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**Market
Directories**



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and Design: When Rugs
Move Off the Floor

Observations

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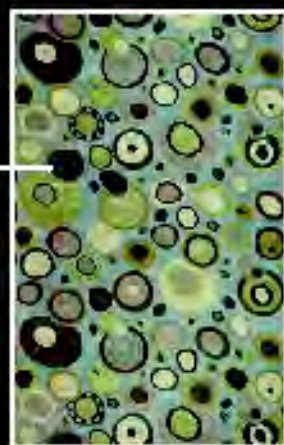
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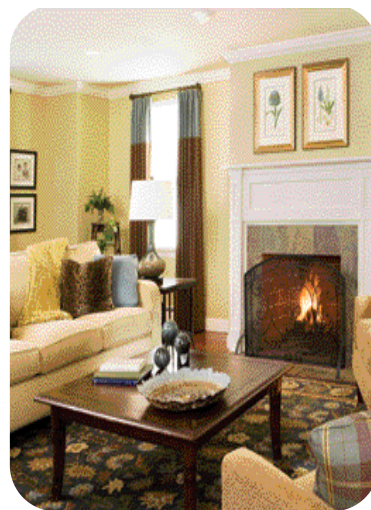

SPHINX
BY ORIENTAL WEAVERS



10



21



28

8 Observations

By Leslie Stroh

COLLECTIONS

- 10 Art Resources
FJ Kashanian
Richard Rothstein Pillows
Warp and Weft
Foreign Accents

- 12 Cadry's
Kooches
Lapchi
Jodi's Imports
Zollanvari

- 14 New Moon
Robin Gray
Swi Tai Silk
Wool and Silk Carpets
Turkmen Carpets

- 17 Karastan's 1933 Wonder Rug at
Las Vegas

18 MARKET DIRECTORIES

NY International Carpet Show (NYICS),
Orica Fall Market
New York Home Fashion Market Week

- 19 Designer Day Panel at 7 W New York
New Franchisees of Decorating
Den Interiors

- 25 A Showhouse Can Reflect a
Designer's Style

andDesign

21 andDesign: When Rugs Move Off The Floor

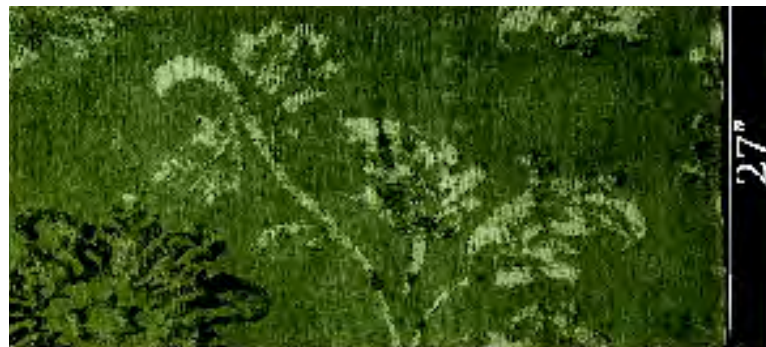
designers' notebook

26 Sue Thomson, C.I.D.,
Decorating Den Interiors
East Norriton, PA

28 Donna Smith,
Decorating Den Interiors
East Walpole, MA

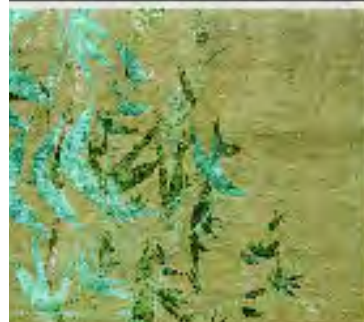
On the cover:

From Due Process Stable Trading Company,
Kalasha Meshed in rust/saffron.
Handmade in Pakistan in 16/16 quality.
Photo by Daley Designs for Persian Rug Gallery,
Nashua, N. H.



27"

WAGIREH 48" SAMPLER

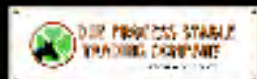


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Observations

By Leslie Stroh

Walking the Market at the NY International Gift and Home show, I ran into Bill Ward, now with Lillian August. Since he buys and sells a lot of rugs, I asked him what he thought of the current market, particularly about the overdyed Turkish Patchwork rugs. He responded that their success clearly indicated a demand for strong color, otherwise unfulfilled by the market. He did add that traditional red and blue were not among the colors wanted.

Notice that the conversation was about color, not knot count, or quality or, or, or any of the traditional values. Patchworks are made from worn out Turkish carpets of indifferent quality when new, and pieced from damaged carpets, then stitched together. They are generally large, and easily made custom to any size. And they sell. Consumers like them.

The success of patchwork has given rise to a number of machine made interpretations, starting with Feizy a few markets back, and if you look through www.walkingthemarket.com online you will see interpretations from Couristan—the Easton Collection, and from Momeni, the Vintage Collection machine woven in wool and hand finished, resulting in each rug being an individual one of a kind.

