CHADDAR
An exaltation of embroidery

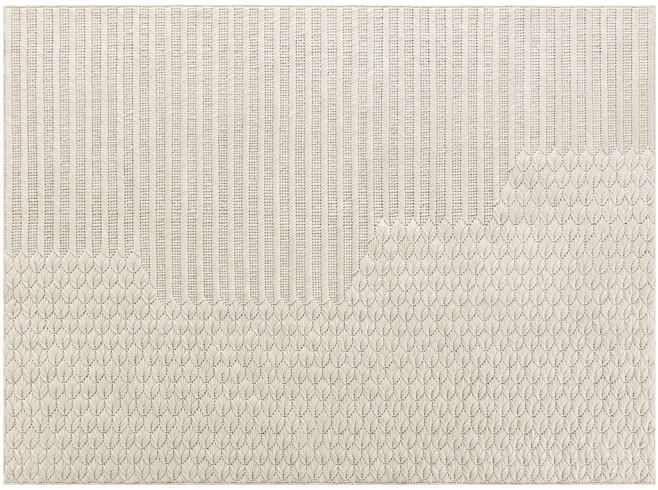
A design by Charlotte Lancelot for GAN



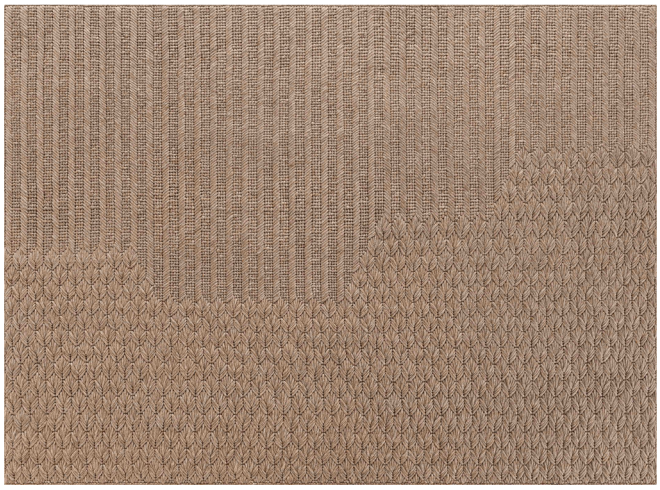
Charlotte Lancelot, author of some of **GAN**'s best sellers, once again shares her love of needlepoint with her latest creation: **CHADDAR.** Following in the footsteps of **SILAÏ** (launched in 2015), this new collection of indoor rugs uses the same technique -petit point- transferring traditional embroidery work to the field of contemporary rugs.

Its name, of Hindi origin, refers to traditional Indian sheets, made on manual looms and known for their beautiful designs and incredible durability.

CHADDAR
Charlotte Lancelot



WHITE



CAMEL

The thickness of the designs and its neutral tones make this collection very appealing for any space that requires an extra dose of texture. In the words of its own creator: **“CHADDAR is like that lovely jumper that we put on when we just want to stay home and relax, the one we never take off”.**



