

Durkan Releases Lilayi: A Custom Collection by Virginia Langley

Durkan, the hospitality brand of Mohawk Group, announces the release of Lilayi, its latest collection by longtime collaborator Virginia Langley. Lilayi (pronounced “Lie-Lay”) is an African term from the beautiful untamed lands of Zambia and is translated as “the place to rest at sunset.”

“The name ties in harmoniously with the theme of these designs, which are nature inspired and created with an abstract, organic feel and mood,” said Langley.

The designs are also inspired by Langley’s new Texas ranch and watching sunsets rest behind the views of pastures and oak trees reflecting in the ripples of the pond and pool.

“Lilayi brings tranquility and creates a serene setting with modern and contemporary styling,” continued Langley. “Both subtle and bold in pattern and texture, Lilayi can be easily colored to enhance and complement any theme, from urban to resort, allowing guests to sit back, relax and enjoy the inviting ambiance of Lilayi.”

The Lilayi collection is featured in Durkan’s innovative Definity, PDI, PDI Tile, CYP and Pattern Perfect technologies.

Definity lifts luxury design to the level it demands – where every detail of color and texture can be defined to the highest degree. With Definity, designers enjoy supreme creative flexibility across color, pattern and texture. Definity allows designers to fully define and express their vision.

Durkan’s state-of-the-art PDI technology for Lilayi combines the best of both worlds: high resolution pattern design and customization with up to 12 colors and the added wear and maintenance advantages of modular flooring. PDI tile allows designers to create enduring pattern combinations in easy-to-install 12”x36” and 24”x24” formats, while increasing longevity with selective replacement of individual damaged tiles instead of the entire floor.

In rich and vibrant palettes of up to six color patterns featuring Colorstrand SD yarn, Lilayi in CYP provides textures and patterning in any scale with precision cut and loop construction.

Durkan’s proprietary Pattern Perfect technology brings depth, warmth and tactility to Lilayi. This innovative technology also provides flexibility in design and color to create tailored or hand-crafted styling perfect for any public space.

“2021 marks the 20-year anniversary of the partnership and collaboration between Virginia Langley and the Durkan brand,” said Jackie Dettmar, vice president of commercial marketing, design and product development. “Over the years, she has launched a total of 46 collections, culminating in the launch of Lilayi. We are excited to show customers these beautiful products in person.”

For more information about Lilayi, visit mohawkgroup.com/durkan/hdexpo.