

KUVIN HOME WOVEN EDGE LIMITED

PRESS & TRADE ANNOUNCEMENT

Riviera Home Furnishings, a leading manufacturer of wall-to-wall carpeting, rugs and bathmats based in India, is expanding its presence in the UK flooring market with the acquisition of the Woven Edge.

Riviera Home Furnishings first established a presence in the UK in 2013 when it created Riviera Home UK to bring beautiful, hand-crafted, point-of-difference broadloom carpets to the high-end residential carpet market through an exclusive network of independent retail authorised dealers.

With the continued growth in hard flooring market worldwide, Riviera now sees the opportunity of expanding its flooring offer with bespoke luxury hand-made rugs that can be customised to suit any commercial or residential interior by using its Kuvin Home brand to acquire the Woven Edge.

Founded by Ian Wallace, one of the rug industry's leading design and colour experts, the Woven Edge brand has become synonymous with design led quality rugs, carpets, and runners. All Woven Edge's rugs and runners are designed to be unique; whether hand tufted, hand knotted or hand loomed, they can be made to any size, shape, or colour.

Trading through Riviera's newly created Kuvin Home Woven Edge brand, the company has ambitious plans to expand its UK operation and to roll-out its brand to other parts of the world.

Commenting on the acquisition Ian Wallace said, "Going forward, I want to focus more of my time in expanding my carpet and rug design business worldwide with a more licence and consultancy driven model for the Forte Cloth business. I recognised that the strength of a global manufacturer like Riviera would enable the Woven Edge brand to be quickly expanded in the UK and into other international markets."

Lee Warren has been appointed Woven Edge's Sales and Marketing Director to front Kuvin Home Woven Edge's ambitious growth plans in the UK.

Kuldeep Singla, the Chairman and founder of the Riviera Home Furnishings Group, said: "I am pleased to be expanding our flooring offer and the Woven Edge's brand and rug programmes will be an excellent opportunity to strengthen our market presence in both the UK and elsewhere."

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