

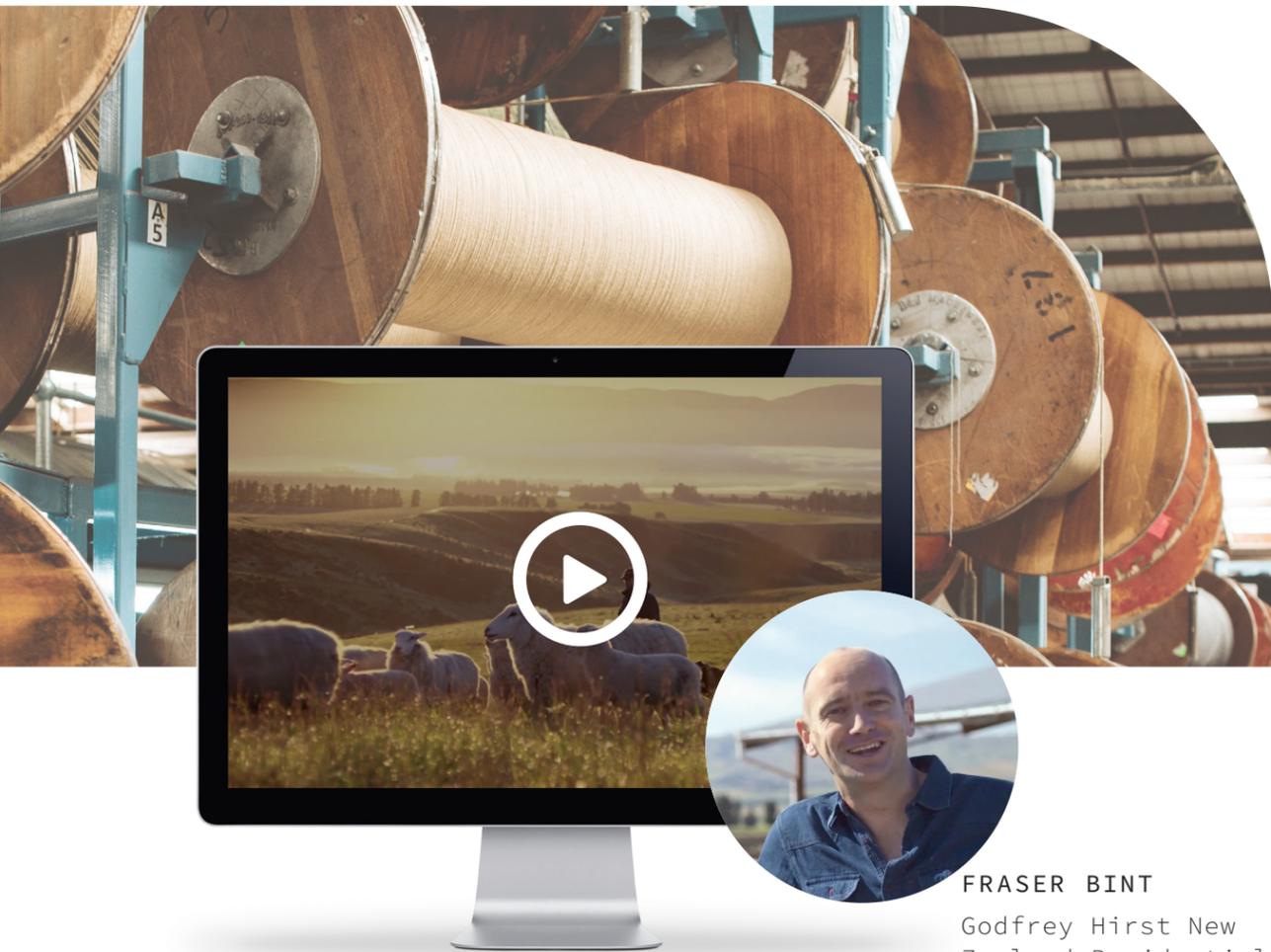


*Godfrey Hirst*

# **farm to floor**

2025 DESIGNER GUIDE

DISCOVER OUR  
**WOOL  
CARPET STORY**



**FRASER BINT**  
Godfrey Hirst New Zealand Residential Sales Manager



Follow Fraser through New Zealand as he goes on a journey to discover how our amazing designer carpet collection is made from the very best New Zealand wool.

