

## home trends

## Karastan Rebrands with Real Wood and Luxury Vinyl Plank

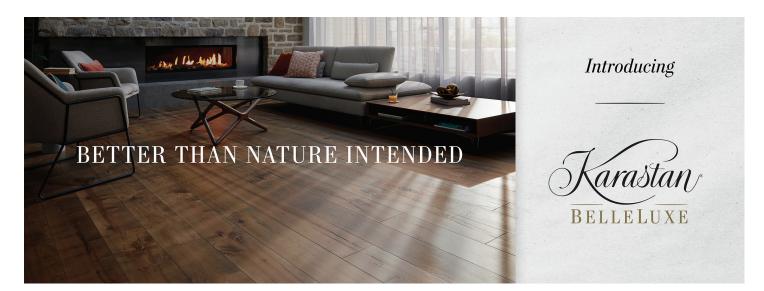
By Christina Burns Designer / Partner, Floors of Distinction

**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.





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