

A Design Collaboration

Renowned for signature stripe runners and rugs in vibrant colours and sophisticated neutrals, Roger Oates Design has been seduced by ‘the dark side’, collaborating with Abigail Ahern to create a capsule flatweave flooring collection in deep, mysterious shades for Autumn 2018.

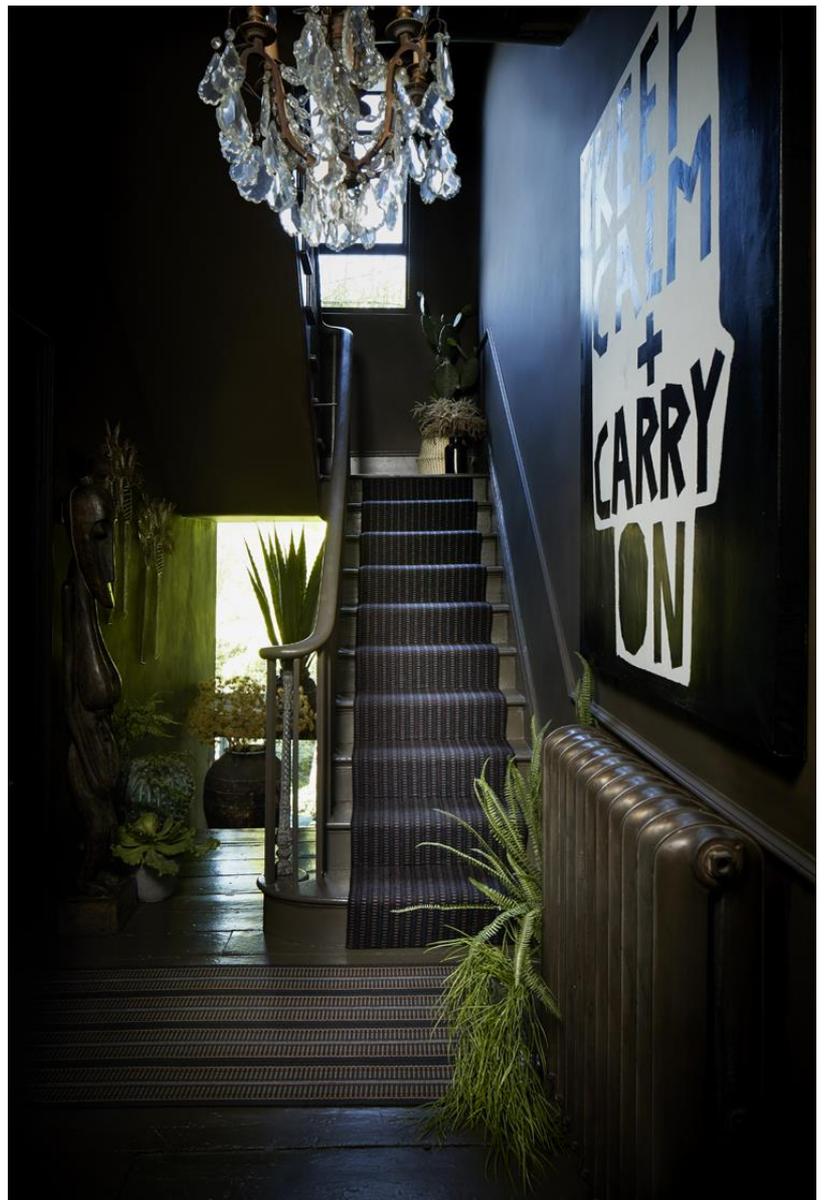


The Abigail Ahern for Roger Oates Design Collection is a creative partnership between Abigail Ahern and Andy Guard, Head of Design at Roger Oates Design. The collection retains the iconic Roger Oates Design handwriting but adds a darker, deeper, intense colour element to the already extensive palette.