Nalbandian is following the principles established in Turkish patchwork of refinishing Egyptian and full Turkish rugs, shearing them, and overdyeing them in shall we say, less vibrant colors than the Turkish overdyes. The key to Nalbandian's rugs is that he is actually refinishing them to

convert the unsaleable to saleable.

The other topic of conversation with Bill Ward was the decline in the supply of weavers. He has maintained for the last few years that supply is not as great a problem as I perceive. In our conversation he made the point that if you pay the weavers well and regularly, they keep on weaving. Others who make fine goods have made that point as well. By the time wage increases get to retail prices, consumers are going to have to pay more for new rugs at any quality level. Fine goods take a long time to weave, and embody a lot of labor. They will be more expensive.

What we expect to see is that with a limited supply of weavers, those that can weave better and finer goods will be upgraded and those goods will become much more expensive. We also hear from almost every manufacturer we talk to, that new younger (legal age) weavers are not entering the market. And the child labor issue is dead because the children are going

LIFESTYLES: Momeni Rugs



to school. Everybody wants to work in an office, nobody wants to work on a loom. That is a new reality.

On the other hand, (and journalists have as many hands as economists) we talked with a major Pakistani manufacturer recently, and he told us that the weavers who used to make fine Pakistan 16/18 (almost non-existent) and 16/16 (off 90% from peak) are wanting to work on commercial

continued on page 16

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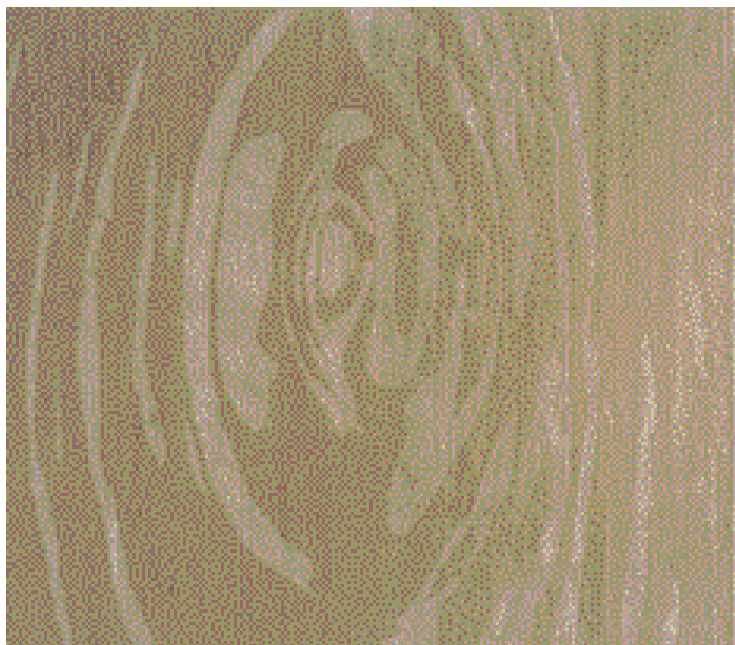


