

# Client Project



## Understated excellence at the Kings Head Hotel

Wilton Carpets Commercial has played its part in the restoration of this stunning listed building, bringing a feel of homely elegance to the corridors and guest rooms.



## Client brief

Located in the heart of the lively market town of Cirencester, the historic Kings Head hotel has undergone an extensive restoration programme, reopening as a modern, elegant boutique hotel - with 1900sqm of tufted carpet provided by Wilton Carpets Commercial gracing the 45 bedrooms and corridors.

## Creative approach

Specified by Calico Interiors, the Gloucestershire-based service chosen to take on the interior design, it was imperative that any carpets chosen fulfilled the brief in offering light and natural design.

The first task was selecting a carpet for use in the guest rooms that exudes class but also a homeliness - a style becoming popular among modern hotel owners. The guests would require a space in which they can unwind and relax; in essence, a place they can call home, even if just for a night.

The tufted Zen Natural from the Ready to Go collection ticked all the right boxes, offering chic simplicity through its 100% pure wool pile. Sarah Mitchell, a designer at Calico Interiors, tells us, "Bold patterning was strictly off limits, this is an opportunity to break away from the traditional hotel look with more subtle shading, as we see in Zen".

Corridor carpet was also to be specified, this time with a bespoke custom graphic choice. Sarah continues, "Wilton is always flexible when it comes to custom design, and this is a large factor in our continued engagement with the company."

"With the corridors, as was the case with the bedrooms, we were looking for a natural option. We gave Wilton a brief with a selection of wool colourways, and the team responded with a range of hand trials from which we could choose. As ever, the product selected fitted in with our vision perfectly."

## Solution delivered

Since the hotel's reopening, the response to both the bespoke and Ready to Go carpets has been distinctly positive. From the start, the Kings Head had been about creating a place where guests could escape, an opportunity to relax and clear their minds. Wilton Carpets Commercial most certainly played its part in the marvellous end result.

"The designs are understated in the all the right ways, Wilton's tufted carpets bringing the bespoke capability we were looking for, and within our budget," Sarah Mitchell explains. "The brief was to create a homely, boutique hotel, with an emphasis on the interior being 'non-contract' in style, and I think the results speak for themselves."



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Sarah Mitchell, Designer  
Calico Interiors

