



AREA  
BY EDWARD FIELDS

# Introducing AREA by Edward Fields

Edward Fields, luxury carpet maker and vanguard of American modernism, has been creating “art for the floor” for notable architectural landmarks and residences for more than eight decades. Iconic projects dressed with Edward Fields carpets include the White House, Philip Johnson’s Glass House, and the Elrod House in Palm Springs by famed American architect John Lautner. Design, quality, and craftsmanship have long been the pillars of this legacy brand, which has been creating custom rugs exclusively for the interior design trade.

Edward Fields first coined the term Area Rug in the 1950s as part of its first carpet collection exhibited at Lord & Taylor. For the first time in its history, Edward Fields now offers dynamic area rugs directly to discerning homeowners and design enthusiasts.

Dedicated to fine craftsmanship and sustainability, AREA by Edward Fields continues its legacy through the use of contemporary and versatile designs hand-crafted in luxurious New Zealand wool. Featuring eight designs in multiple colorways, these rugs are stocked in a variety of sizes with special attention dedicated to performance, ensuring that your rug will endure for many decades to come.

# CREST

Featuring hand-drawn, organic lines, CREST is handcrafted in 100% New Zealand wool cut pile. The lines of the design are slightly raised to create interest and dimension.



Design: Crest  
Colorway: Mist  
Size: 8'x10'



Design: Crest  
Colorway: Forest  
Size: 6'x9'



Design: Crest  
Colorway: Cinnamon  
Size: 4'x6'

# LINO

LINO boasts a graphic yet complex composition, with its irregular lines and subtle color mixtures. LINO is handcrafted in 100% New Zealand wool cut pile.



Design: Lino  
Colorway: Mist  
Size: 8'x10'



Design: Lino  
Colorway: Cinnamon  
Size: 6'x9'



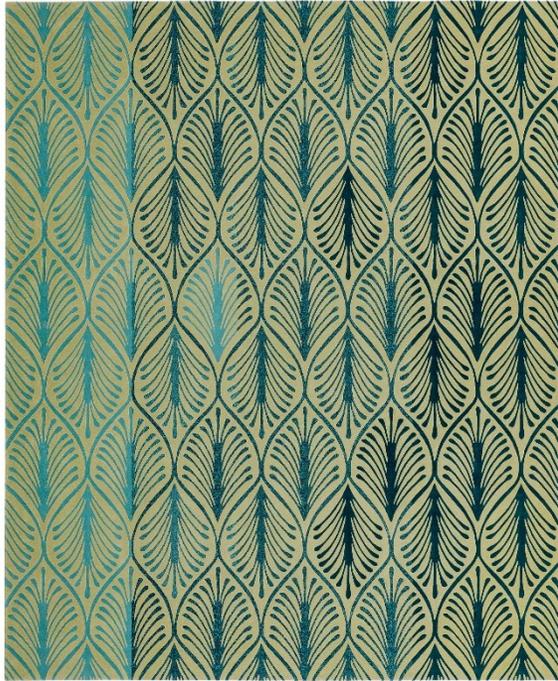
Design: Lino  
Colorway: Forest  
Size: 4'x6'



Design: Lino  
Colorway: Indigo  
Size: 4'x6'

# PLUME

Nodding to the art deco era, PLUME features a stylized palm leaf design in two levels of cut pile. PLUME is handcrafted in 100% New Zealand wool.



Design: Plume  
Colorway: Forest  
Size: 8'x10'



Design: Plume  
Colorway: Marble  
Size: 6'x9'



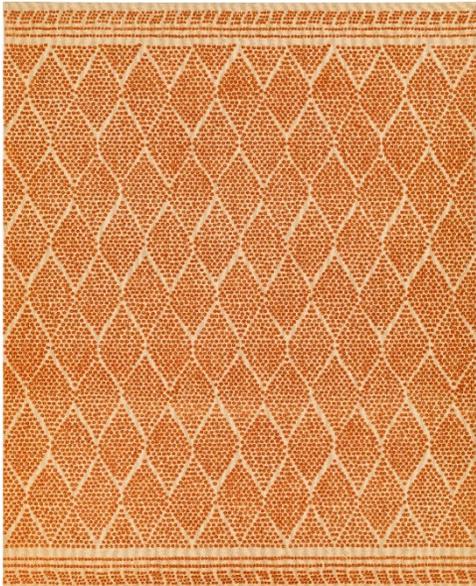
Design: Plume  
Colorway: Cinnamon  
Size: 6'x9'



Design: Plume  
Colorway: Mist  
Size: 4'x6'

# TUFTS

TUFTS is a classic, textural design that is finished on two sides with a tailored border. TUFTS is handcrafted in 100% New Zealand wool.