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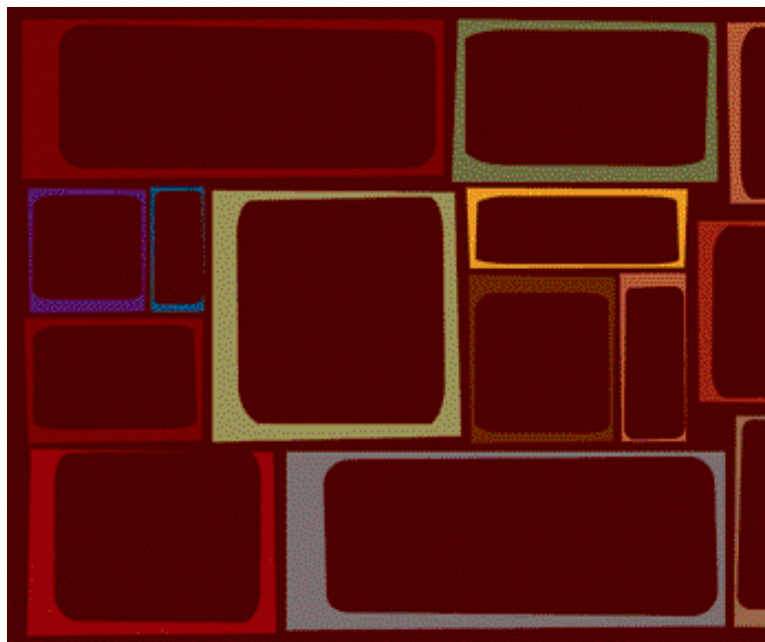
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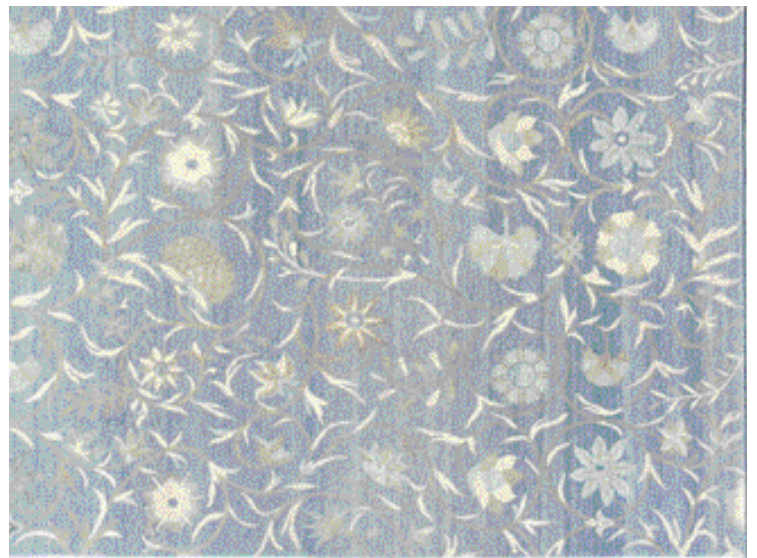
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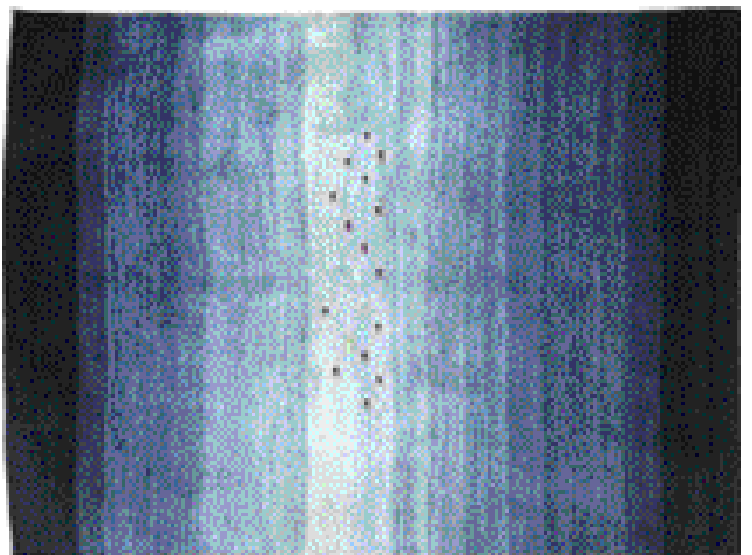
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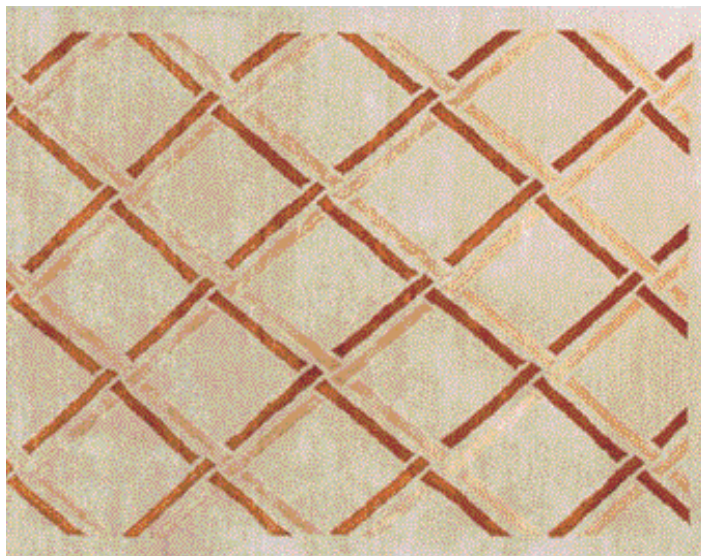
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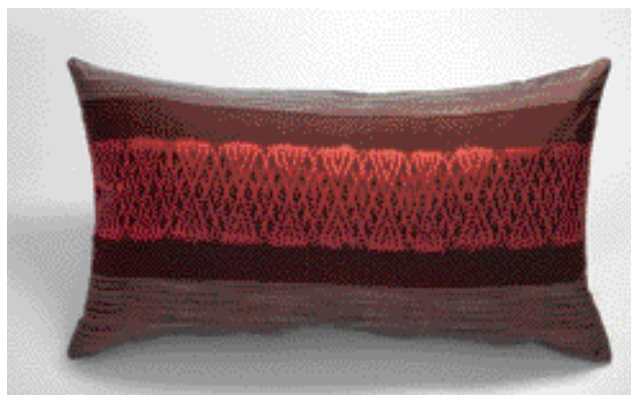


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Observations

continued from page 8

qualities because they can make three carpets in the time it took them to make two fine carpets, thus earning more completion payments.