**Scan the QR code to watch the full story or visit the URL below:**

[HTTPS://WWW.GODFREYHIRST.COM/NA/NEWS/OUR-WOOL-STORY-NA](https://www.godfreyhirst.com/na/news/our-wool-story-na)

THE BENEFITS OF  
**QUALITY  
WOOL CARPETS**



**RENEWABLE**

Sheep grow wool continuously and can be shorn every 9 to 12 months.



**BIODEGRADABLE**

Wool fiber will naturally decompose in soil and slowly release nutrients back into the earth.



**HYPOALLERGENIC**

Wool is a nonallergenic fiber, which is resistant to the growth of bacteria and dust mites.



**CLIMATE CONTROL**

Wool fiber can absorb and release moisture, helping control internal humidity levels.



**FIRE RESISTANT**

Wool fiber is naturally flame resistant and has a very high ignition threshold.



**AIR QUALITY**

Wool fiber absorbs common pollutants such as VOCs and can improve indoor air quality.



**STAIN REPELLENCY**

Wool fiber repels most liquid spills so that stains can be removed if attended to promptly.



WHEAT SHEAF

GOLD FILIGREE

RED RUST



**CLASSIC BEAUTY**  
CREMORA



**SUTTON**  
FOLKLORE

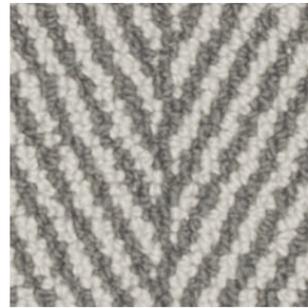


**FAIRFORD**  
CREWELWORK

COMFORTING PAST

# Parisian Countryside

VINTAGE | WEATHERED | ROMANTIC



**EASTLEIGH**  
PEWTER



**BERBER VOGUE**  
IVORY

**SUTTON**  
BUFF

REVITALIZING PRESENT