Although dramatically different, both companies are famed for their use of colour. The seed for a collaboration grew when Andy, armed with a catalogue of designs and the exclusive Roger Oates yarn chain, met Abigail to discuss bespoke colours. She was fascinated by the texture that flatweave offers and the endless variety of designs achievable using a simple stripe. Inspired by the subtle shades and depth of tone of the yarn, Abigail immediately honed-in on a very particular section of the palette bearing a striking resemblance to her own sultry paint hues.

‘Having been a long term fan of Roger Oates for ages it’s been my absolute delight, dream and pleasure to collaborate with them on this most beautiful collection of runners and rugs. The quality of the wool adds the most perfect luxurious touch to any hall or staircase and makes this space so much more than somewhere to just drop off your keys and walk through. I now actually want to linger longer in mine, it’s the biggest game changer for hallways.’ **Abigail Ahern**

Right: Malton Cinder stairs, Masai Smoke hall



Woven on traditional looms, flatweave is more akin to a heavy fabric than a carpet. Creating designs and balancing colour requires an understanding of how a simple change to warp and weft can dramatically change the look and feel. Having selected the colours and patterns together it was down to Andy, with his extensive knowledge and skill of weaving, to develop the designs on a hand loom before the final designs were selected.

The Abigail Ahern for Roger Oates Design capsule collection comprises 4 designs in existing colours from the Roger Oates yarn chain, woven to create an entirely different moody ambiance.



From Left:

Masai Ebony: the combination of dark jewel tones against an ebony herringbone backdrop transforms this tribal design into something rich and indulgent.

Malton Cinder: often the smallest change can make the biggest difference. Simply substituting the original neutral highlight with a rich plum shade gives this classic Roger Oates design a new twist.

Fitzroy Rosebriar: a departure from the original bright and monochrome colourways, the new hue consists of soft tonal, herringbone stripes with a rich border.

Kobe Plum: re-worked with an unusual dark weft, drawing out the saturated colours found in the warp as well as highlighting the flecks of antique rose and plum.

£129 per linear metre

Abigail 's mantra 'don't be afraid of the dark' breaks all the rules, using colour and texture in unexpected places. For those that aspire to faded glamour and masculine chic, the reined in colour palette and subtle texture of the flatweave rugs is the perfect foundation from which to create a dramatic atmosphere.



Above: Kobe Plum rug, 180cm x 240cm £1226
Below: Fitzroy Rosebriar, 60cm wide £129 per/m

Masai Smoke Rug, 280 x 200cm £1380
Malton Cinder Runner, 105 x 350 cm £1307



From Top:

Fitzroy Rosebriar 60cm wide
Malton Cinder 70cm wide
Masai Smoke 70 cm wide
Kobe Plum 60cmwide

100% wool flatweave

£129 per linear metre



For late Autumn a collection of cushions, upholstered benches and ‘travel’ bags in the 4 designs will be launched – detail and images to follow.

Editor’s Notes

Roger Oates Design

The discovery of an historic Venetian flatweave sample in the late 1980’s inspired Roger Oates to take this almost extinct, very humble flatweave floorcovering and reinvent it for the 21st century. Now almost 30, years later the company continues to be a market leader in flatweave floorcovering. Renowned for its classic heritage with a contemporary edge the smart, timeless floorcoverings are highly sought after by interior designers and discerning homeowners and this humble floorcovering now adorns staircases in some of the best dressed homes around the globe. The narrow width runners can be joined to create wall to wall fitted carpet and highly distinctive rugs of almost any dimension, bound with a linen tape or finished with a simple selvedge edge.

Abigail Ahern

Abigail is an influential tastemaker who is consistently ahead of the design trail and is recognised amongst design aficionados, press and clients alike for her enchanting take on interiors. Arbiter of Brit cool girl style with her mannish palette, hip aesthetic and foraged take on faux botanicals Abigail’s look is predominately relaxed and a bit mused up.

Abigail has a global following through her retail stores in London and Shanghai, her product designs and best-selling books. She has redefined the visual landscape with her unique style and bold approach. Her trendsetting designs have become synonymous with glamour, eclecticism and wit.

Abigail Ahern for Roger Oates Design

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