

# cover

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FLOOR STORY

NEW RUGS

FOR 2026



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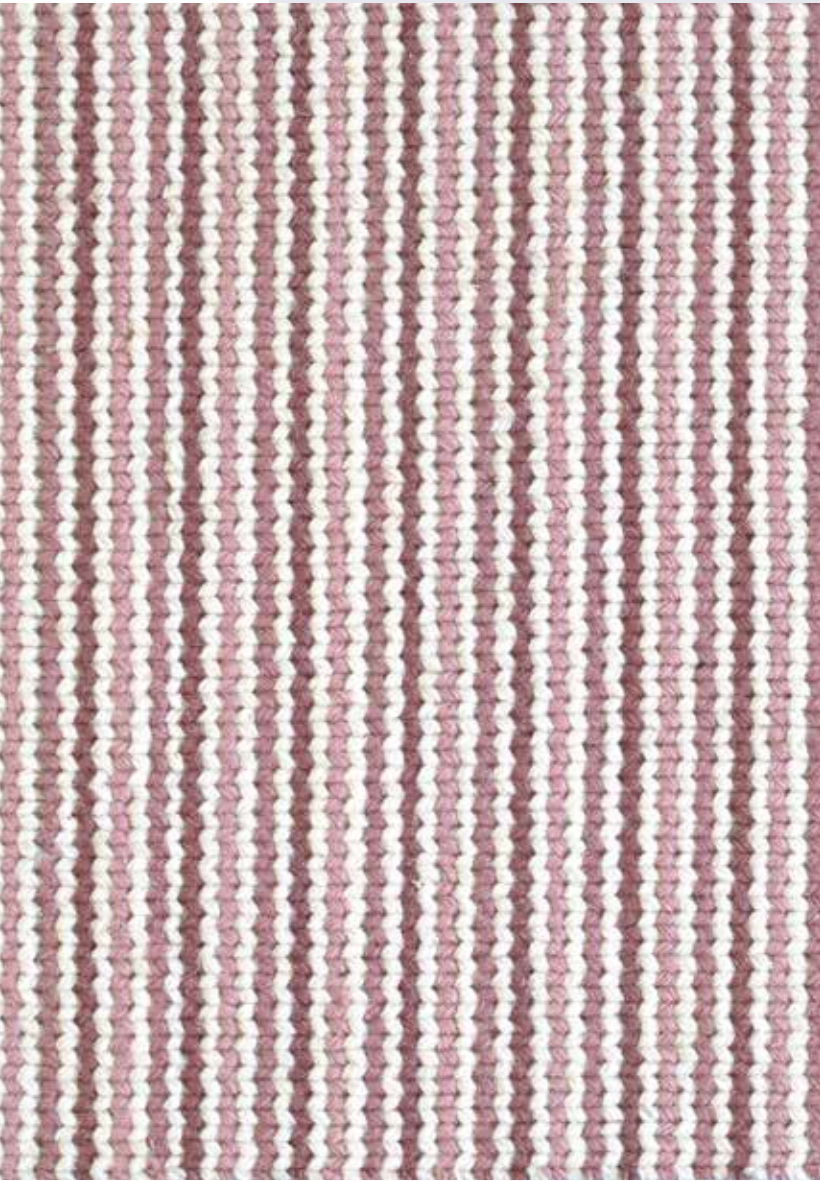




REPORT

# Broadloom news

BROADLOOM CARPETS WERE BIG NEWS AT RECENT DESIGN SHOWS, THANKS TO A COMBINATION OF INNOVATION, EVOLUTION AND TRUST IN NATURE. REPORT BY RACHEL FASCIANI



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Despite a looming recession, a vast array of products have entered the market and driven increased sales in the broadloom sector. Manufacturers and direct-to-consumer businesses (DTCs) alike have homed in on evolving stripes, varied textures and taking a back-to-basics

approach to sustainability. The humble stripe has always been a pattern utilised across broadloom, and this year has seen development that pushes the boundaries of design. Nourison Hospitality's creative director Dipesh Haria has led the brand's design focus with the Glassfall collection



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of variegated striped carpets, saying that it is 'centred on stripes and how they distort when viewed through textured glass, expressed through very moody colours'. Contrastingly, Warp & Weft's Curated Collection of broadloom features 'a lot of very subtle line work', says

sales account manager Kristy Krivitsky. This is never more evident than in the company's *Vidda Rose* style. Couristan is also in the stripe game with a new collection, Hyde Village, while on the ever-growing DTC side, stripes come in tailored formats with STARK's Pintuck and Ernesta's Ada collections.



