

## PRESS RELEASE

### DEIRDRE DYSON LAUNCHES NEW THEMED BUTTERFLY CARPET COLLECTION

Deirdre Dyson, the UK's leading bespoke carpet designer, is launching a themed collection in October 2009 as part of her new designs for 2010. These draw inspiration from the expansive and exotic colours and intricacies of design found in butterflies worldwide. Consisting of a series of 7 designs, the collection will be on display at Deirdre Dyson's showroom in Chelsea, London, and will be open to the public until the end of 2009.

Deirdre Dyson explains,

*"I have decided to produce a unique collection every year that will have its own special theme, separate from my yearly collection. The first designs will be based on butterflies. I have made four butterfly designs in the past and did quite a bit of research promising myself that at some stage I would develop more. I have created seven new carpets that are sometimes vibrant, sometimes delicate and extract everything we love about butterflies".*

Each Deirdre Dyson piece combines functionality with beautiful craftsmanship. Every carpet is either produced by Tibetan experts, practiced in the ancient skill of hand-knotting, or hand-tufted in Scotland or Yorkshire, from the finest New Zealand wool. Such natural materials are enhanced by a series of striking designs, making the finished carpet a unique work of art.

All Deirdre Dyson carpets are bespoke to accommodate clients' individual requirements and are produced in pure wool and silk.

Deirdre Dyson's extensive archive collection includes over 50 innovative designs.

For the full range, please visit [www.deirdredyson.com](http://www.deirdredyson.com), or visit the showroom at 554 Kings Road, London SW6 2DZ. Prices start from £575 per square metre (wool) £675 per square metre (wool & silk)



## DEIRDRE DYSON

554 Kings Road,  
Chelsea,  
London SW6

Tel: +44 (0) 207 384 4464

(Nearest Tube – Fulham Broadway)

Opening Times – 10am-6pm weekdays, 10am-5pm Saturdays

For further information on Deirdre Dyson and the special collection  
Please contact Joanne Sopher or Ruth Bonser at Intelligent PR

[joanne@intelligent-pr.com](mailto:joanne@intelligent-pr.com) / [ruth@intelligent-pr.com](mailto:ruth@intelligent-pr.com)

62 Shaftesbury Avenue

London W1D 6LT

Tel: + 44 (0) 20 7287 7222

[www.intelligent-pr.com](http://www.intelligent-pr.com)