

# KASTHALL



Ines Reed | Golden Hay



Ingrid Icon | Copper Red

## PRESS RELEASE

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## KASTHALL EXPLORES NEW TEXTURAL AND COLOR CONTRASTS WITH THE INTRODUCTION OF RUG COLLECTIONS INES REED AND INGRID ICON

With colored patterns and tactile, structured surfaces, Kasthall is now introducing Ines Reed and Ingrid Icon. Ines Reed is a new tufted rug that adds a confident expression to the brand's growing collection. Ingrid Icon is a woven rug with refined texture and architectural balance. Both collections arrive in eight colors, composed to meet today's interiors.



“Ines Reed is a rug with character,” says Ingalill Ulvdell, Head of Range at Kasthall. “It brings structure to a room but also softness. It is expressive... in a balanced way.”

Tufted at the Kasthall factory in Kinna, Sweden, the rug is made from a mix of wool and linen yarns. The collection includes eight new colorways – from botanical greens to sun-warmed neutrals and deeper accent tones.

“Ingrid Icon is about balance – between contrast and softness, structure and warmth,” says Ingalill.

“The colors continue a tradition and at the same time offer more nuance. They work beautifully in both private and public interiors, and feel especially relevant now when tactility with restraint is in focus.”

Ingrid Icon is made of high-quality wool and linen yarns and woven at the Kasthall factory in Kinna, Sweden. The collection includes eight new colorways developed with a focus on natural materials, soft contrasts, and earthy tones that sit easily in an interior.

“These collections invite new ways of thinking about texture and design,” says Mirkku Kullberg, CEO at Kasthall. “Ines Reed draws the eye and brings a new pulse to the Kasthall collection, and Ingrid Icon with its quiet force shapes the room.”

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For press images, visit our image bank at [kasthall.com](https://kasthall.com)



Ingrid Icon | Ocean Green



Ines Reed | Summer Grass





Ingrid Icon | Copper Red

Photo and styling: Andrea Papini / Marie Monrad Graunbøl



Ingrid Icon | Bark Blue



Ines Reed | Sunflower

## BEAUTIFUL RUGS AND CARPETS FOR A LIFE WELL LIVED. CREATED IN SWEDEN SINCE 1889.

Founded in Kinna, Sweden, Kasthall is a Swedish rug maker with a legacy spanning over 135 years. Kasthall offers design experiences characterized by quality, innovation, and the mastery of industrial craftsmanship, cultivated through generations. Extending from Stockholm to Tokyo, Kasthall's presence reflects its dedication to sophisticated design tailored for a global audience.

Visit [kasthall.com](https://kasthall.com) for more information.



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