The other thing that we are hearing from India primarily is that importers are not always picking up their orders, and that there was on rumored multi-million dollar order cancellation. I think all the problems are in tufted. That does mean that there are containers of goods on offer. Nobody is too concerned about copyright issues at the moment, the manufacturers just want their money. The good old days of weaving twice as much as the order in anticipation of a re-order appear to be but a distant memory.

And more importantly for the business of rugs, there is no credit. The business requires deposits and prompt payments at the producer/importer level. The optimism that created easy credit for retailers no longer exists. And because inventories are more difficult to finance, if they can be financed at all, selection of sku's has to be narrowed to best sellers. Narrowing the selection to best seller's means more custom orders for specific slow selling sizes. Because of this, we think the custom business will continue to increase, both to satisfy the consumer, and to compensate for decreased inventory selection.

When you look at www.walkingthemarket.com, you will see mostly tufted and machine woven rugs that were in the past three markets. You see what we see at market, even if you don't go to a particular market. We do.

When I look back at some one hundred plus pictures, I see transitional designs, not traditional. For those companies, when we asked "What's New" transitional is what they showed us, or contemporary. We don't know what is selling at retail, but if everybody is showing transitional, then it is probably selling.

In September we will be posting to www.walkingthemarket.com pictures from more than 35 vendors at the NYICS, which is the concentrated market for higher end knotted rugs, particularly oriented to designers. I don't expect to see many traditional designs, except from

continued on page 22

LIFESTYLES: Company C



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But that's only half the story. In 1939, Karastan put the exact same rug to the test again. During the New York World's Fair, more than 9 million people walked over the same rug. Again one half of the rug was cleaned to reveal the original beauty.

Today Karastan makes its rugs in Eden, N.C. Karastan still uses the spool Axminster loom, a technology developed by Marshall Field in 1928 to duplicate the craftsmanship of a hand woven rug.



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NY International Carpet Show (NYICS), September 11-13, 2011, 7 W New York (7 West 34th St, at 5th Avenue)

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|--------------------------|----|------------------------|--------|
| Aara Rug | 10 | J.D. Staron Galleries | 16 |
| Amadi | 28 | Kooches | 2 |
| Apadana | 37 | Lapchi | 26, 31 |
| Ariana | 29 | Mobayen / AzadUSA | 25 |
| Art Resources | 27 | Mobayen | 33 |
| Asha Carpets | 22 | Nalbandian | 19 |
| Azad USA | 39 | Nature's Loom | 8 |
| Boga | 35 | New England Collection | 17 |
| Cadry's | 4 | New Moon | 7 |
| Caravan Rug Corp. | 5 | Persian Gallery | 11 |
| Chelsea Carpets | 34 | Robin Gray Design | 30 |
| Creative Matters | 20 | Siouni, LLC | 12 |
| D&K Wholesale | 6 | Tamarian | 38 |
| Eliko Decorative Carpets | 18 | Tibetano | 36 |
| FJ Kashanian | 15 | Turkmen Rugs | 9 |
| French Accents | 21 | Wool & Silk Carpets | 32 |
| French Market Collection | 23 | Woven Legends | 40 |
| Jade | 24 | Zollanvari | 3 |

Orica Fall Market, September 12-15, 2011 Orica Building, 100 Park Plaza Dr., Secaucus NJ

| | | | |
|------------------------------------|---------|----------------------------------|--------|
| Anadol Rug Co. | 106-N | Masterlooms, Inc. | 103-S |
| Antique Rug Buyers (Cy Tavazo) | 103A-S | Mihan Carpet | 103A-S |
| Art Resources | 202-S | Nasser Hakimian Rugs, Inc. | 207A-S |
| Authentic Looms Rugs, Inc. | 207-N | Obeetee, Inc. | 103A-S |
| Banilivi & Nabavian | 304-S | Old World Classics, Inc. | 205-N |
| Bashian | 101-N | Oriental Rug Importers Assoc. | 200-N |
| Bichoupan Rug Corp. | 207A -S | Pacific Collection | 108-N |
| Creative Touch | 214-N | RH Devletian | 203-N |
| Creative Touch Studios | 210-N | Renaissance Carpet & Tapestries | 206-S |
| Eastern Oriental Rug Center (EORC) | 102-N | Romani Rugs LLC | 112-N |
| FJ Kashanian Rug Corp. | 106-S | S.N.S. Rug | 104-N |
| Ferdous Oriental Inc | 303-S | Sultanhan, LLC | 103A-S |
| Hadji Jalili Revivals, LLC | 208-S | Tepp Team USA | 102-S |
| Handloom Emporium, LLC | 216-N | Trans Orient/ Fazeli, Inc. | 301-S |
| Jerry H. Aziz Oriental Rugs | 302-S | Umar Oriental Rugs, Inc. | 201-S |
| Kashee Brothers | 215-N | Yadid (Source of Antique Rugs) | 108-N |
| Lifestyles USA, Inc. | 219-N | Yashar Sons, Inc. | 104-S |
| Looms of Persia | 102-S | Zarnegin International Rug Corp. | 201-N |
| Lotfy & Sons, Inc. | 205-S | Zollanvari, Ltd. | 204-S |