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- 01-02 Hyde Village collection designs, Couristan
- 03 Glassfall collection rug, Nourison
- 04 Rissa Ivory, Warp & Weft

Colour is back in a big way for broadloom, varying from pops of deep colour to large and celebratory formats. Jewel tones, nature-inspired and earthy palettes, warm blacks and ever-evolving 'new neutrals' in sophisticated and neutral palettes have staked their claim in 2026 designs. Of the Glassfall collection, Nourison Hospitality's vice president Peter Lipkin says, 'The main colour holding the palette together is a deep viridian green, symbolising grounding, heritage, luxury and richness, with a small accent of coral red for contrast.' Couristan's VP of sales, Len Andolino, comments, 'We have seen a huge demand for greens and warmer tones,' which can be seen in the company's new Bryce Canyon and Edinburgh collections. On the calmer

side, many manufacturers have also evolved their basic neutrals to incorporate warm ivory colourways, as in Warp & Weft's *Rissa Ivory* carpet and Prestige Mills's Yates collections celebrating high-quality materials replete with texture. In an industry that is rife with advancing technology in fibres and yarns, qualities and durability claims, sustainability has long been a focus. In 2026 that sustainability is coming back to its roots through naturally sustainable wool. When asked where Couristan sees the sustainable conversation, Andolino says, 'Wool is truly the most sustainable carpet fibre,' and Nourison's Lipkin adds that retailers and consumers 'recognise the use of natural fibres as beneficial'. But that's not where sustainability ends: as Warp & Weft's Krivitsky comments, 'our view about sustainability is kind of an old-school way of thinking about it. You make it well, and you make it to last.' [www.nourison.com](http://www.nourison.com) [www.couristan.com](http://www.couristan.com) [www.warpandweft.com](http://www.warpandweft.com)

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## REVIEW

## BDNY

9-10 November 2025  
Javits Center, NY, USA  
[www.bdney.com](http://www.bdney.com)

BDNY turned out to be an unexpected high across the interiors industry. This signalled a renewed sense of success, inspiration and outlook for success in 2026. Attendance was reportedly up 6% across qualified attendees, and manufacturers took notice. Chelsea Novakoski of Creative Touch said, 'BDNY is always something that we look forward to because it has a great energy.'

An investment in stripes was notable across manufacturers such as Nourison, debuting its Glassfall collection. Others' striped interpretations ran the gamut of quietly textured stripes in subtle contrasts, such as Obeetee's newly debuted *Golden Realm* wall art, woven from gold lurex paired with undyed linen.

Saturated, deep tones and solution-dyed materials continue to enrich hospitality-focused products such as Couristan's Couture Stitch. Meant to mimic Axminster, this printed quality features a core dying technique that looks and feels like the real thing. Carrying on the jewel-toned trend, rich tones and



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01 *Circuit 2 Goldenrod*,  
Tibetano

02 *Orbit III Vale*, Warp &  
Weft x Gensler

03 *Golden Realm* wall art,  
Obeetee

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customisation were featured by Warp & Weft in its Forma designs for the Gensler collection. Kristy Krivitsky of the company commented, 'We have four different pattern families and, within each of those series, there are three different design patterns. All the designs and colourways can be translated into those qualities, so they can be used in a very versatile way.'

New and hospitality-driven products were a focus, but tradition maintained its stature in updated designs such as Jan-Kath's skull rug for the brand's Common Threads collaboration with the Santa Fe Museum for International Folk Art. Meanwhile, Rug & Kilim answered the call for tradition with a twist, showing tapestries like the Jean Lurçat allegorical piece *Peacock of the Future Cardon*, pushing the boundaries of Aubusson application into mid-century design. Account manager Emily Curtis explained, 'We have a lot of designers interested in this in lieu of art, as an amazing way to have some more dimension in the room.'

By BDNY's indications, next year will bring deeper colour stories, smarter materiality and a continued blurring of art and function in hospitality spaces. For manufacturers across the rug and carpet category, that future looks exceptionally bright.  
*Rachel Fasciani*