

THE CRAFTSMANSHIP BEHIND THE COLLABORATION BETWEEN MATTHEW WILLIAMSON AND OBEETEE

This September, Matthew Williamson (www.matthewwilliamson.com) and Obeetee (www.obeetee.com) will launch their new luxurious collection of hand-woven rugs on www.amara.com.

The designs have been developed into two high-quality hand-woven collections. The first is a hand-tufted range (from £645) and the second is a highly luxurious, hand-knotted collection. Each knotted rug takes Obeetee's artisan weavers nine months to create, imbuing each rug with the charm of the craft and the quality of an heirloom piece.

Below, Karen Skinner, European Business Development Manager at Obeetee, has provided her insight on what goes into the making of the world's finest, luxury rugs.

Centuries-old craftsmanship

'A truly luxurious rug has been hand crafted by an experienced and highly skilled artisan using traditional techniques which are centuries old, taking time and love to create an item to adorn a room and bring comfort and joy. The weavers create intricate designs from a high number of knots (the pattern is created by tiny knots on the loom, the higher the number of knots the finer the detail). The most luxurious hand knotted rugs can take over a year to make just 1 rug. Matthew's hand knotted collection is truly luxurious with a high knot count of 150 knots per square inch taking nine months to make one rug.'



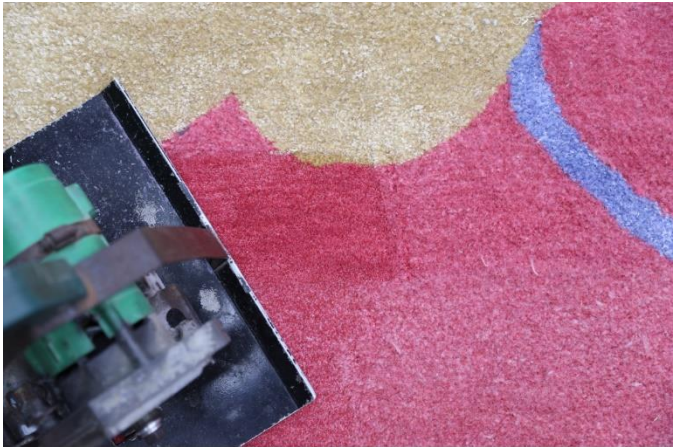
Tactility by design

'The rug would have an ultra-plush feel created using natural yarns like silk, mohair and lustrous wools.'



Finishing Techniques

'The highly skilled finishing techniques of the luxury rug evolves several rounds of washing and sun drying to get the right amount of shine and texture to the rug. Sometimes the manufacturer has to wait days for the weather to improve so they get required sunshine to finish the rugs. In washing the movement and pressure applied has to be even amongst the workers to create an even finish across the rug – in some ways it's a synchronised dance, each worker in tune with the other.'



Quality of design and depth of colour

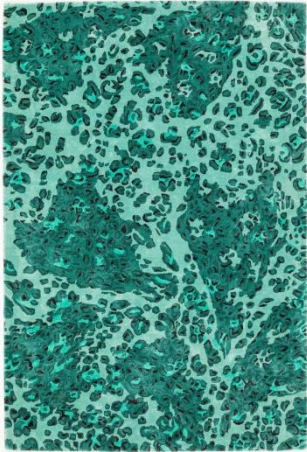
‘Design and colour is of course very important. It is very easy to identify a rug designed with great care and passion. The attention to detail is not based on the overall layout but on each motif placed with utmost care.’



ATLAS SKY RUG



OH SO SISCO RUG



LEOPARD LOVE RUG



SUNSET DREAMS RUG

*MAJESTIC TRINITY RUG**OH SO SISCO RUG**ATLAS SKY RUG***Notes to editors**

Obeetee, www.obeetee.com

Located on the banks of the Ganges on the ancient Grand Trunk Route, Obeetee is the largest handmade rug maker in India. At the company's core is a reverence for design excellence, quality craftsmanship, sustainability and social values. Obeetee's artisan weavers use traditional techniques handed down from generation to generation and its hand-crafted creations are sought after by an exclusive international clientele, including royalty, oligarchs and celebrities, as well as grand hotels and government residencies all over the world. Sustainability is integral to Obeetee and it continually reviews and updates its manufacturing processes to ensure a sustainable future by creating minimal impact on the environment. For its 101-year history,

Obeetee has worked as one family, placing a huge focus on the well being of its weavers and the local community in which they live, supporting education, health and village facilities.



Matthew Williamson, www.matthewwilliamson.com

Matthew Williamson is an award-winning, British interior designer known predominantly for his unique and unrivalled use of pattern and colour. Having begun his illustrious career in fashion under his namesake brand for over 20 years, Matthew has drawn on his decades of experience and pivoted seamlessly into the world of interior design. He now develops several homeware collections to sit alongside his growing residential and commercial interior design portfolio.

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