

best  
wool

ZQ<sup>TM</sup>  
PREMIUM FIBRE

Luxurious

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## LUXURIOUS

Ask seven different people what luxury means to them today and you are most likely to get seven different answers. Luxury is more than financial status; it's psychological and hugely subjective. It encompasses:

- *Aesthetics*
  - *Premium quality*
  - *Personal history*
- Personal pleasure*

Luxury is a feeling that can define who you are and includes a feeling of exclusivity but also functionality.

Luxury is defined as something adding pleasure or comfort, a condition of abundance or great ease and indulging in something that provides satisfaction or ease.

More so however, one of the biggest trends in modern luxury is the focus toward experiential and these definitions all align perfectly with the luxurious abundance of a Best Wool carpet.

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## LIVE A RICHER LIFE

To live, enjoy, sleep, love, have parties and lie down in a distinct luxurious interior makes life more beautiful. Carpet under your feet creates warmth, ambience, comfort and individual style. This is how beautiful floor covering makes a difference to your interior.

Best Wool Carpets are the epitome of luxury.

- *Soft and nurturing*
- *Durable and enduring*
- *Welcoming*
- *Underfoot comfort, reassurance and wellbeing*



*Best Wool luxurious carpet*

Best Wool Carpet design embraces the luxury of natural systems and materials like wool to create healthy, happy living, working, playing and relaxing spaces that decrease stress and enhance creativity.

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## BIOPHILIC DESIGN

'Biophilia' literally means a love of life or living things and the last two decades has seen the recognition of biophilia by the scientific and design communities. There have been studies that show convincing evidence of the positive benefits of interaction with nature. Research shows that it can improve productivity, lower stress levels, enhance learning comprehension, and increase recovery rates from illness.

Incorporating a luxurious Best Wool wool carpet in your house is essentially bringing a taste of nature's luxury fibre into your world. It encourages a calming and restorative effect by reconnecting you with nature.

The love and appeal of surrounding ourselves with natural products and materials has a calming and restorative effect on us by helping us reconnect with nature and providing a warm, comfortable safe sanctuary for ourselves, our partners, children, grandchildren, fur babies and friends. Over the years we have been experiencing a disconnect with nature.

Best Wool Carpet; a truly luxurious interior system that will enhance your living, working and playing space; the perfect combination of styling, elegance, performance and luxury.

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## A LUXURIOUS CONNECTION

Akin to the luxury brand Lora Piana, Best Wool embraces the ethos that like a fine-wine, the quality of nature's luxury fibre wool is a result of the quality of the soils, the climate, the care, the breed.

The experience of Lora Piana wool against the skin is pure indulgence as is the experience of Best Wool carpet underfoot.

Choosing a Best Wool carpet is for the sophisticated customer who truly reveres nature and its hidden treasures of quality and performance – a rare and refined experience for the senses.

The supreme comfort and feel envelops the senses in a unique embrace.



<https://www.instagram.com/loropianaofficial/>

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