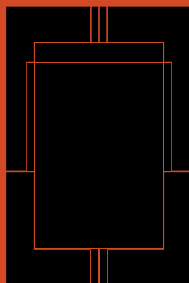
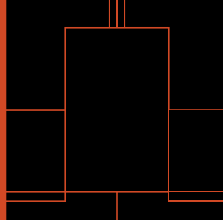
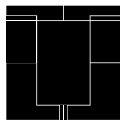


Cruise <sup>AP11&AP12</sup>

# All the Way to Paris 2022





L: 240cm / 94.5in

W: 240cm / 94.5in  
AP11

# Cruise <sup>AP11</sup>

## All the Way to Paris

### 2022

#### Product category

Rug

#### Environment

Indoor

#### Material

77% Wool, 13% Viscose, Bamboo Silk 10%

#### Production process

The rug is handloom-woven which is a production technique that produces a dense, soft and highly exclusive velvet-like expression. The exclusivity is further enhanced by the discrete sheen in the material which is achieved by spinning a small amount of viscose into the woolen fibers.

#### Dimensions

W: 240cm / 94.5in, L: 240cm / 94.5in.

#### Package dimensions

H: 21cm / 8.2in, W: 21cm / 8.2in,  
L: 245cm / 96.5in

#### Colli quantity

1 pc

#### Weight

Product: 24.5 kg / incl. packaging: 24.5 kg

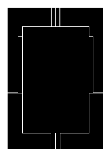
#### Cleaning instructions

Dry clean only

#### → Stock items

Aden Desert Beige,  
Bombay Golden Brown.

#### Related products



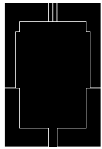
AP12



→ Aden Desert  
Beige



→ Bombay  
Golden Brown



200cm/78.7in  
AP11

300cm/118.1in

# Cruise <sup>AP11</sup>

## All the Way to Paris

### 2022

#### Product category

Rug

#### Environment

Indoor

#### Material

77% Wool, 13% Viscose, Bamboo Silk 10%

#### Production process

The rug is handloom-woven which is a production technique that produces a dense, soft and highly exclusive velvet-like expression. The exclusivity is further enhanced by the discrete sheen in the material which is achieved by spinning a small amount of viscose into the woolen fibers.

#### Dimensions

W: 200cm / 78.7in, L: 300cm / 118.1in.

#### Package dimensions

H: 25cm / 9.4in, D: 25cm / 9.4in,  
L: 204cm / 80.3in

#### Colli quantity

1 pc

#### Weight

Product: 25 kg / incl. packaging: 25 kg

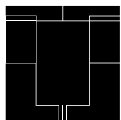
#### Cleaning instructions

Dry clean only

#### → Stock items

Aden Desert Beige,  
Bombay Golden Brown.

#### Related products



AP11



→ Aden Desert  
Beige



→ Bombay  
Golden Brown

&Tradition®

# & Tradition®



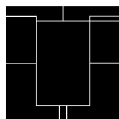
Press Release

Cruise <sup>AP11-AP12</sup>

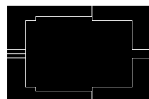
All the Way to Paris

2022

&Tradition launches



AP11



AP12

**Product category**  
Rug

**Production process**

The rug is handloom-woven which is a production technique that produces a dense, soft and highly exclusive velvet-like expression. The exclusivity is further enhanced by the discrete sheen in the material which is achieved by spinning a small amount of viscose into the woolen fibers.

**Environment**

Indoor

**Materials**

77% Wool, 13% Viscose, Bamboo Silk 10%

**Colours**

Aden Desert Beige, Bombay Golden Brown.

**Dimensions (cm/in)**

AP11: W: 240cm / 94.5in, L: 240cm / 94.5in.

AP12: W: 200cm / 78.7in, L: 300cm / 118.1in.

**Design year**

2022

---

Press info  
[andtradition.com](http://andtradition.com)

For image downloads go to  
[andtradition.com/downloads](http://andtradition.com/downloads)

For press releases go to  
[andtradition.com/press](http://andtradition.com/press)

For price requests please contact  
[press@andtradition.com](mailto:press@andtradition.com)

PR Manager Morgane Paulissen  
[morgane.paulissen@andtradition.com](mailto:morgane.paulissen@andtradition.com)  
T: +45 4282 0624

# Cruise<sup>AP11-AP12</sup>

## All the Way to Paris

### 2022

---

Handcrafted from premium materials, these sophisticated rugs calmly anchor a room.

Danish-Swedish design studio All the Way to Paris reveal Cruise, a handcrafted rug that will grace the floors of a space with the distinctive charm of an artisanal piece. With its soft graphic identity, Cruise will create a sense of coherence between the furniture and accessories in a room.

When it came to the Cruise rug, Gendt and Vibe sought to recall the glamorous travel experiences of yesteryear. Paying homage to the luxury cruise ships that sailed from Europe to Mumbai in the late 1930s – an 11 day trip that was actually undertaken by Gendt’s grandparents – the rug’s delicate graphic design references the sports courts erected on deck to provide amusement for the passengers. “The way that people travelled was so different from nowadays, where we squeeze into an airplane and get to the destination in seven hours,” says Gendt. “There was cocktails, deck games, dinners, dancing, and exciting new acquaintances. It’s enchanting to think about these cruises from another time.”

Crafted from high-quality wool with bamboo silk woven into it, the Cruise rug’s soft graphic identity is happy to play a supportive role to a room’s furnishings. It is available in two sizes – 240 x 240cm and 200 x 300cm – and comes in two, travel-inspired colour tone options: Aden Desert Beige and Bombay Golden Brown.

---

Founded in 2004, All the Way to Paris is a Danish-Swedish design studio located in Copenhagen. For founders Petra Olsson Gendt and Tanja Vibe, inspiration is a tricky thing to trace. The duo – whose brand envelops everything from art direction to illustrations and objects for the home – credit their accumulative experiences as shaping their unusual designs.



&Tradition is a Danish design company established in 2010 with the founding principle being tradition tied to innovation. Our unique portfolio of furniture and lighting spans from the 1920s to the present day and includes designs by internationally renowned designers.