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NY Home Fashions Market, New York City, September 19-23, 2011

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|---------------------------|------------------------------|----------------------------|---------------------------|
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| AM Home Textiles | 230 Fifth Ave, Suite 1601 | MAC Carpet USA | 295 Fifth Ave, Suite 1611 |
| American Green Rug | 230 Fifth Ave, Suite 1712 | Maples Industries | 295 Fifth Ave, Suite 218 |
| Bacova Guild | 295 Fifth Ave, Suite 814 | Medici | 295 Fifth Ave, Suite 712 |
| Balta US | 295 Fifth Ave, Suite 1504 | Merinos Furniture & Carpet | 295 Fifth Ave, Suite 810 |
| Brumlow Mills | 295 Fifth Ave, Suite 801 | Mohawk Home | 295 Fifth Ave, Suite 1412 |
| Carpet Art Deco | 295 Fifth Ave, Suite 303 | Nance Carpet & Rug | 230 Fifth Ave, Suite 1609 |
| Catalina Rugs | 230 Fifth Ave, Suite 1513 | Natco Products Corp | 295 Fifth Ave, Suite 212 |
| Central Oriental/Natco | 295 Fifth Ave, Suite 212 | Newmark | 295 Fifth Ave, Suite 1412 |
| Chesapeake Merchandising | 230 Fifth Ave, Suite 503 | Nourison | 295 Fifth Ave, Suite 104 |
| Concord Global Trading | 295 Fifth Ave, Suite 810 | Orian | 7 W 34th St, Suite 307 |
| Creative Home Ideas | 295 Fifth Ave, Suite 1714 | Oriental Weavers | 295 Fifth Ave, Suite 512 |
| Dynamic Rugs | 295 Fifth Ave, Suite 1604 | Park B. Smith | 230 Fifth Ave, Suite 1818 |
| Feizy Rugs | 230 Fifth Ave, Suite 904-905 | Rizzy Rugs | 7 W 34th St, Suite 733 |
| GA Gertmenian | 295 Fifth Ave, Suite 1618 | Rug & Décor | 230 Fifth Ave, Suite 1808 |
| Garland Carpet & Rug | 295 Fifth Ave, Suite 1501 | RUIA Home | 295 Fifth Ave, Suite 819 |
| Glenoit Rugs | 295 Fifth Ave, Suite 612 | Sabry Rug and Textiles | 295 Fifth Ave, Suite 1610 |
| Home Dynamix | 295 Fifth Ave, Suite 1619 | Shaw Living | 295 Fifth Ave, Suite 306 |
| Kalaty | 7 W 34th St, Suite 807 | Sphinx by Oriental Weavers | 295 Fifth Ave, Suite 512 |
| Kaleen | 7 W 34th St, Suite 820 | Surya Rugs | 7 W 34th St, Suite 439 |
| KAS Rugs and Home | 295 Fifth Ave, Suite 819 | Trans-Ocean Import Co | 210 11th Ave, 7th floor |
| Linon Home Décor Products | 230 Fifth Ave, Suite 1008 | Veratex | 261 Fifth Ave, Suite 2205 |
| Liora Manne | 210 11th Ave, 7th floor | Vista Home Fashions | 230 Fifth Ave, Suite 705 |
| Log Cabin Rug Co | 295 Fifth Ave, Suite 1501 | YMF Carpets | 295 Fifth Ave, Suite 1714 |

Designer Day Panel at 7W New York

7W New York, just off 5th Avenue, is hosting a dynamic panel of industry experts to discuss the subject, "Selecting the Right Carpet: From Contemporary to Classic to Custom." This informative discussion will be held on Monday, September 12 at 11:30 a.m. in conjunction with the New York International Carpet Show. This year's moderator is Annie Block, who has more than ten years of editorial experience. The panelists include 2007 Interior Design Hall of Fame inductee Carl D'Aquino, Brooklyn artist Amy Helfald, and Pedro Lima, a multititled New York City designer.

Thirty-six top importers and carpet makers are offering their newest creations at the NYICS, which is sold out for the second year. Founder and owner of the high-end show, Dennis Dodds, says "this may be our most exciting and diverse event, with several first time exhibitors and a rich mix of new product launches. There are a lot of design-driven innovations, engaging palettes and intriguing textures that will do well in the marketplace." For Dodds, who is also an architect, this "latter-day renaissance of artisan carpetweaving and design" is the future of the handmade carpet industry. Dealers specializing in antique carpets will also exhibit.

