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STUDIO



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PWV SIGNATURE COLLECTION

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IT STARTS WITH INSPIRATION

A spool of thread, a fabric swatch, a paint chip...

For PWV, this is how the process starts. Inspiration ignites the spark which begins the development of the Signature Collection. A wide range of exceptionally thoughtful patterns, unique textures and color blending articulate PWV's signature aesthetic as well as provide an array of options that personally resonate.

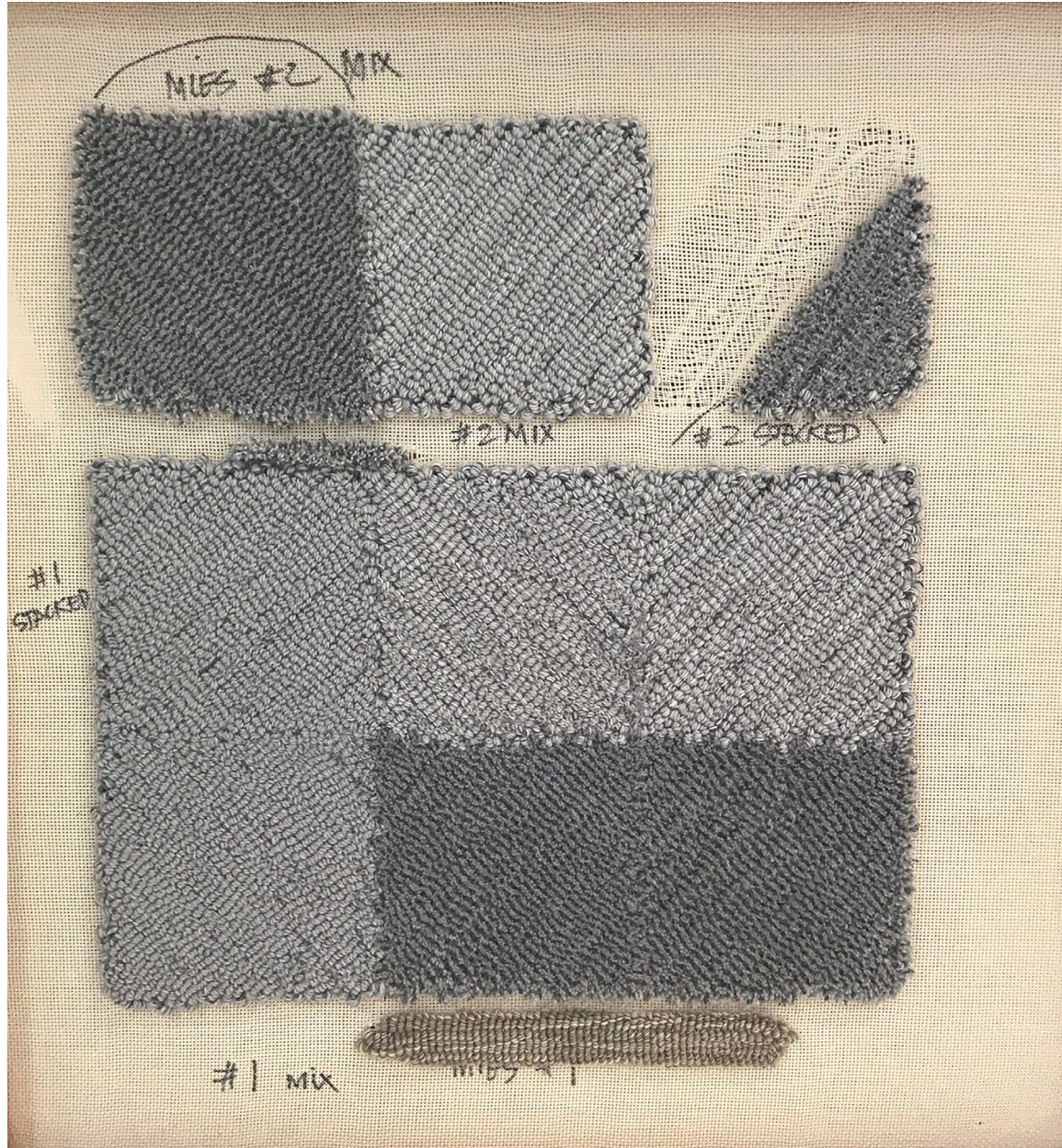
The PWV Signature Collection represents a very personal approach to crafting rugs. We compose the perfect tone and balance of every tailored piece created. Once our team ensures that your vision is realized, we get to work and the PWV approach takes flight.

