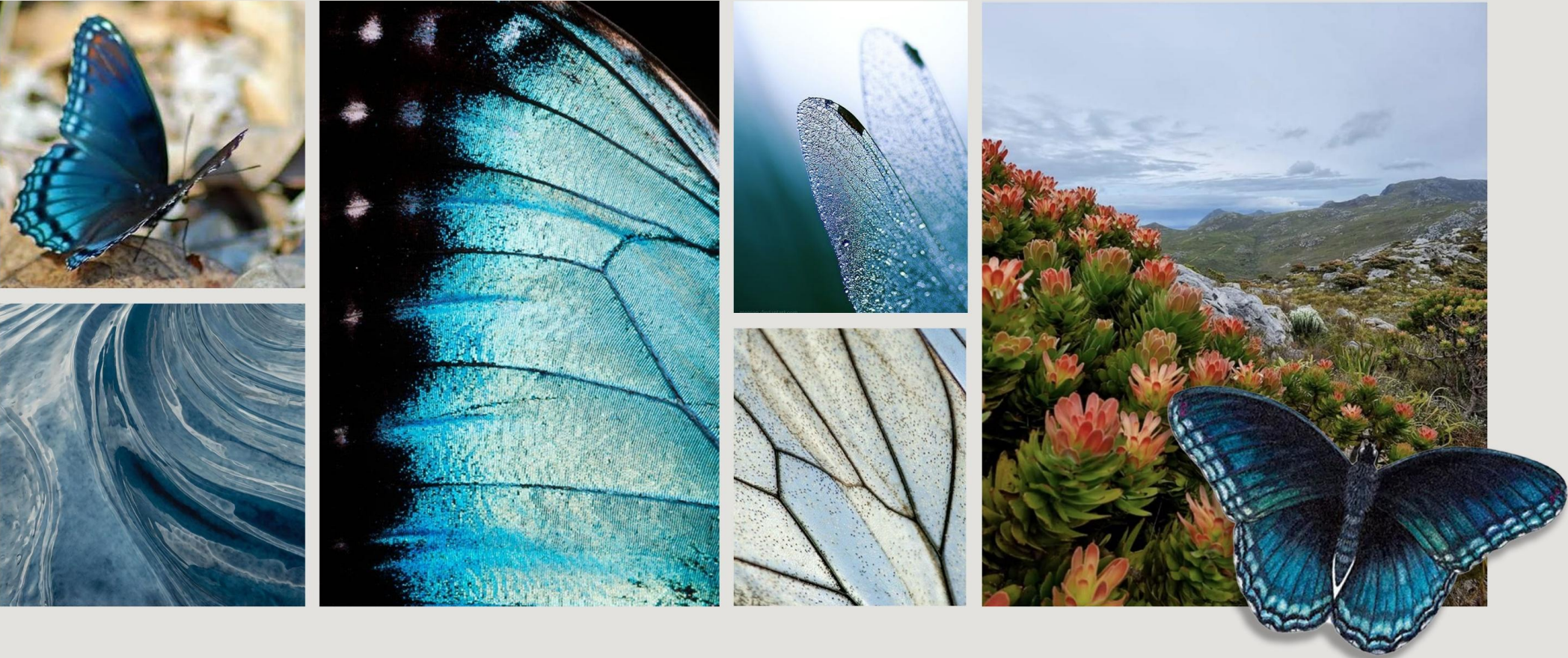


ECHO

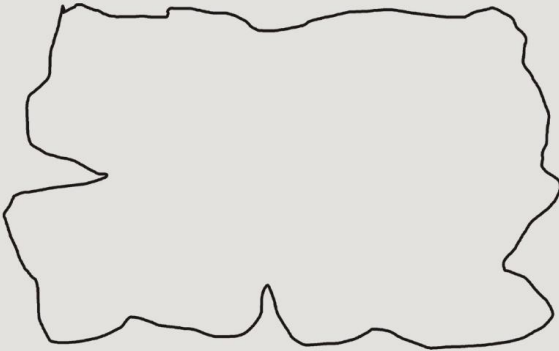
ECHO IS INSPIRED BY THE BRENTON BLUE BUTTERFLY, ONE OF SOUTH AFRICA'S RAREST AND CRITICALLY ENDANGERED BUTTERFLIES, WHOSE UNCERTAIN FUTURE SERVES AS A REMINDER OF HOW QUIETLY A SPECIES CAN DISAPPEAR. THE RUG'S PALETTE IS TAKEN DIRECTLY FROM THE BUTTERFLY'S DELICATE BLUE AND EARTHY BROWN WINGS, WHILE SWIRLING PATTERNS SYMBOLISE ITS GRADUAL FADING FROM THE LANDSCAPE, ALMOST UNNOTICED. ECHO CAPTURES THE LINGERING PRESENCE OF A SPECIES THAT MAY SOON EXIST ONLY IN MEMORY.



1. RUG SHAPE CREATION



2. RUG OUTLINE



3. COMPOSITION



4. FINAL RUG DESIGN



ECHO

ECHO IS INSPIRED BY THE BRENTON BLUE BUTTERFLY, ONE OF SOUTH AFRICA'S RAREST BUTTERFLIES, WHOSE UNCERTAIN FUTURE SERVES AS A REMINDER OF HOW QUIETLY A SPECIES CAN DISAPPEAR. THE RUG'S PALETTE IS TAKEN DIRECTLY FROM THE BUTTERFLY'S DELICATE BLUE AND EARTHY BROWN WINGS, WHILE SWIRLING PATTERNS SYMBOLISE ITS GRADUAL FADING FROM THE LANDSCAPE, ALMOST UNNOTICED. ECHO CAPTURES THE LINGERING PRESENCE OF A SPECIES THAT MAY SOON EXIST ONLY IN MEMORY.



ECHO