New Franchisees of Decorating Den Interiors



The new Decorating Den Interiors franchise owners and recent graduates of Professional Decorating & Sales School ("PDSS") shown here are standing from left to right: Jane Moyer, Kathy McGroarty, Candace Brooks, Kim Lynch, Robin LeNeave and Donna Roach. Seated from left to right: Shelly Holt and Trisha Gabriel.

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| KAS Oriental Rugs | D301 |
| Liora Manne | G367 |
| Loloi Rugs | D320 |
| Bourgeois | IH101 |
| Morrell | G300 |
| Shaw Living | G371 |
| Sphinx by Oriental Weavers | G361 |
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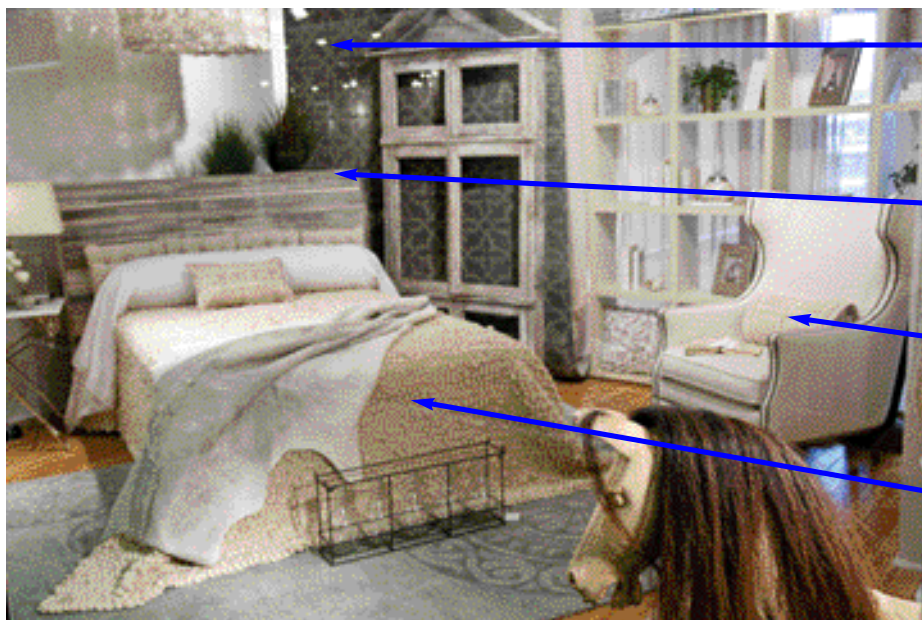
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and Design: When Rugs Move Off the Floor

Increasingly the market seems not to want rugs but—COLOR, DESIGN and TEXTURE—using the medium of a rug. As such, rugs can come off the floor in the home—or when displaying rugs, they can come out of piles on the floor or off arm racks. Well—Chip Wade—destroyed brain numbness at AmericasMart in July, with extraordinarily creative use of rugs in five room vignettes; two shown here.



CAPEL RUG
on the wall

NOURISON RUG
on the headboard

AMER SCATTER
wrapped as a pillow on the chair

SAFAVIEH RUG
as a bedspread

continued on page 23

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Observations

continued from page 16

Afghanistan, and some from India. The other big category is likely to be transitional designs from Nepal.

The week following NYICS, we will go to the New York Home

Fashions market, which is for the most part a mass merchant show with Home Accent rugs and mass merchant price points. This show is the polar opposite of NYICS, and yet we expect the colors and designs to have more in common than

