BY APPOINTMENT
TO HIS MAJESTY KING CHARLES III
CARPET MANUFACTURERS
BRINTONS CARPETS LIMITED KIDDERMINSTER

Brintons

Project Name
Musson, Queen Victoria Building, Sydney
Details
Custom woven Axminster carpet
Date
2026
Designer
Etic
Photography
Dina Grinberg

Located within Sydney's iconic Queen Victoria Building, Musson's flagship boutique was conceived by ETIC as a refined expression of Australian luxury, balancing the grandeur of one of the city's most celebrated heritage buildings with the understated elegance of the Musson brand.

Brintons was engaged to manufacture custom Axminster carpet and rugs that bring softness, colour and visual focus to key customer areas throughout the boutique. The bespoke rugs and carpets feature a subtle pink gradient, introducing a gentle warmth that complements the neutral interior palette while reflecting the refined luxury synonymous with the Musson brand.

Positioned beneath display and consultation zones, they help define spaces within the open-plan layout, enhancing both the customer journey and the boutique's sense of exclusivity

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