

# PROJECT BRIEF

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PROJECT: Mercedes-Benz Fashion Week  
LOCATION: Carriageworks, Sydney NSW  
INSTALLER: Xtreme Floorcoverings  
PRODUCTS: Expona SimpLay – Natural Rustic Pine 2514



Polyflor was excited to be a sponsor of the Daniel Avakian show at the Mercedes-Benz Fashion Week in Sydney and have their Expona SimpLay flooring showcased on the runway. bespoke PR reached out to Polyflor as they required flooring that could be installed quickly and removed easily and one that would not damage the existing flooring at the venue Carriageworks. SimpLay was selected as it is a loose lay product designed as a fast installation system and does not require adhesives meaning the flooring can be removed without leaving any residues. Isabel Wild of bespoke PR said, "It has been a wonderful experience working with Polyflor from the first point of call until the flooring got installed on Daniel Avakian's Runway the day of the show. The whole team is incredibly professional and efficient and we really could have not presented such a successful show without the beautiful Expona SimpLay flooring and great team!

I cannot recommend Polyflor enough for all creative projects and collaborations and we already look forward to working with the whole team again".

The runway flooring also needed to complement designer Daniel Avakian's clothing collection titled 'Transcendence', so Natural Rustic Pine 2514 was chosen which provided a very natural raw wood look as a back drop to his postmodern sixties style for the contemporary women seeking elegant and structured wardrobe staples. Designer Daniel Avakian commented, "Our experience working with the Polyflor team was nothing short of exceptional. I am delighted by the luxury result achieved by the Polyflor product used for the DANIEL AVAKIAN runway, and also the professionalism shown by the Polyflor team whom executed this result flawlessly".



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