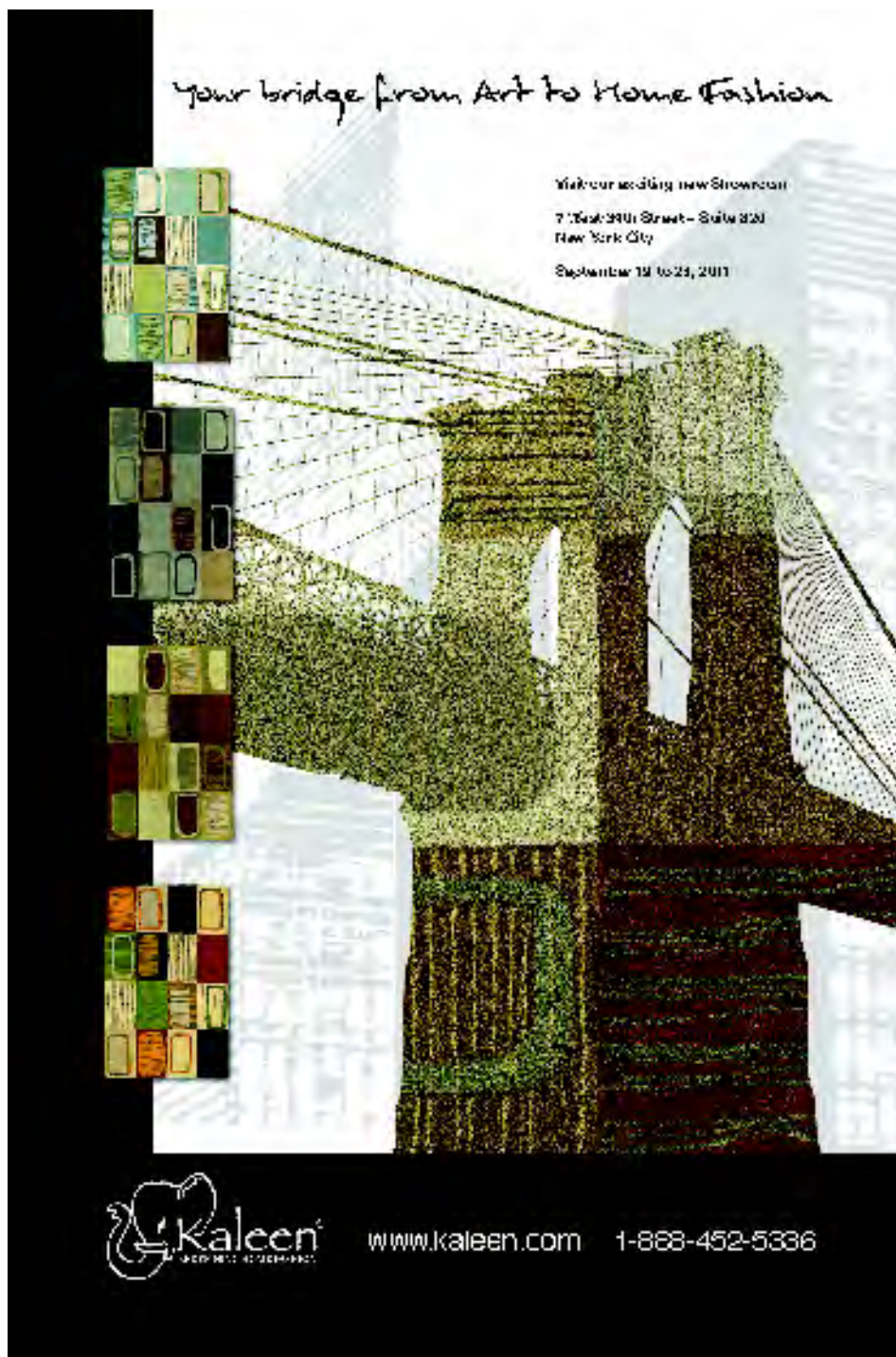
differences. Again, you see what we see on www.walkingthemarket.com, even if you don't attend.

Walking the Market is a featured column from *Rug News* and *Rug News andDesign* for over 30 years. We have moved it to the web so that we can provide fuller coverage of markets, particularly when a large percentage of retailers/designers do not attend markets.

www.rugnewsanddesign.com carries all the features of the print magazine and recent issues of the print magazine. Because we have just re-designed the website to accommodate *Walking the Market*, certain features such as the *Rug News Archive*, *Repair and Restoration*, and *Rug Basics* are temporarily not available. All of these will be moved to the new site by the end of the year, (we hope).

Current *Designers' Notebook* articles are available on line, and the balance should be available by mid September. We expect to expand the online entries for *Designers' Notebook* as we go forward.

That said, it is the print version of *Rug News andDesign* that contains the current information and analysis of the market place written for retailers/designers, and online that shows you pictures of "What's New", either on our advertisers' "What's New" page, or *Walking the Market*. ☼



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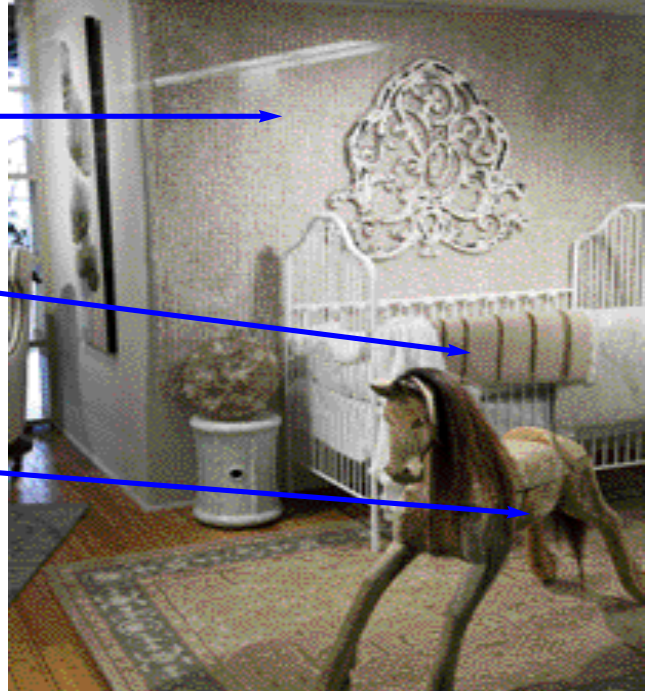
and Design: When Rugs Move Off the Floor

continued from page 21

NOURISON RUG
covers the wall behind the crib

AMER RUG
is the bumper pad

AMER RUG
on the rocking horse



In a Americasmart seminar called Pricing for Profit, Andy Fried suggested that rugs stacked in piles or hung from racks have a numbing effect on the floor salesman as well as the home furnishings buyer. This nursery will enliven a retail display. And a rug on the wall can cover all sorts of inappropriate surfaces for a nursery!!

