

KELLY HOPPEN TAKES ON TILES

Hakwood is teaming up with multi-award winning designer Kelly Hoppen MBE for their first collaborative collection



COLLECTION BY KELLY HOPPEN

The Hakwood Collection by Kelly Hoppen launches at Decorex (London, UK), stand numbers N280 and M403 from 6 to 9 October 2019



This autumn, renowned British interior designer Kelly Hoppen MBE is joining forces with Hakwood for their first collaborative collection of tiles in honour of Hakwood's landmark 40th anniversary.

Having placed her award winning signature style onto private homes, hotels, yachts, ships, spas, restaurants and interior furniture across the globe Kelly has now teamed up with Hakwood to take on the tile market. As the global leaders in the design and manufacture of top quality wood flooring and tiles, Hakwood is proud to have built a brand which combines forward thinking Dutch design with technical expertise to create stable, bespoke and environmentally responsible hardwood products.

Whilst Hakwood provides collection products and a bespoke service, the Kelly Hoppen collaboration continues this trend. In keeping with Hakwood's tailor made tile trope, Kelly's collection of innovative and dynamic tile designs are



built around simplicity, colour and shape. As such, the Kelly Hoppen x Hakwood collection is making bespoke, luxury hardwood surfaces an accessible entity.

Featuring in the collection will be six stunning interchangeable tile designs which exude the luxury, shape and cleanliness that has carved the Kelly Hoppen aesthetic.

Line: The Line tile sits in the Hakwood collection as the perfect foundation for any interior, whether it be on the walls or floors. Featuring linear metal dashes set upon neutral, colour washed wood, the minimalist Line tile plays with depth and texture, and perfectly embodies Kelly Hoppen's signature aesthetic of simplicity, balance, and style.

Cube: Part of Hakwood's first collaboration, the Cube tile offers a truly understated elegance. Bold yet accessible, the Cube subtly combines natural and industrial tones with 4 metal corner cubes set against a backdrop of the finest wood, all of which can be interchanged.

Signature: With 2019 marking Hakwood's 40th anniversary, the Signature tile honours the brand dedication to detail, authenticity and originality. The striking, art deco inspired style of the Signature tile plays with illusion, structure and shadow, designed to make an impact and create a beautifully dramatic statement floor or wall.

Grid: The Grid tile features a canvas of beautiful vertical strips, in varying dimensions, the colours of which can be combined to create a bespoke statement surface for each Hakwood customer.

Square: The Square sits within the collection as a beautiful, contemporary optical illusion that explores the sumptuous aesthetic and architecture of squares. With the capacity to mix these classic colours, the interior possibilities of the Square are endless.

V: In a nod to the traditional herringbone pattern, the V tile combines diagonal slats into a unique jigsaw to create a stunning, bespoke V shape. With each tile featuring two or more complementary shades, this abstract tile really draws the eye and allows for endless possibilities.

Each design will be available in a range of colours including Fossil, Silver, Mineral, Basalt, Bronze, Flint and Chalk.

Speaking about the collaboration Kelly Hoppen: *"I'm delighted to showcase this wonderful collection which seamlessly unites my clean, modern and luxurious style with the bespoke services that Hakwood has become renowned for. I'm looking forward to showcasing the range at Decorex and thrilled with each design and the way the tiles can be interchangeable."*

Mark Hak: *"At Hakwood, we collaborate with architects and designers creating bespoke solutions for their specific projects. What makes the collaboration with Kelly Hoppen so unique is that the tiles will be part of our collection and available for every project, large or small. Bringing a design statement to every interior, the various tile designs and colour combination make it easy to select a style that fits the project. Be it iconic, bold or energetic, pick and even mix tiles to express your style."*

The Hakwood tile collection by Kelly Hoppen will be introduced at Decorex, October 6-9, Stand numbers N280 and M403.



About Hakwood

Hakwood is a global leader in the design and manufacture of top quality wood flooring and tiles. Working closely with architects and designers worldwide, Hakwood specializes in creating bespoke wood solutions. Our passion for excellence, innovation and service shows in every product we make. A family owned Dutch company, Hakwood has 40 years of expertise manufacturing hardwood. The Hakwood brand offers an extensive portfolio of reference projects across 60 countries in all market sectors; residential, commercial, hospitality and retail.

The possibilities are endless.

For more information, visit: www.hakwood.com

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