

ETCETERA

Anatomy Of A Design: A Closer Look At The Pop Collection

JUNE 2, 2021 BY RAYMOND PAUL SCHNEIDER



Interior designer [Melanie Morris](#) has joined forces with Fayette Studio to launch [the Pop Collection](#)— seven original rug designs, each fully customizable in color, size and material. The rugs, simple and graphic, make a bold statement, bringing the perfect pop of fun into any environment.

Melanie (pictured left), along with Fayette Studio CEO & Founder Kyra Schulhof (pictured right), join us this week to discuss the design process behind this recent collaboration.

Raymond Paul Schneider: When did you first start to develop this new collection?

Melanie Morris: I actually began working on this collection over two years ago!

Kyra Schulhof: I met Melanie at her home office about two years ago, and we immediately hit it off. In talking, Melanie mentioned that she had started thinking about some cool rug designs and showed them to me. I fell in love with them immediately! We started putting together the collaboration right then and there during our first meeting.



"Bolt"

Raymond: What was the overall timeline from conception to achieving the final design?

Kyra: Melanie knew exactly what she wanted, so the designs were finalized at the beginning of our collaboration. From there, we immediately began exploring different production techniques and qualities. Once the production details were finalized, the team had some fun developing different colorways. Although, it's important to note colors can always be changed and customized with our rugs, and they often are!

Raymond: What was your initial inspiration, and where did the idea come from?

Melanie: Having been in this business for so long, I realized I was having a hard time finding high-end rugs that were a little less serious. I wanted to bring a sense of fun and lightness to interiors.

Raymond: Please describe your overall creative and design process.

Melanie: I find inspiration everywhere from travel, books, and of course Instagram and Pinterest. Often my design ideas come when I am meditating or falling asleep. Once I have an idea, I translate that idea onto paper and then my team helps hone the design through SketchUp.



"Arrows"

Raymond: Did you have a specific audience or theme that you had in mind?

Melanie: I want my designs to live in rooms where people feel happy and relaxed.

Raymond: Please describe the methods, tools, and materials that you used to develop and prototype this design?

Kyra: We initially tried everything from custom machine tufted broadloom to piecing together solid color broadlooms in an attempt to keep pricing accessible. We then tried hand-tufted options from different mills and finally landed on the hand-knotted method. Hand-knotted rugs are one of a kind and their quality is unparalleled. You can control pricing of hand-knotted rugs by altering the wool and silk ratios and knot count. Plus, they'll last for years, if not decades, with proper care! There's a reason [hand-knotting] has been around for centuries and is still regarded as the best.



"Spill"

Raymond: Please describe any challenges that affected the design and perhaps steered you to an entirely new final design?

Melanie: I cannot say I came across any challenges regarding the design process. I did make a special effort to show that although some people may see a design such as the "Bolt" rug and assume it is for children's spaces only, I created renderings that prove otherwise. For example, the "Bolt" rug is displayed in a very contemporary office space.

Raymond: Describe your overall brand DNA and Ethos.

Melanie: My interiors are very similar to my personality and of course are tweaked based on the personality of my clients. I am a super fun and outgoing person and I believe that my interiors represent a similar aesthetic.

Kyra: Fayette Studio is a premium resource for bespoke carpets and rugs. We offer a high touch-point service, which helps ensure a seamless client experience often starting with custom creation through our installation.

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