

Client Project



Magnificent woodland carpet inspired by the New Forest

Wilton Carpets Commercial has created a bespoke carpet showcasing a picturesque woodland silhouette complete with elegant deer motifs, paying tribute to the natural beauty of the New Forest.



Montagu Arms | New Forest

Client brief

Greenclose Ltd's four-star independent hotels offer guests a very special experience, with flawless service and lavish facilities such as sumptuous dining in a Michelin-starred restaurant at the Montagu Arms and a world class luxurious spa at Carey's Manor.

Having been delighted with the service received on several previous occasions, Greenclose Ltd once more briefed Wilton Carpets Commercial to help design and craft a bespoke carpet for the Montagu Arms. The design had to strike a balance between creating a contemporary look while still suiting the traditional setting of the hotel's architecture. The carpet had to be exceptionally hardwearing as demanded by the busy, luxurious hotel that is nestled in the beautiful grounds of Beaulieu.

Creative approach

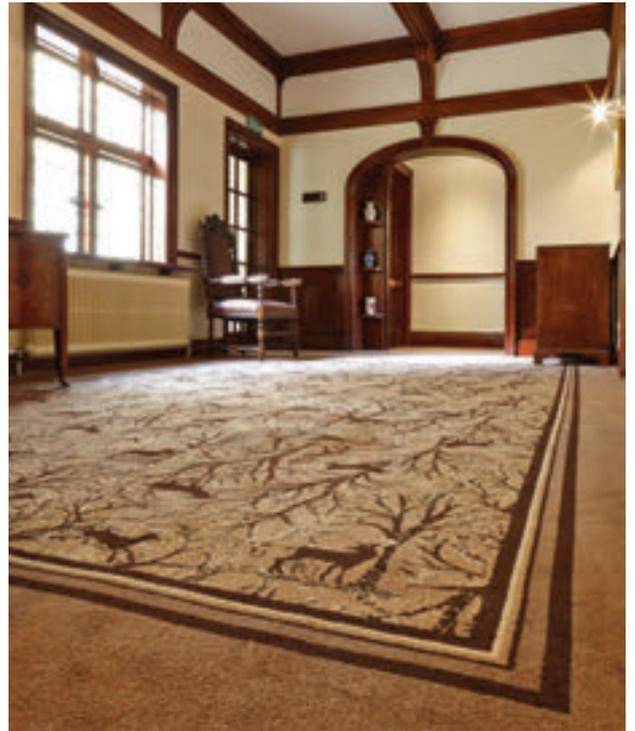
Inspired by the exquisite beauty of the surroundings in the New Forest, Sue Stowell, interior designer for Greenclose Ltd, settled on a woodland theme as a base for the carpet design and quickly found an ideal design with the help of the design team at Wilton:

"I thought a deer design would be entirely appropriate but also a little unusual too," comments Sue Stowell. "We have used Wilton Carpets on several occasions and found the team efficient, professional and easy to work with, as well as most adept at interpreting my thoughts and designs."

Solution delivered

In soft, warm heather tones, the bespoke 10 row carpet woven on the electronic jacquard looms at Wilton now flows through the corridors and landings of the Montagu hotel, providing sumptuous comfort underfoot as well as exceptional durability and appearance retention: "The carpet had to be hardwearing and we chose neutral colours that would not show dirt and stains," continues Sue Stowell.

The deer design was immediately very popular, which meant it was also chosen to carpet the large Cedar conference suite of Careys Manor Hotel and Spa: "Our team is absolutely delighted with the carpet, it has been a real success and has been commented on very positively by both guests and staff," summarises Sue Stowell.



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