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A Showhouse Can Reflect a Designer's Style



Shown here is a photograph of Reflections, a mountain house in Cashiers, N.C. The house is a true Southern masterpiece on a beautiful 42 acre sanctuary atop Cedar Mountain that adjoins 600 additional acres of conservation land. There are approximately 23 designers, who have brought their expertise to embellish this lovely log home. Linda Pellegrini, this year's Showhouse Chair, and her committee have brought Los Angeles' Mary McDonald and Nathan Turner, currently appearing on Bravo's hot new show, "Million Dollar Decorators," as featured speakers for a luncheon and book signing. Throughout the year Designer Showhouses can be found in many cities and states. They often support worthy causes and feature the work of local interior designers. The Atlanta Showhouse benefitted the Atlanta Symphony; The Kips Bay Showhouse in New York City contributes their proceeds to the Boys and Girls Club; The Hampton Showhouse benefitted the Southampton Hospital; and The Cashiers Showhouse provided funding to the Cashiers Historical Society and a grant to the Cashiers Valley Community Center. Visiting a designer

showhouse is a wonderful way to learn the designer's style. Does his/her work suit you? Is this the way you would want a particular room to look? Are you on the same wave length? For the designer it is an ideal way to become known in the community and find new customers.



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Sue Thomson, C.I.D., Decorating Den Interiors
East Norriton, PA

What markets do you attend?

We really enjoy our trips to High Point. We come back so excited with the new product lines that our clients just have to feel our joy! Our own Decorating Den annual conference draws in all preferred suppliers, so we see what they have new as well. Plus my decorators and I often visit the Marketplace Design Center in Philadelphia.

“ I love quality
Flokati rugs.
I love adding white
to a room.”

Do you have a favorite style?

Don't laugh! I love quality Flokati rugs. I love adding white to a room and the natural long white fibers can give a perfectly balanced space a slightly wild look. I also like the fact that the animals aren't harmed as the rugs are woven, like woolly sweaters. They can be washed and last for years. They work as well in a contemporary setting, as they do in a formal space.

Do you shop online or by catalog?

We shop in a variety of ways. Even when shopping by catalog, we generally purchase small sample rugs, as we need to check the colors, as photographs often distort the colors.

How important is it that something be new?
Or what about green?

Yes, it is nice to see new materials. A good example is the abundance of inside/outside rugs that have become available over the past few years. My team became accredited **Green** Leaders with the Sustainable Furnishings Council in 2009, and if we find interest in green products we will show a full range.

What about custom rugs?

My favorite store for custom rugs is Galbraith and Paul in Philadelphia, and if you haven't seen them in shelter magazines, check them out at galbraithandpaul.com, where you can see the textiles and wallpaper recently added to their collections. For clients with a smaller budget we love playing with our Signature Collection kit. We design a pattern, choose from a wide selection of colors and textures and our custom rug gets to us in weeks.

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Donna Smith, Decorating Den Interiors East Walpole, MA

What markets do you usually attend?

I attend the Decorating Den Interiors market regularly. This is held at our annual conference each year in May, the location changes from year to year, most recently in Phoenix. I am able to view both the fall and spring market updates from our preferred suppliers at these markets. I have also attended the High Point Market over the years.

“ I do like to keep my stocked samples fresh and new ”

Do you have a favorite style?

I generally prefer a wool rug due to its durability. I have most recently been featuring more transitional styles of area rugs. I favor Surya, Trans-Ocean, and Company C. Surya has a wide selection of contemporary, transitional and traditional patterns in updated colorways. Trans-Ocean offers a similar variety, custom sizing, and price points to meet all budget requirements. Company C features brightly colored wool hooked and knotted rugs, which work well in a coastal setting as well as for the client who loves color and bold pattern.



Do you shop online or by catalog?

I do stock some rug samples but shop primarily by catalog and order samples prior to committing to an area rug for any project. The online and catalog colors are not always reliable; therefore I only deal with those companies who offer a sampling program. I do like to keep my stocked samples fresh and new in terms of style and colors, although many of my clients still opt for tried and true traditional styles.

What about buying custom rugs?

I do buy custom rugs occasionally. My favorite source is Davis and Davis —“the quality, color selections and style choices are superior to other companies I have seen.”

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