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Observations

By Leslie Stroh

The best place to see the range of rugs at the AmericasMart show is to go to the fourth floor of building 1 space B1 to see the Museum of Introductions, opening at 9 am Friday morning, (closed at Noon for judging winners) and subsequent days also at 9am. To really look at rugs, you need to see them, touch them and feel them. Twenty minutes there and you have seen the best of the best.

If you would rather use the Internet, you can go online to our website, www.rugnewsanddesign.com, and click on "Walking the Market". There are about 140 rug vendors of many descriptions listed in the back of this magazine facing the back cover page. We try to post about 100 pictures of details from new introductions by the end of the second day of the show.

Annually, *Rug News and Design* Walks the Market at 12 different trade shows, posting around 600 pictures of new introductions a year. Pictures are great, but you need to actually touch and feel a rug to understand it. Once you know the product lines of all 140 vendors, pictures alone work great. The Museum Of Introductions is the most efficient way to see a wide variety of rugs quickly.

The list as compiled comes from AmericasMart's database and our list of errors and omissions compiled after each market. Some companies say on the database that they have rugs but we

can't find them on their website or in their showroom. Other companies carry accessories and/or pillows but don't list them on the AmericasMart database.

There are about 80 companies listed for floors 2-6 in Building One, and about 38 more upstairs, and maybe 19 in Buildings Two and Three. Mad Mats makes area rugs of recycled plastic that are great porch rugs. With the word mats in the name, the question is when does a mat become a rug. An accessory company called Doodlefish has a complete range of rugs for babies. Babies are a demographic segment that is probably not generally addressed on the rug floors, too small a market.

The rug market is recovering. From a number of reports from national wholesalers and manufacturers, we believe that order entry was stable in the last quarter, up a little, but not spotty as it had been. Net of the US Congress, economists are looking for a slightly stronger year 2013 with GDP growth over 2%.

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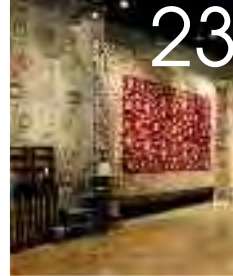
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Observations

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Fashion is shifting, however traditional patterns are holding at 50%. Formerly the general consensus was that traditional was 80% of the marketplace. But in both traditional and transitional, color, current colors, home furnishing colors are the driving force over pattern.

Showing 12' x 18' rugs on a rack is generally unheard of except at the retail store from which we interviewed the buyers, both women. Putting rugs in stacks is a great way to store them. Putting rugs on racks is a better way to sell them. Instead of materials handling, Rug and Home has figured out how to let the customer self service their discovery process. Trade-offs are always important, so maybe the question is retail sales per square foot versus sales floor costs per square foot, plus labor. *See the retailer success story on page 23.*

We met a gift store retailer who put a basket of scatters beside the cash register, basically 3' x 5's, in a relatively rich retail area. For every three scatters they sold, they got one order for a rug bigger than a 10' x 14', usually a custom size. The 3' x 5' was a sample of quality and texture.

Since there is not only one way to sell rugs, we look at many different ways. It seems to us that each way solves a different fundamental problem. Selling from samples transfers the inventory holding cost from the retailer to the wholesaler/manufacturer.

With that in mind, next month we are going to feature "Samples" in our Collections column. Collections is a themed presentation of rugs available from the universe of rug vendors. It appears only in print and on Pinterest (<http://rugnews.ws/ourpinterest>).

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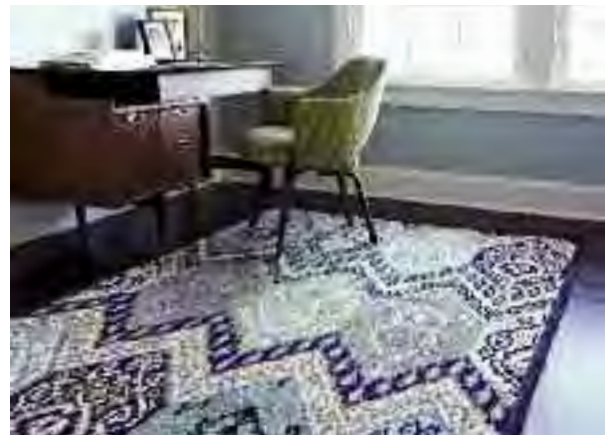


