



home trends

Karastan Rebrands with Real Wood and Luxury Vinyl Plank

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Summer is here and I am updating our design center to stay engaged with my passion for products during the challenges of Covid-19. My work life tends to mirror my home life. I love to rearrange, re-organize, and refresh! I'm especially excited to share Karastan's new hardwood and luxury vinyl plank lines with you.

Karastan BelleLuxe and **Karastan Luxecraft** debuted in Las Vegas last January and my samples are finally here. A collection of stylish hardwoods and unique luxury vinyl planks, their designs are sure to win over my most discerning clients. Their campaign encourages a **"Live Beautifully"** philosophy that I relate to. Why not live beautifully? I don't want anyone to live hideously!

Karastan's tagline is **"Better than nature intended."**

Now, I'm a *wood nerd*, so this was taking marketing a bit too far in my opinion. And then I saw the line. Wow. They're gorgeous.

With the best design team in the industry, Karastan took inspiration from **fallen old growth trees, vintage barn beams, and weathered fences** to create a stunning assortment to choose from. You can preview their latest designs on [Karstan.com](https://www.karstan.com).



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