



JUMEIRAH CARLTON

LONDON, UK



Bespoke Axminster Carpets See A Relationship Blossom



WILTON CARPETS



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The Banqueting Suite

The five-star Jumeriah Carlton Tower, situated in London's prestigious Knightsbridge district, is renowned as a beacon of British style and sophistication. The luxurious 216-bedroom hotel enjoys stunning views of the London skyline, access to private gardens and one of London's most exclusive health clubs.

Our bespoke axminster carpets adorn the public areas of the Jumeriah Carlton, featuring a special shrink-resistant backing to withstand the vigorous maintenance schedule of the hotel. Recommended by contractor Countrywide Carpets & Flooring and working closely with the Jumeirah Carlton Tower Hotel management team, we began with a concept floor plan that drew inspiration from the ceiling of the hotel, which is adorned with Viennese Crystal chandeliers.

A magnificent golden chrysanthemum motif creates a focal point that reflects the luminous chandeliers, with the neutral palette of the carpet given an extra dimension with the introduction of black to add definition, contrast and shadow. A modern leaf design continues the theme on out-fills and throughout the stairwells and other public areas, reflecting internal architecture and the ambience of the hotel.



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For more information, please contact your local representative;
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The Wilton Carpet Factory Limited, Minster Street, Wilton, Wiltshire SP2 0AY, UK



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Bedrooms & Corridors

Following from our installation of bespoke axminster within function rooms, the hotel went on to commission two designs for guest rooms and a further complementing pattern for corridors to bring a sense of flow.

Inspired by the spectacular leafy scenery of the nearby private gardens of Cadogan Place, Lynne Hunt London worked closely with our design team to create the carpet within the corridors. Using a trend-inspired colourway of mustard and midnight blue, this carpet incorporates a bold falling leaf design that lends modern elegance to the hotel's public spaces.

Lynne Hunt, founder of Lynne Hunt London: "The Jumeirah Carlton Tower chose Wilton because of the exceptional quality of its carpets. Having worked successfully together before, the hotel wanted to maintain the high level of product across

their rooms for complete consistency. In terms of the design process, we aimed for an organic style and chose an autumnal colour palette of deep blues, mustards and greys. The carpet covering the corridors incorporates all the colours used in the guest bedrooms to ensure stunning coordinated style throughout the entire hotel."

For more information on our ranges, collections and colour palettes, please visit our website:
www.wiltoncarpets.com



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DESIGNED & MADE IN BRITAIN

ISO 9001 Quality Assurance Certified

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