AN ARTISAN POINT OF VIEW

For over four decades , the PWV approach to design has continued to be an incredibly rare one. It is organic, thoughtful and considered from a true artisan point of view. The PWV team has enjoyed the reputation for ingenuity, meticulous attention to detail and exceptional craftsmanship. Founded by Paul and Carol V'Soske, PWV products are designed, engineered and made by hand in Grand Rapids, Michigan.







PWV development samples



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WHAT MAKES PWV UNIQUE

It's all in the details. Every design goes through a rigorous research and development process to refine textures and achieve the desired results. The tight interplay of cut-pile and loop is distinct. And best of all, the subtleties of transforming finely spun wool, cashmere and silk fibers into true elegance is what makes a PWV Signature Collection carpet or rug perfect for the most discerning interiors.



Pattern shown: Corelli

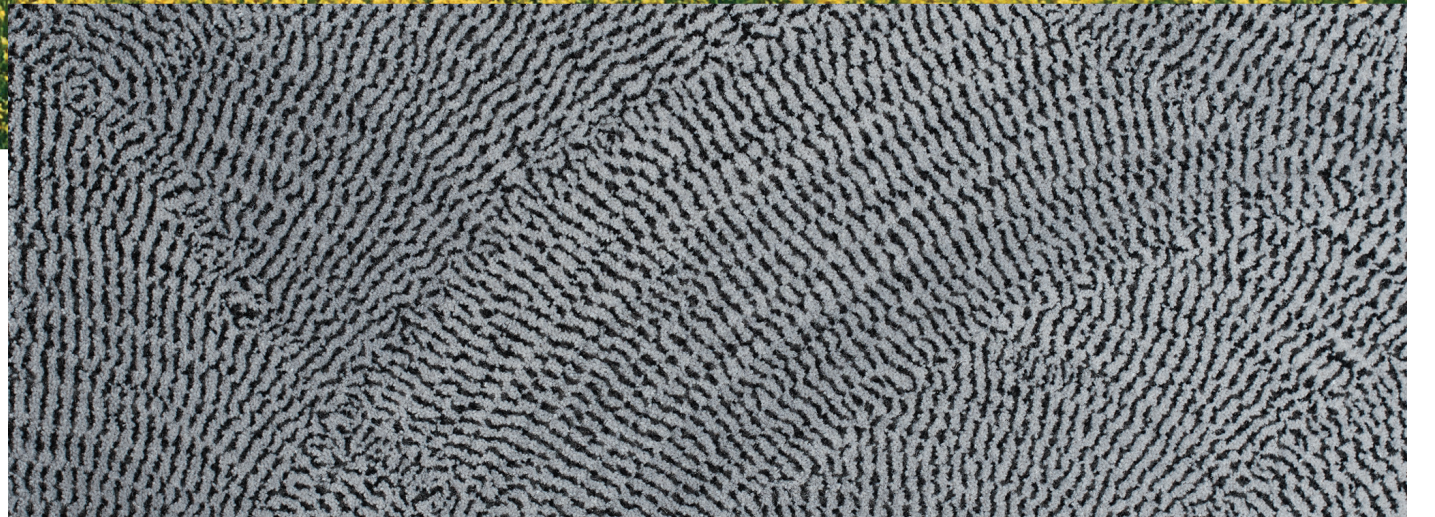


A TRUSTED PARTNER

Every rug and carpet order is handled with one team throughout the entire process. You have the comfort of knowing your project - from sample to the actual order - is being cared for and created from start to finish with great attention and a critical eye.

Everything is under consideration when developing each rug. Color is the true variable. The depth and blending of pigment will be unique to each piece created. The skill of hue manipulation is a true differentiator to the PWV process.

Patterns shown (clockwise from bottom left): Sora, County Cork, Pauraque, Culpataro



HOW WE SEE THINGS

PWV helps bring harmony to interior architecture. We approach each piece as if it were part of the American landscape. Our product provides a foundation for remarkable interiors and perfectly grounds the overall design.

EXPECTATIONS SURPASSED

We believe the journey is as important as the destination. The PWV Signature Collection experience is not only engaging, it is immersive and compelling. The result exceeds expectations.



Pattern shown: Bouclé





Patterns shown (left to right): Sora, Milanos, Wabi-Sabi



Pattern shown: China Sea

PWV combines innovative production techniques and superior textures to provide a fresh, minimalist product landscape for some of the most prestigious clients and finest interiors in the world. With each original piece individually designed and built in the USA, PWV's unique and quiet approach delivers a harmonious result for residential, commercial, business aviation and high-end retail interiors.

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