

## urban living



A Victorian care home near Bristol has been transformed into nine luxury apartments with Furlong's stylish and sustainable deep pile carpets perfectly complementing the project's commitment to high-quality, eco-conscious urban living.

Converted by developer Fairholm Estates, 250-year-old Willow Cottage in Yate, Gloucestershire was previously a care home that had been left vacant for five years. It now houses Willow Tree Apartments and successfully blends modern living with historical charm. Featuring spacious layouts, contemporary interiors, energy-efficient features, and luxurious finishes, the project saw Furlong collaborate with flooring contractor Rudge Brothers and James Ltd. Furlong's EcoSense Enchantment Luxe carpet in Cloud Beige provided the ideal solution for each of the home's bedrooms.

for a development focused on sustainability. Available in a number of elegant shades, the Enchantment collection blends seamlessly into the apartments' contemporary design, providing a plush, comfortable feel that enhances the overall aesthetic.

The Enchantment carpets are not only stylish and resilient but also feature moth-proof and bleach-cleanable properties, ensuring longevity and ease of maintenance for residents. These qualities made the collection an obvious choice for the conversion of Willow Cottage into upscale, modern apartments.

**Commenting on the project, Jim Heal from Rudge Brothers and James said: "We worked closely with Jason at Furlong, with Enchantment Luxe the perfect carpet for this project. Given the age of the building, we had to navigate some challenges getting the four metre wide carpet rolls into the homes, particularly with the narrow, winding stairs. Thankfully our skilled fitters avoided damaging the freshly painted walls and the installation went smoothly into each of the apartments."**

By incorporating eco-friendly materials, Fairholm Estates was able to create upscale living spaces that prioritise both luxury and environmental responsibility. The carpets' durability ensures they will stand the test of time, offering long-lasting beauty and comfort for years to come.

**Reflecting on this collaborative project, Jason Brimble from Furlong Flooring said, "We are proud to have been part of this exciting transformation. The EcoSense Enchantment collection was the perfect**



**fit for Willow Tree Apartments, providing style, luxury and sustainability."**

**"Working with Furlong Flooring is always a pleasure. Their products are of the highest quality, and their support ensures the success of every project. We look forward to continuing our partnership on future developments," added Jim Heal of Rudge Brothers and James Ltd.**

With the project now complete, Willow Tree Apartments stands as a prime example of how historical properties can be reimaged into modern, eco-friendly living spaces. With Furlong Flooring's high-quality, environmentally responsible products, the development offers residents an exceptional living experience that combines luxury with sustainability.



The Enchantment carpet range, made from 100% polyester yarn, offers a sophisticated aesthetic while also being durable and eco-friendly. The collection's Combi-bac backing makes it ideal for both residential and high-traffic environments, while its eco-conscious qualities make it a perfect fit