

JULY, 2026

ISSUE NUMBER 03

BULLETIN 3
EDITION

Behind the Threads

SPECIAL ISSUE:
THE DESIGN, THE PROCESS AND
THE FUTURE OF AUSTRALIAN
CARPET MANUFACTURING

BY THE CARPET INSTITUTE OF
AUSTRALIA



CREDIT: GODFREY HIRST AUSTRALIA

THE FIRST THREAD

DESIGN FROM THE GROUND UP

THE AUSTRALIAN PALETTE

COLOUR, TREND AND THE
AUSTRALIAN MARKET

THE CIRCULAR THREAD

SUSTAINABILITY AND THE
CIRCULAR ECONOMY

THE FEEL OF PERFORMANCE

FIBRE, CONSTRUCTION AND
THE LANGUAGE OF
PERFORMANCE

WHERE WORK MEETS HOME

COMMERCIAL AND
RESIDENTIAL: TWO DIFFERENT
CONVERSATIONS

THE NEW EYE

THE EDUCATED CONSUMER
AND THE INFORMED SPECIFIER

Table of Contents



PHOTOGRAPHY BY BEAULIEU AUSTRALIA



PHOTOGRAPHY BY VICTORIA CARPETS

There is a particular sensation that lives in memory the way few things do: the thick, yielding pile of 1970s shag pile carpet beneath bare feet, swallowing your toes, asking you to stay a while. Those carpets were not subtle, announcing themselves in cream, beige and the occasional bold burgundy. But they carried something important: the understanding that a floor could be more than a surface. It could be an experience. It could be the thing that made a house feel, unmistakably, like a home.

That understanding has not gone anywhere. It has evolved. Today's Australian carpet is the product of decades of research, material innovation and creative discipline, and it carries within it the same essential truth. Companies such as Godfrey Hirst, Victoria Carpets, Beaulieu Australia, Milliken and Interface have made their mark on the Australian carpet industry, and are among those leading the way in innovation and craftsmanship.



The First Thread

Design from the Ground Up

PHOTOGRAPHY BY VICTORIA CARPETS

The design of a carpet begins long before the first fibre is spun. It begins with a brief sitting at the intersection of commercial instinct, material possibility and aesthetic intent. At Godfrey Hirst in Geelong, the process is anchored in market research, targeting specific segments and folding in learnings from past custom projects. At Victoria Carpets in Dandenong, it is deliberately collective.

"It has to be driven by demand in the market and by identifying opportunities. From there, it's a gathering of minds, from a technical perspective, a commercial perspective, a sales perspective, and a creative perspective."

Ryan Canovan, Product Development Manager, Victoria Carpets



At Beaulieu Australia in Yatala, an interior design background shapes how the team reads the market, with one eye always kept on design capitals like Milan, watching global directions filter through to the Australian consumer. At Milliken, curiosity is the catalyst for innovation. A collection may be inspired by a destination explored, a texture discovered, or a story encountered along the way. Looking ahead to 2026, texture has emerged as the most influential design direction, closely followed by earthy, nature-inspired tones and soft, understated pastels. Across every trend and creative exploration, design is viewed as a disciplined process of problem-solving. Carpet must deliver durability, acoustic performance, and visual appeal, and it is within these parameters that creativity thrives. Rather than limiting the design process, these requirements provide the framework through which meaningful and effective solutions are realised.

The Feel of Performance

Fibre, Construction & The Language of Performance



PHOTOGRAPHY BY BEAULIEU AUSTRALIA

Residential consumers often know how they want their home to feel long before they know what fibre type or construction will achieve it. Bridging that gap is something the industry has become increasingly skilled at. The Australian Carpet Classification Scheme (ACCS) gives buyers an independent framework for understanding what they are purchasing without requiring specialist knowledge.

The performance conversation has shifted considerably. Today's residential buyer is asking the same questions that commercial specifiers have long asked: How will this hold up? How easy is it to clean? What is its environmental footprint? Construction sits at the heart of those questions. The difference between a cut pile, a loop pile, a multi-level loop and a cut-loop construction determines not only how a carpet looks and feels underfoot, but how it behaves across its lifetime. A clear divide has emerged between markets: residential buyers gravitate towards plush softness, while commercial spaces seek textured, grounded looks capable of handling heavy traffic.

"Performance has moved to the top of the consumer agenda. Durability, maintenance and sustainability are no longer nice-to-haves — residential customers are now making decisions with the same rigour we've traditionally seen from commercial buyers."

Matthew Schipano, Head of Marketing, Beaulieu Australia

The Australian Palette

Colour, Trend & The Australian Market

Colour forecasting is both a science and an art. Australia's carpet manufacturers draw on global networks and trade publications but apply a careful local filter before any direction becomes a product decision.

"We work with our global forecasting networks, but we also translate those insights to the Australian and New Zealand market, because not everything relevant globally is relevant here."

Kate Hawkins, Design Manager, Godfrey Hirst



PHOTOGRAPHY BY GODFREY HIRST

At Victoria Carpets, greys remain prominent but are giving way to lighter tones and earthier palettes. At Milliken, Creative Director James draws from a distinctly Australian lens, reaching for coastal landscapes, terracotta tones, eucalyptus greens and soft sky blues, alongside a deeper thread of inspiration from First Nations culture and Aboriginal art.

"We draw inspiration from the rich and varied Australian landscape, from the rugged coastal outback and warm terracotta earth to the muted greens of eucalyptus and the gentle hues of expansive blue skies. Together, these elements inform a design language that is authentic, grounded and deeply connected to place, reflecting the natural beauty and character of the Australian environment."