# Coastal Haven

SLEEK | SIMPLE | CRISP



SALVIA  
BLUE



GLAUCUS  
GREY



HAZEL  
WOOD



REIMAGINED FUTURE

# Splendent Summit

HIGH-TECH | SYMBIOTIC | RESILIENT



CLOUD  
DANCER

CELESTE  
BLUE

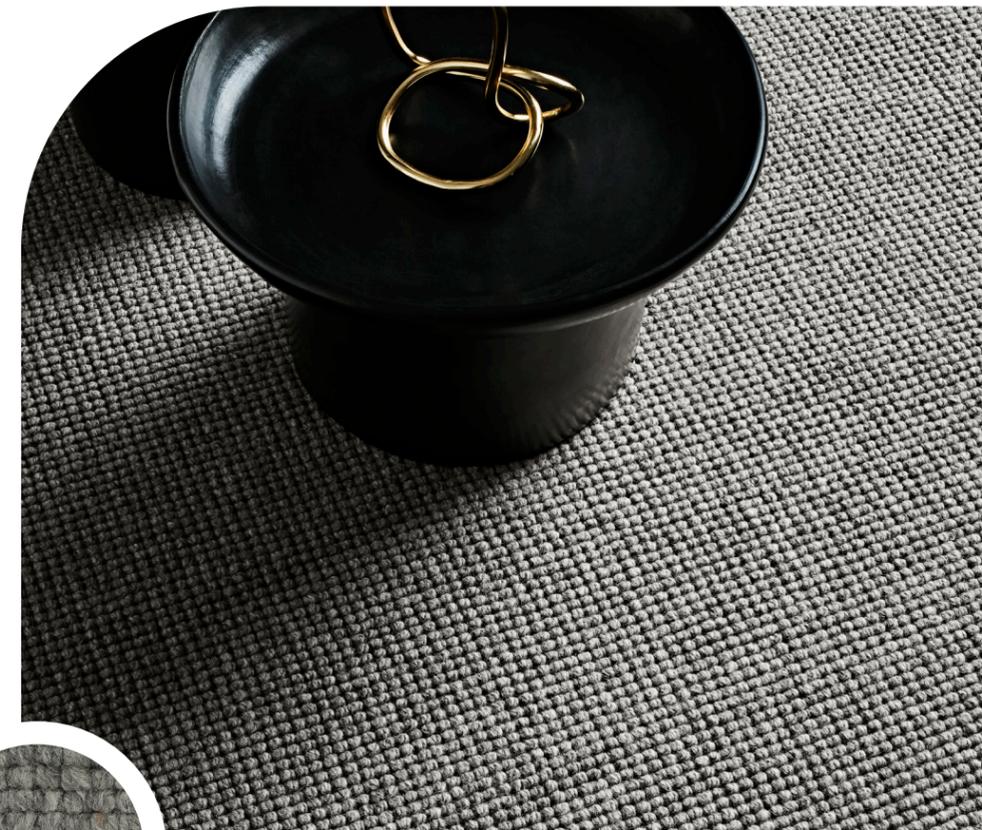
CARMINE  
LAKE



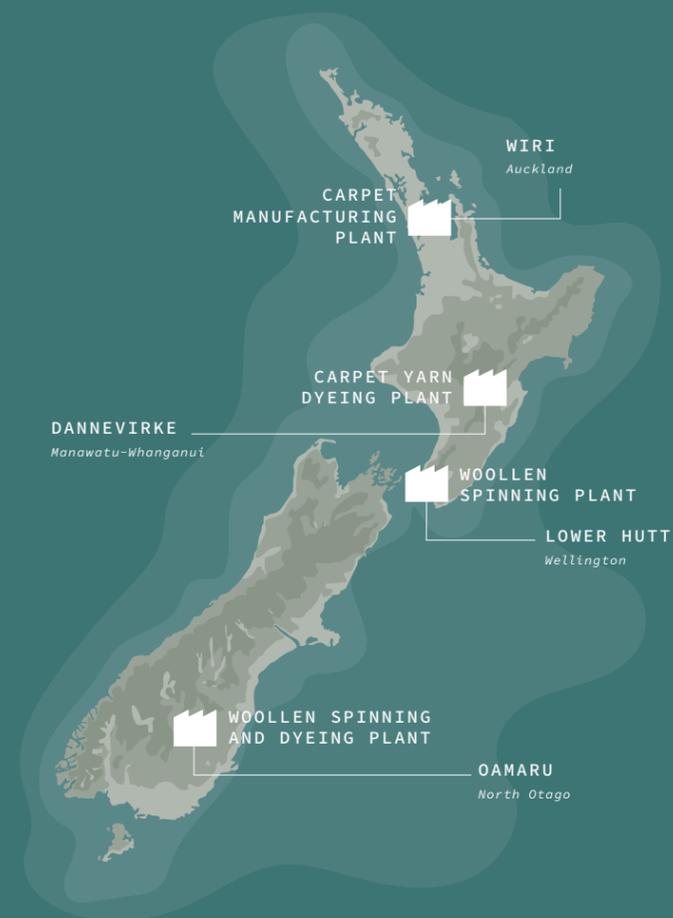
**ALDERNEY**  
UNIVERSAL



**WOOL FUNDAMENTALS**  
TIMBER WOLF



**COLLANMORE**  
MOONSTONE



# comfort

## ALL YEAR ROUND

We believe that exquisite interiors begin with the perfect flooring. For unrivaled comfort, you cannot go past the look and feel of a Godfrey Hirst wool carpet.

Proudly designed and made in Auckland, with wool sourced from New Zealand farms, our carpet is where the best of Aotearoa comes together to make a truly beautiful and luxurious product.

Our stunning and versatile ranges of cut pile or loop pile wool carpets are available in an array of sublime, earthy tones creating the ideal foundation for your interior space.

All Godfrey Hirst wool carpet ranges are made in New Zealand, using New Zealand wool. Please check our website for further information. While all care is taken, product images may vary in color due to possible printing process variations. Images do not seek to duplicate the exact visual appearance but serve merely as a guide or point of reference. Not all products are available in all stores.