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'The Indian Carpet Story' by Rohit Bal for Ege

India Infoline News Service/ 13:00 , Oct 29, 2012

This collection of carpets is the essence of India, representing its diversity and rich cultural design heritage.



Danish Multi-National carpet Company 'Ege' and ace designer 'Rohit Bal' came together to create an Indian Carpet story that had never been heard before. The brand has signed on the designer to create a collection under his label that would be sold globally in 65 international markets.

This collection of carpets is the essence of India, representing its diversity and rich cultural design heritage. The story ranges from classic to the contemporary, a journey through its mystical and magical history.

A story woven in time with fragments of an era gone by, it is an inherent part of this great nation. Beautiful colors and an arresting array of timeless designs specially created by Rohit Bal for Ege. From floral blooms to abstract motifs, the collections came from a synergy of the designer and his intense romance with all things Indian.

Commenting on his new international endeavour, designer Rohit Bal said 'This is the India I know, the India I love and this is The Indian Carpet Story I want to share with the world.'

Ege offered creative freedom to the designer, which allowed him to embark on a journey of designing a distinct line of carpets reflecting artistry and flamboyance. This collection by Rohit Bal swears to be Indian, classic yet contemporary. Having designed carpets which have a traditional outlook with a modern twist offering global appeal, the designer considers this project a significant move to take India to the world.

The Indian Carpet Collection by Rohit Bal comprises two categories of carpets; one of wall to wall carpets - a line that can be used by institutions like hotels, airports, corporate offices etc. as carpet flooring or even wall coverings as Ege has done widely across India and the world. The other category encompasses his signature rugs that actually have the designer's signature on the rugs. This range of products is meant to adorn the beautiful homes of the crème de la crème.

On the occasion, Svend Nielsen, CEO 'ege' Carpets said 'ege as a brand is proud to be associated with designer Rohit Bal from India. Rohit's sense of aesthetics is finely honed and the handcrafted work reflects perfection as he brings to life his rendition of the true India. India is a vast market where we see a huge potential as the demand for luxury and exclusive products is ever increasing.'

Also present at the event, Sanjay Nijhawan, Managing Director, Applause Designs Pvt Ltd, who will be marketing the brand in India, said "The purpose behind bringing together 'ege' Carpets and Rohit Bal was to give global consumers a true taste of India.'

The collection boasts of inspirations drawn from elements like 'Fragrance of India', 'The Royal Garden', 'The Tranquil Lotus', 'Field of India', 'Love of Nature', 'Abstract Universe'



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and several others. The collection is versatile in style and suited for a wide range of interior design projects. The Indian Carpet Story allows the creation of truly unique interiors inspired by Indian tranquility and fragrances.

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