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PHENIX DEBUTS HIGH FASHION, AFFORDABLE CARPET COLLECTION AT TISE 2019

Designers turn to fashion industry for inspiration for Modern Contours collection

Las Vegas, NV (January 23, 2019) – Phenix Flooring will introduce a fashion-forward carpet collection, Modern Contours, at the 2019 International Surfaces Event in January. The new collection features 14 styles grouped into three designer-curated palettes.

Developed to meet a market need, a sophisticated line of flooring at an affordable price point, Modern Contours is inspired by the fashion and couture bridal industries. By curating different styles and textures that mimic the luxury fabrics found in fashion, the materials and knitting techniques used to create this collection create flooring options that bring out a vibrant, high-end look to a room. Ideal for homeowners looking to make a statement in a space or add renewed interest to a room, Modern Contours is the perfect marriage of fashion and durability for the consumer's home.

Jason Surratt, senior vice president of product and design, sharing his thought process for the collection says, "Homeowners want a carpet solution that is luxurious, sophisticated and can take a room to a new design level. This collection gives homeowners more flexibility and freedom to design creatively, utilizing unique patterns, chic color lines and interesting texture combinations so they can create spaces that are intriguing and fulfilling to their own design style—all at a remarkable value."

Utilizing a variety of innovative technologies and processing techniques, Modern Contours creates a luxurious aesthetic that is unique to the market. Phenix's yarn manufacturing capabilities, specifically the new long tonal dye system, provides a subtle ombre of color throughout the background of the fabric that delivering visual depth and interest to a room without overpowering the overall design.



Bespoke



Sartorial



Chic Stria

The 14 styles included in Modern Contours will be displayed in three designer-curated, fashion-inspired palettes, including:

- **Champs-Élysées**—the birthplace of haute couture and grandeur luxury, styles featuring metallic sheens of gold and silver will be shown, including: Opulent, Pleating, Lavish, Brilliance and Radiance.
- **Bryant Park**—home to the rise of cool, casual, nonconfined clothing, styles shown in the Bryant Park palette will be developed using long tonal space dyes that provide a subtle ombre and flow of design, including: Sartorial, Lush, Posh Stria and Tonal Harmony.
- **Savile Row**—known for popularizing bespoke tailoring, the styles included in Savile Row feature clean lines and tactility typically seen in finer hand tailored goods, including: Bespoke, Dapper, Frill and Chic Stria.

Mark Clayton, president of Phenix Flooring, comments, “The design process Jason and his team have employed to create this collection is like nothing Phenix has ever explored before.” Clayton continues, “The style and technology work together hand-in-hand to create this unique flooring solution that will certainly draw attention at TISE and in homes across the country.”

Phenix introduces Modern Contours during TISE 2019 from January 23–25 at Booth #1437.

About Phenix Flooring

Phenix Flooring a leader in the flooring industry and industry-pioneer in the solution-dyed arena, manufacturers premium P.E.T and nylon carpet for a variety of independent and box retailers across the U.S. Phenix creates stylish, trend-setting collections through their commitment to research and development and the use of the latest in innovative technology. Above all, Phenix prides itself on its promise to deliver their clients the highest standard of service. Phenix is a Pharr family company.