DIAMOND
A sustainable proposal inspired by diamonds

A design by Charlotte Lancelot for GAN



Since its inception, GAN has maintained a strong commitment to be a sustainable brand: through the manufacturing of its products, the renewal of artisanal techniques, the preference for using natural materials and the creation of the GAN Women's Unit project, among other initiatives. This year, GAN adds to its sustainability efforts the innovative DIAMOND collection by Charlotte Lancelot, a new line of indoor-outdoor rugs that is entirely made from recycled fibres of plastic materials (100% recycled PET).

These fibres undergo an elaborate treatment and regeneration process that prolongs the useful life of existing plastic by giving it a new shape (upcycling) and transforming it into modern style rugs. In addition, the use of recycled PET allows the use of DIAMOND rugs both indoors and outdoors, and makes them easy to clean and maintain.

DIAMOND
Charlotte Lancelot



BLUE-GREEN



PINK-YELLOW



NUDE-PETROL

DIAMOND draws its inspiration from the shape of the diamond, which is a universal symbol of strength and beauty, and gives it a new meaning by playing with its hypnotic shape. Belgian designer Charlotte Lancelot uses this precious stone and its many facets to create an overlay of different geometric figures.

The result is impressive, with an octagonal shape that shows the singular geometry and subtleties of the diamond. This new collection of kilims, suitable for both outdoor and indoor use, is available in five shades: Pink-Yellow, Nude-Petrol, Blue-Green, Orange-Wine and Green-Grey; and in three sizes: 170x200 cm / 5'7"x7'3", 200x260 cm / 6'7"x8'6" and 300x390 cm / 9'10"x12'10".





DIAMOND
Charlotte Lancelot



ORANGE-WINE



GREEN-GREY

DIAMOND proves that beauty is not incompatible with sustainability. On the contrary, they always go hand in hand.





Charlotte Lancelot, 2019
Manufacturing technique: Outdoor Kilim
Fibre composition: 100% Recycled PET
Dimensions: 170x220cm / 5’7”x7’3” , 200x260cm / 6’7”x8’6” , 300x390cm / 9’10”x12’10”
Colours: Pink-Yellow / Nude-Petrol / Blue-Green / Orange-Wine / Green-Grey

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.

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