CHADDAR
Charlotte Lancelot



WHITE

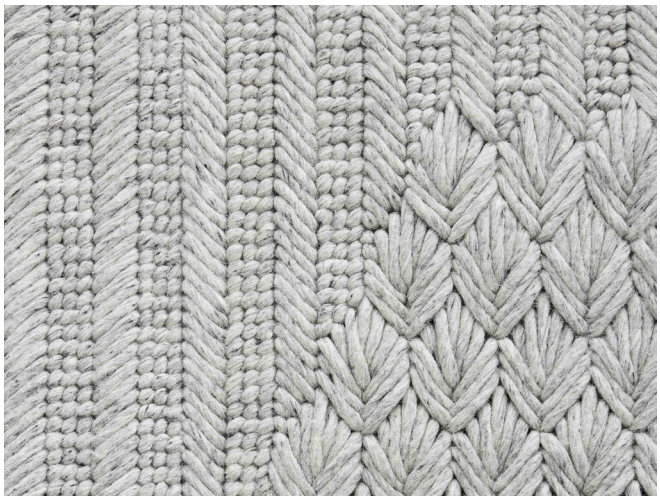


GREY

CHADDAR is available in two sizes 175x235 cm (5'8"x7'7") and 205x290 cm (6'8"x9'5") and 3 different natural colors (white, gray and camel) for which no dyes have been used. Its purposeful monochrome design brings out the irreplaceable value of handwork and the perpetual reinvention of the ancient art of embroidery. Thus, each stitch gives rise to certain shades of color. In each piece a staggered transition is observed between two different areas: one in which an infinity of small leaves or spikes are intertwined and another more linear in which stitches with geometric intention are interspersed.

As part of the GAN Spaces line, **CHADDAR** acquires volume and versatility through its cubic poufs (61x61x37h cm / 24"x24"x15"h) and rectangular cushions (60x35 cm / 24"x14") with removable covers, comfortable accessories made of wool, following the same manual technique used to make the rugs in the collection and offering the same color variations to match.





Charlotte Lancelot, 2020
Manufacturing technique: Embroidery
Rug fibre composition: 100% wool. PVC net base
Poufs/cushion cover composition: 100% wool. PTFE coated fiberglass mesh
Poufs filling composition: 100% foam rubber
Cushion filling composition: 100% polyester
Rugs dimensions: 175x235cm / 5'8"x7'7" , 205x290cm / 6'8"x9'5"
Poufs dimensions: 61x61x37cm / 24"x24"x15"
Cushions dimensions: 60x35cm / 24"x14"
Colours: White / Grey / Camel

About Charlotte Lancelot

Charlotte Lancelot (Brussels, 1980) studied at La Cambre, where she graduated in Industrial Design in 2003. She worked with the architect and designer Alain Berteau for two years before setting up her own studio. Lancelot has participated in numerous national fairs and exhibitions, where her work has been highlighted as a Brussels design within different media outlets such as Wallpaper, The New York Times, Le Monde... The designer has collaborated in companies such as Ligne Roset, Koziol, Konstantin, Slawinki, Kidslab and Easyoga. In 2012 she began her link with GAN. Charlotte Lancelot's design is characterized by an emotional attachment to the objects around her. Ecology, aesthetics, modernization of ancient techniques and improvements in living conditions are her main concerns.



About GAN

GAN is a brand of Gandia Blasco Group, a company with textile roots founded in 1941. GAN is dedicated to the creation of handmade rugs, poufs, and accessories, all of which are made in India by skilled artisans who use a variety of traditional and innovative techniques and natural or recycled materials.

GAN celebrates the intersection of design and tradition. The brand collaborates with renowned and emerging designers from around the globe, who constantly experiment with new methods and materials to create rugs that are both innovative and beautiful. Thanks to the quality of its designs and the use of artisan techniques in new ways, GAN is today a reference brand with an international presence.

About Gandia Blasco Group

Gandia Blasco Group is a Valencian family company pioneer in the design and manufacture of outdoor furniture and spaces, alongside the creation and handmade production of designer rugs through its three brands: GANDIABLASCO, GAN and DIABLA. Founded in 1941 by José Gandía Blasco, its journey has been marked by constant reinvention and the promotion of design culture. The company is chaired by José A. Gandía-Blasco Canales, a member of the second generation of the family and artistic director of GANDIABLASCO.

Headquartered in Ontinyent (Valencia, Spain) and present in 75 countries, the company is in the process of expansion and carries out continuous experimentation and innovation in collaboration with renowned designers. Within the framework of its strategy of social responsibility and environmental sustainability, Gandia Blasco Group is committed to the durability and circularity of its designs based on the use of recyclable and recycled materials and, through the GAN Women Unit social initiative, emphasizes in the preservation and updating of artisan techniques and in promoting the economic independence of the craftswomen communities of rural India with which the brand collaborates.

Press contact
prensa@gandiablascogroup.com
Tlf. + 34 96 291 13 20