James Mfula, Creative Director, Milliken Australia

Across all manufacturers, artificial intelligence is reshaping how consumers engage with colour decisions before they ever reach a showroom. As Hawkins observes, the consumer is no longer passive, but rather arrive at the showroom with a view already formed.



PHOTOGRAPHY BY VICTORIA CARPETS



PHOTOGRAPHY BY VICTORIA CARPETS

Where Work Meets Home

Commercial & Residential: Two Different Conversations

PHOTOGRAPHY BY GODFREY HIRST

One of the most telling themes to emerge is the blurring line between commercial and residential design. Workplaces that feel like hotels and aged care facilities that feel like homes. The language of warmth and domesticity has moved into spaces that once prized only function and durability.

"With uncertainty in the world, we're finding ourselves gravitating back to nostalgia. I think that will be really pivotal in the next couple of years, seeing spaces feel really comfortable, with carpet underfoot."

Kate Hawkins, Design Manager, Godfrey Hirst

The demand for texture, so strong in the residential context, carries equal weight in commercial settings where designers are seeking warmth and character without sacrificing performance. The acoustic case for carpet in commercial environments has never been stronger. Open-plan offices, hospitality venues and aged care facilities all generate significant ambient noise, and carpet remains one of the most effective tools for managing that environment. This functional benefit translates directly into occupant wellbeing, and it is one the commercial market is increasingly willing to invest in.





PHOTOGRAPHY BY BEAULIEU AUSTRALIA

The Carpet Institute of Australia Limited plays an important role in making these commitments legible at scale through its administration of the Environmental Certification Scheme, providing specifiers with confidence and consistency without requiring exhaustive independent due diligence on every product.



PHOTOGRAPHY BY MILLIKEN

The Circular Thread

Sustainability & the Circular Economy

Sustainability has moved from the edges of the carpet conversation to its centre. Today's residential buyers are asking genuine questions about chemical content and environmental impact, and the tools now exist to help them do so. The ACCS/ECS certification scheme and the eco-labelling, including Health Product Declarations (HPDs), have brought a level of transparency to the residential market that would have been rare even ten years ago.

Godfrey Hirst has achieved Climate Active Carbon Neutral status across its Australian business. At Milliken, sustainability is not a standalone initiative but an integral part of the way products are designed and manufactured. This commitment is reflected through the use of recycled yarns, recycled carpet backing, and renewable energy generated by solar panels installed across our factory rooftops. It also extends to our innovative product development, such as Renasci™ a resilient flooring, which is created using 80 per cent reclaimed Milliken carpet tile material combined with 20 per cent post-consumer soft plastics, transforming waste streams into a high-performance flooring solution and giving materials a valuable second life.



"Sustainability is embedded in everything we do. From recycled yarns and backing to solar-powered manufacturing, these are not add-ons, they are fundamental to how Milliken designs, makes, and innovates today - reflection of our commitment to responsible, future-focused manufacturing."

James Mfula, Creative Director, Milliken Australia

The New Eye

The Educated Consumer & The Informed Specifier



PHOTOGRAPHY BY MILLIKEN

The buyer who walks into a carpet showroom today is not the same buyer who walked in a decade ago. They have researched online, seen carpet used in context across social media, and may have already used a floor visualiser to drop a product into a photograph of their own room. At Victoria Carpets, Ryan Canovan has noticed that consumers now arrive asking for loop pile or cut pile by name. At Beaulieu Australia, Matthew doesn't see the informed consumer as a challenge, he sees them as our best customer. When someone walks in having already done their research,

the conversation shifts from selling to solving, and that makes retail partners' jobs easier too.

Artificial intelligence is increasingly being integrated into Milliken's design process, accelerating the exploration, refinement and testing of visual concepts." James views AI not as a substitute for creativity, but as a powerful tool that enhances it, enabling richer collaboration, faster iteration and more informed conversations between designers and manufacturers long before a physical sample is produced.

A STORY WORTH TELLING

The picture that emerges from these conversations is of a proud industry that has done the hard work of reinvention without always receiving the credit it deserves. The manufacturers who have thrived are running sophisticated design operations, engaging with global trend networks, investing in sustainability, and building digital tools that meet the contemporary consumer where they are. Each brings something distinct to the table. Together, they represent a sector producing carpet of genuine quality and creative ambition.

"Carpet is the canvas, and furniture, cushions and curtains are the colour on the canvas."

Kate Hawkins, Design Manager, Godfrey Hirst

It is a reminder that the best interiors begin at the floor, and that the decision made underfoot sets the tone for everything that follows. Flooring is no longer chosen last. It is chosen first. The Australian manufacturers understand this shift, and they are leading the design conversation because of it.

The threads are still running. The story is not finished.



**CARPET INSTITUTE OF
AUSTRALIA LIMITED**



CREDIT: GODFREY HIRST AUSTRALIA

Our community keeps growing!



[@carpetinstitute](https://www.instagram.com/carpetinstitute)



[Carpet Institute](https://www.facebook.com/CarpetInstitute)



[Carpet Institute of Australia](https://www.linkedin.com/company/CarpetInstituteofAustralia)



[Carpet Institute](https://www.pinterest.com/CarpetInstitute)



[@carpetinstitute](https://www.youtube.com/@carpetinstitute)

Stay connected with us across our social media platforms, where we regularly share fresh content and create new ways for our community to engage.

Our updates highlight how we support the carpet industry's commitment to quality and environmental sustainability through trusted grading and certification standards.

Follow us today and be a part of our journey!



Leave us a review on Google and let us know how we're doing!
Let us know what you think, we'd love to hear from you!