



Latest Trends in Flooring

Refinement, elegance and natural beauty for a thoroughly contemporary feel

The focus of home décor this year is on the interplay of natural grains, colors and textures to create uniquely warm and inviting living spaces.

Lauzon Distinctive Hardwood Flooring is leading the way.

[January 2015] - Rather than abating, the trend to celebrating the intricate and multifaceted beauty of natural materials in interior décor continues apace. While each species has a unique character, our designers and artisans at Lauzon Distinctive Hardwood Flooring, engage in a form of meticulous play to create a palette of styles, hues and textures that embellish the essential natural character of the wood itself.

“What you discover, and it really is like a voyage”, says Priscilla Bergeron, Director of Communications, “is that every wood opens up a remarkable range of decorative possibility. From woods that harken back across the ages and continents to exotic times and places, like those in our **Émira** and **Mémoire** series to those whose character is boldly modern, like the muted luxury of our **Hamptons** series, what they share is a quality of warm and timeless elegance.”

As Bergeron points out, this means that you can create a wholly different environment in every room of your home built on nature’s extraordinary diversity.

What is also thoroughly modern and natural about Lauzon Flooring, is the assurance that all our wood is sourced from sustainably managed forests. This is increasingly an important trend for the product’s inner beauty.

Some of the most sought after trends in 2015 include:

Smoked Neutrals: At the midway point of this decade, designers are moving away from the overuse of stainless steel, chrome and brass to the smooth natural elegance of smoked woods. A soft palette of greys, taupe, whites and creams offer a lovingly weathered look whose texture plays with the changing light of your day. Subtly rich. We are very proud of our new series, **Hamptons**, that epitomizes this trend harkening to elegant and breezy homes of Cape Cod and Long Island. Smoked neutrals also work perfectly with our decidedly downtown new **Greystone** color from our **Urban Loft** series.

Au naturel: Last year we underlined how important a return to natural tones had become. That trend continues. With “Au naturel” you find the naked beauty of wood in all of its finishes. What catches the eyes is the intricacy of the grain. Nature’s patterns are revealed to soften any décor and in our new **Émira** series you will discover the beauty of the Maghreb and the oases of the Sahara. It provides perfect flooring for a warm, casual, yet luxuriant living space. Some of the **Hamptons** series are available “au naturel”, too. After all, what seaside resort doesn’t evoke a life “au naturel”.

Rich Vintage: Part of the contemporary scene is built on a healthy reverence for the past. Rich Vintage evokes ancestral grandeur as easily as it does simplicity the simplicity of the homestead. Not surprisingly rugged and warm browns dominate here, from deeply hewn to honey golden. While our **Homestead** series celebrates this trend with it’s Handscraped texture and it’s majestic brown, our new one **Mémoire** series can’t be put aside. This series is marked by a multitonal play of light that really evokes a baronial manor.

Patterns: Who said everything has to be in a straight line? Intricate patterned wood floor installations were the hallmark of wealth and status back in the day. You had to be able to afford the artisans. We have perfected new technologies that allow relatively simple installation of elegantly patterned hardwood flooring. Choose from vintage designs or one with a modern edge. You can create a truly original environment that plays with grain, line, light and texture.

“At first people are overwhelmed by how varied our hardwood floorings are, in terms of style, color, texture”, Priscilla Bergeron adds. “You then see that a whole world of design possibility opens up to them for a beautiful, healthy and eco-friendly living environment.”

Whether in the Designer or Ambiance collections, you will find the perfect wood to complete your room – on the floor or on the wall, or both.

Ask about our Pure Genius technology that allows natural or artificial light to activate the titanium dioxide particles in the finish and transform them into an air-purifying agent. Pure Genius makes the air in your home up to 85% purer. It is included with our Émira, Organik & Authentik series and available as an option on most products in the Designer and Ambiance collections.

About Lauzon Distinctive Hardwood Flooring

Based in Papineauville, Quebec, Lauzon Distinctive Hardwood Flooring is one of the leading hardwood flooring manufacturers in North America. Its state-of-the-art products, environmental commitment, outstanding service, and highly-qualified staff make the company an undisputed leader in the premium hardwood flooring industry. Thanks to its prestigious flooring products, including its revolutionary polymerized Titanium finish, Lauzon's reputation for quality has grown worldwide.

Pictures

To download our pictures, please visit : <http://lauzonflooring.com/zone/room-scenes/>

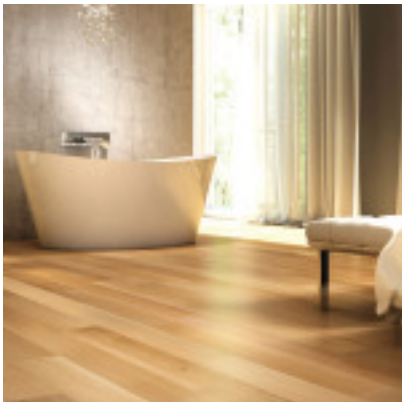
Smoked Neutrals:

Greystone, Designer Collection, Urban Loft Series, White Oak



Au naturel:

Natural, Quarter Sawn, Designer Collection, Hamptons Series, White Oak



Patterns & Au naturel:

Natural, Ambiance Collection, Hard Maple, Select & Better in Herringbone



Natural, Ambiance Collection, Hard Maple, Select & Better in Herringbone



Patterns:

Natural, Designer Collection, International Series, Brazilian Cherry in Parquet