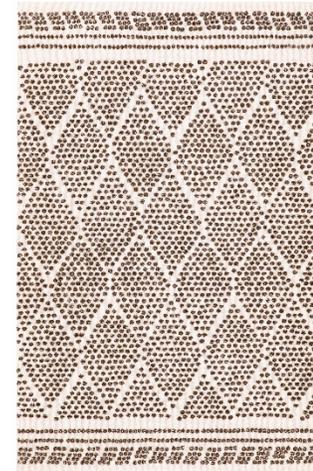
Design: Tufts  
Colorway: Cinnamon  
Size: 8'x10'



Design: Tufts  
Colorway: Marble  
Size: 6'x9'



Design: Tufts  
Colorway: Forest  
Size: 4'x6'



Design: Tufts  
Colorway: Mist  
Size: 4'x6'



Design: Tufts  
Colorway: Indigo  
Size: 4'x6'

# ROUTE

ROUTE is an organic, linear design crafted in 100% New Zealand wool that creates interest with subtle color mixtures in combination with an embossed, multi-level cut pile effect.



Design: Route  
Colorway: Indigo  
Size: 8'x10'



Design: Route  
Colorway: Mist  
Size: 6'x9'



Design: Route  
Colorway: Forest  
Size: 4'x6'



Design: Route  
Colorway: Marble  
Size: 4'x6'

# SPECKLE

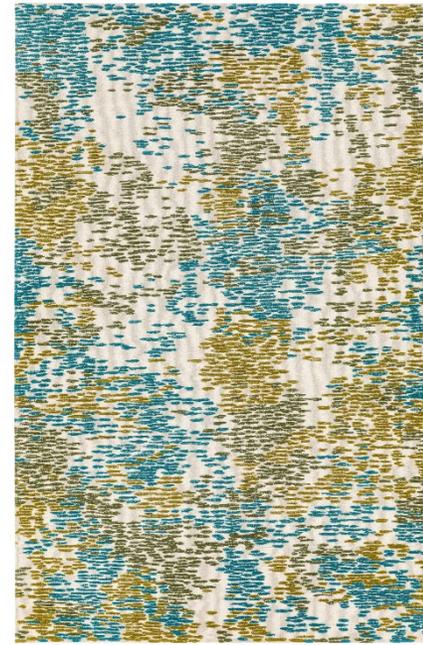
SPECKLE is created with multiple shades of color in a cut pile tufted over a tailored loop pile. SPECKLE is handcrafted in 100% New Zealand wool.



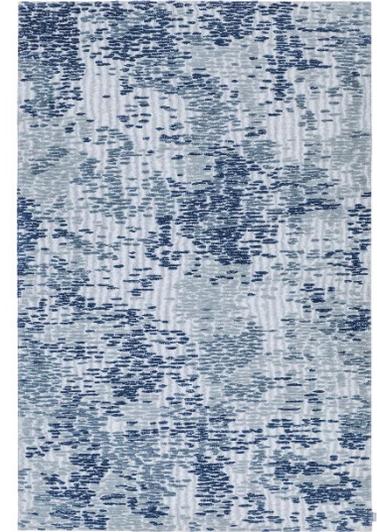
Design: Speckle  
Colorway: Marble  
Size: 8'x10'



Design: Speckle  
Colorway: Mist  
Size: 6'x9'



