

Treasured TEXTILES

CH Designs unveils a gallery of exquisite wool rugs



CHARLES HOBGOOD
AND CIRCE LUCAS

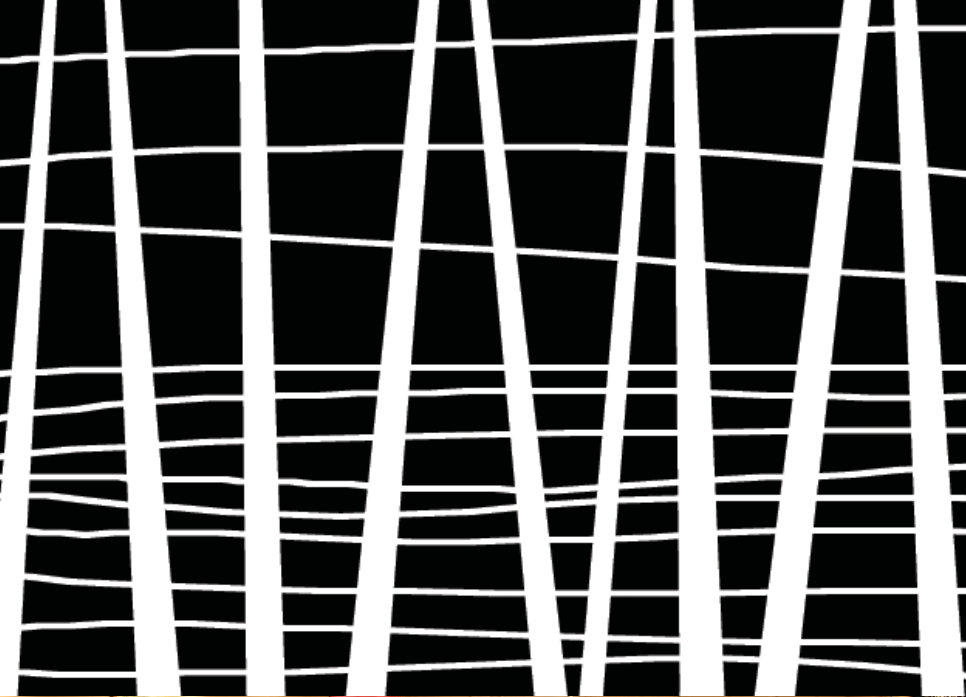
Charles Hobgood won't pull the wool over your eyes. He will, however, put it proudly under your feet. Founder of CH Designs, Inc. in Cumming, Hobgood offers wool rugs like no other. The hand-tufted creations – a collaboration of Hobgood and European designer Circe Lucas – are exquisite works of art that make a bold statement on the floor, as well as the wall.

“Go ahead, touch them,” said Hobgood, standing in his showcase gallery, where the rugs are beautifully displayed in vignette settings with nary a rack in sight. “Feel them, run your hand across the fibers, walk on them with your bare feet. This is 88-ounce New Zealand wool – the finest wool the world has to offer.”

And that's just the material. The visual impact of the fabrications, from vivid geometrical configurations to whimsical floral compositions, is dazzling.

“Our designs were made for color effect,” said Lucas, president of Circe Design, based in the Netherlands. “Each color palette is simple, each design is unique. All





of the designs are compatible with colors that are presently being used within the environments of home, office and the hospitality industry.”

The New Zealand wool takes color more readily than any other fiber, Hobgood added. Plus, it’s an environmentally green product.

Each rug comes with a certificate of design authenticity and carries the coveted seal of approval from the Wools of New Zealand, which recently presented CH Designs with its bronze award for best design at the Domotex 2008 textile fair in Hannover, Germany (where 75 of the top textile design firms in the world competed for the top spot).

“I’m extremely passionate about how I feel when it comes to the designs Circe and I have created for the consumer at large,” Hobgood said. “We really care about our work, and we have been recognized, now internationally, as to how our designs can revitalize any interior space as soon as the piece is installed. These rugs are able to transform how you feel each and every day

“These rugs are able to transform how you feel each and every day you see them.”

you see them in your home or office.”

A true testament to the artistry of the rugs, one Beverly Hills gallery is even displaying the treasured textiles. CH Designs has officially arrived on Rodeo Drive, by way of Galerie Michael.

Three years in the making, CH Designs “Collection One” features original copyrighted designs by Hobgood and Lucas.

“He is an amazing partner in design,” Lucas said. “When I work with him, it is like he can channel my creative spirit, and at the end of the day, we have something which is a collaboration of our efforts, and most important, a product that is both functional and an original piece of art at the same time.”

With a 50,000-square-foot global distribution center that ships worldwide, CH Designs offers 20 original designs in 35 color choices in a variety of sizes – and for a nice price. “When you compare our prices with any other high-end rug out there, we are more than competitive,” Hobgood said. “We are in many cases below the price point for such a quality brand product.”