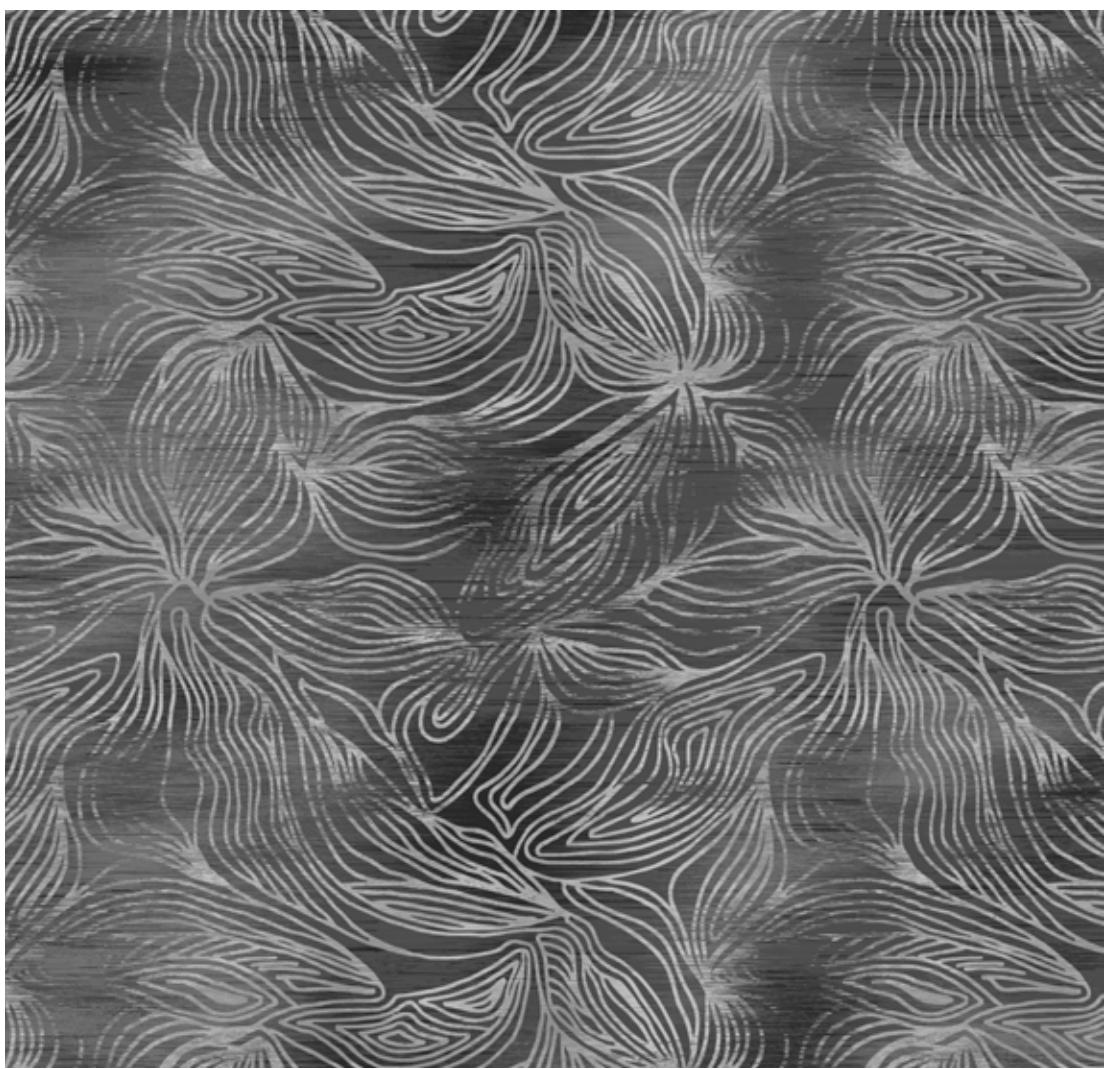
CANOPY

CANOPY
WA9666



WA9666-001

8 x 8 mtrs



WA9666-002

8 x 8 mtrs



WA9666-003

8 x 8 mtrs



WA9666-004

8 x 8 mtrs



PATTERNS THAT SPEAK WITH PURPOSE



WA9666-003

Thank you for reading

SURFACE STORIES

EDITION 2

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