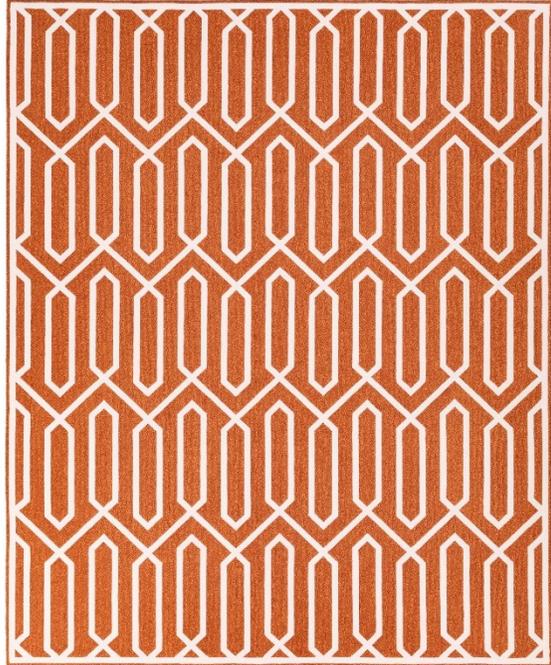
Design: Speckle  
Colorway: Forest  
Size: 6'x9'



Design: Speckle  
Colorway: Indigo  
Size: 4'x6'

# LATCH

An updated fret design, LATCH is handcrafted in 100% New Zealand Wool in fresh and contemporary color palettes.



Design: Latch  
Colorway: Cinnamon  
Size: 8'x10'



Design: Latch  
Colorway: Forest  
Size: 6'x9'



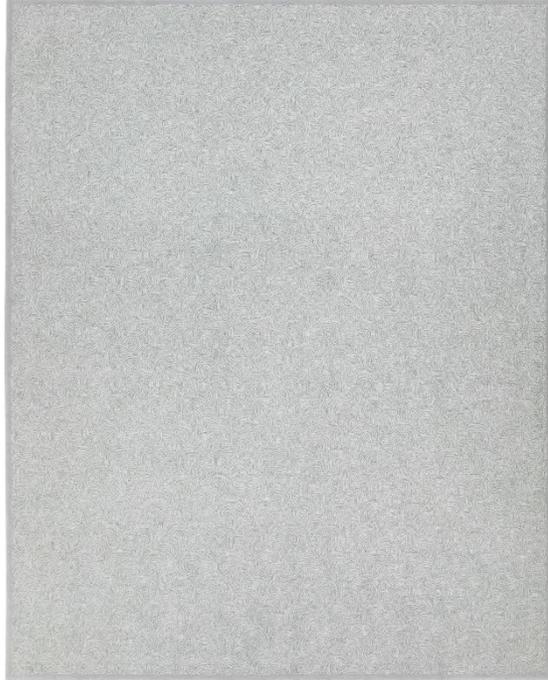
Design: Latch  
Colorway: Indigo  
Size: 6'x9'



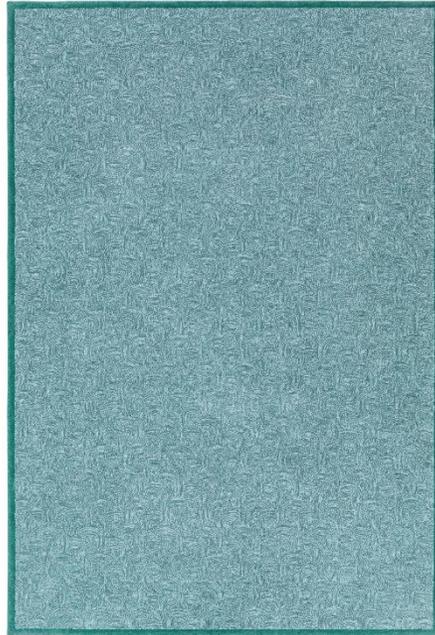
Design: Latch  
Colorway: Mist  
Size: 4'x6'

# COCOON

COCOON is a sophisticated design created entirely by combining three subtle shades of yarn in a textural, small-scale pattern. COCOON is crafted in 100% New Zealand wool.



Design: Cocoon  
Colorway: Forest  
Size: 8'x10'



Design: Cocoon  
Colorway: Indigo  
Size: 6'x9'



Design: Cocoon  
Colorway: Mist  
Size: 4'x6'



Design: Cocoon  
Colorway: Cinnamon  
Size: 4'x6'

Join us for a preview of  
AREA by Edward Fields  
Highpoint Market October 16-20

MARKET LOCATION:  
MARKET SQUARE BOOTH M-1015  
MEZZANINE

[edwardfields.com/area](http://edwardfields.com/area)

TO SCHEDULE A PRESS APPOINTMENT  
AND VIEW THE COLLECTION,  
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