

CHARLOTTE URBAN

# HOME

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CELEBRATING INSPIRATIONAL DESIGN AND PERSONAL STYLE



Jim Schmid Photography





# IN OUR OWN BACKYARD







By Dana W. Todd

**Discerning interior designers** have been incorporating Stark's products, including rugs, carpeting, wallcoverings and fabrics, into their projects worldwide for many, many years. The trend has continued, with Stark product lines popping up in top designer's residential projects and the results showing up in broadcast, print and web media worldwide.

Well-known interior designer and star of HGTV's "Showhouse Showdown", Corey Damen Jenkins, named Stark as one of his top go-to vendors for his design projects. He recently used Stark's Beatrice design from the Boucle Collection in an on-air renovation project, and known for using a range of design styles – traditional, modern and transitional – Stark's wide selections and collections fit beautifully into his designs.

It's not just Corey Damen Jenkins that recognizes the quality and versatility of Stark's offerings; most national designers have been invested in Stark Carpet and their endless selection for over 70 years. Thankfully, all of their designs and collections are available locally, right here for Charlotte designers and homeowners. Products that have recently been used in nationally spotlighted renovations, as well as a showroom full of fabrics, rugs, wallcoverings and carpeting, can be perused at leisure in Stark's Charlotte design center.

Not only that, but local Stark experts, Tim Cohen and Drew Olson and their sales staff, are available to help designers and homeowners choose the right textiles to pull a room together and offer advice on what trends they see popping up. "Look for color trends to showcase subtle textures in sophisticated and understated grays and neutrals," explains Tim. "In design, geometrics still are very much in play, from big and bold to small and understated." Tim also suggests that traditional designs in grays and neutrals will now play a transitional role, bridging the diversity of furnishing styles.

Drew Olson promises to continue to bring in more and more products that suit every life style and budget in 2013. "Currently, we are offering over 30 new wool broadloom designs, which are new to the market," he explains, "as well as hundreds of new and antique hand knotted rugs. The style ranges from contemporary to traditional and everything in between."

With the help of the local Stark Carpet team, Charlotte homeowners can now re-create and achieve the high-end room designs seen in the pages of national magazines and in the hands of national designers. All right here, in our own backyard. ❖

For more information call 704-588-8842 or view Stark's products online at [www.starkcarpet.com](http://www.starkcarpet.com) or visit the Stark Carpet Design Center and Outlet at 11415 Granite Street, Suite A.

## NEW AT STARK

### GLITZ CARPET:

This wilton carpet is made of wool and viscose and appears handmade, when in fact it is woven by machine. It is available in four beautifully subtle neutrals: Champagne, Milky Way, Pewter, and Sterling.

### DHURRIE COLLECTION:

Bright blues come alive in geometrically designed patterns in this collection of floor coverings. The look of a summer getaway cottage, Dhurrie features cotton and wool varieties. Custom colors are available.

### JEAN PAUL GAULTIER COLLECTION:

French haute couture fashion designer Jean Paul Gaultier's collaboration with Lelievre brings fashion sense into interior design. Eight textile creations weave shades of muted and bold blues with other vibrant colors for looks as diverse as fishnets to tartan plaids.