ECHO IS INSPIRED BY THE BRENTON BLUE BUTTERFLY, ONE OF SOUTH AFRICA'S RAREST BUTTERFLIES, WHOSE UNCERTAIN FUTURE SERVES AS A REMINDER OF HOW QUIETLY A SPECIES CAN DISAPPEAR. THE RUG'S PALETTE IS TAKEN DIRECTLY FROM THE BUTTERFLY'S DELICATE BLUE AND EARTHY BROWN WINGS, WHILE SWIRLING PATTERNS SYMBOLISE ITS GRADUAL FADING FROM THE LANDSCAPE, ALMOST UNNOTICED. ECHO CAPTURES THE LINGERING PRESENCE OF A SPECIES THAT MAY SOON EXIST ONLY IN MEMORY.

PRODUCT CODE	SKU BB-01-20003000
SIZE	3 x 2m
SHAPE	ORGAINIC
FIBRE COMPOSITION	WOOL AND SILK
RUG THICKNESS	18MM
WEIGHT	25 KG
COLOUR PALETTE	BLUES
COUNTRY OF ORIGIN	SOUTH AFRICA



RUG COLOUR MAP



COLOUR	PANTONE CODE	APPROXIMATE % COVERAGE
Midnight Blue	Pantone 2965 C	12%
Deep Ocean Blue	Pantone 7699 C	18%
Blue Teal	Pantone 7697 C	10%
Dusty Teal	Pantone 5483 C	14%
Pale Aqua	Pantone 5503 C	12%
Warm Sand	Pantone 7528 C	10%
Soft Beige	Pantone 7529 C	9%
Cool Stone Grey	Pantone Cool Gray 7 C	7%
Warm Taupe	Pantone Warm Gray 8 C	4%
Earth Brown	Pantone 4625 C	4%

RUG PILE HEIGHTS



MIDNIGHT BLUE - SILK DEEP OCEAN - WOOL BLUE TEAL - SILK DUSTY TEAL - WOOL PALE AQUA - SILK SOFT BEIGE - WOOL WARM SAND - WOOL WARM TAUPE - SILK COOL STONE GREY - WOOL EARTH BROWN - SILK