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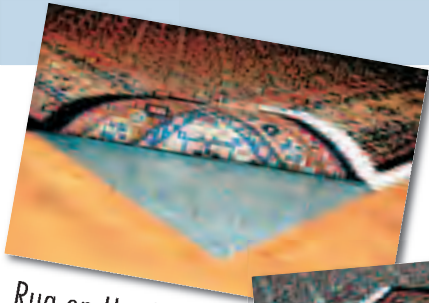
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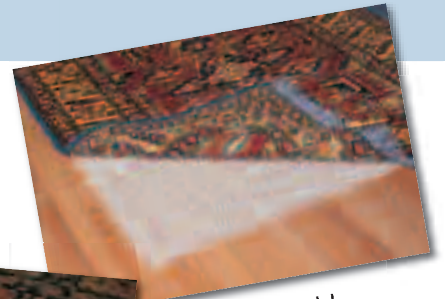
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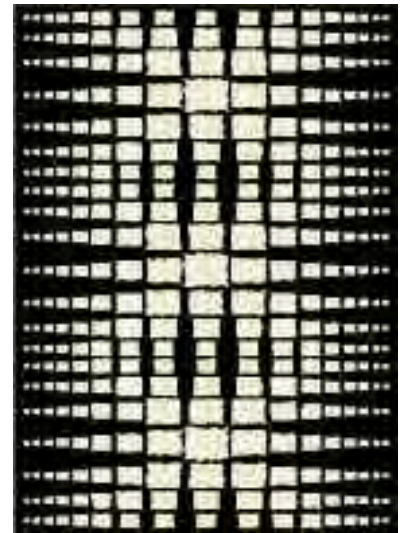
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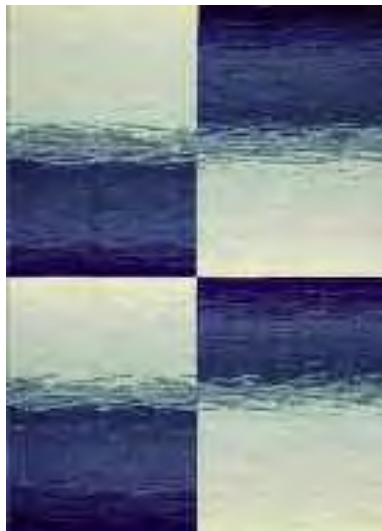
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Retailing San Francisco: Small, Smart, Sustainable

By Jack Maier

San Francisco Style

When we asked Kassin Laverty, founder and Executive Director of Interior Design Fair in San Francisco, whether there was a San Francisco Style in interior design – and if so, what its characteristics were – she mentioned the following.

We're a city full of innovators and entrepreneurs who share bikes and cars and reject corner offices; we want places that are personal and comfortable, and can house a great dinner party.

We don't want things that are so expensive or so perfect you can't touch them, or rooms no one ever goes into.

San Francisco Style is all about being good looking and smart; i.e., clever uses of space; a friend's art over the mantel, an old floor repurposed as a new headboard.

We also love anything with light and color to combat those foggy gray days.

A Market in Flux

Chris Walgren at Nomad Rugs (San Francisco) noted that

the bay area is fortunate because of “the influx of people associated with the tech and social media companies. They’ve brought a lot of younger people into the area with good jobs, helping all kinds of retailers.”

Renee Cocke at Krimsa (San Francisco) talked about this too, saying there were “lots of towers going up in San Francisco. Lots of dot.com tenants. They only buy one rug, but want and will pay for the perfect rug. They like the hip/Tibetan look.” But she also said that San Francisco was “a transitional city. People move on. Go from a city apartment to the suburbs. A lot of people only stay for a couple of years. That’s one of the things you have to take into consideration when suggesting a rug to them.”

Rug retailing is also in flux. Bruce Good at The Oriental Carpet (Menlo Park) said that “in the bay area there seem to be fewer and fewer rug dealers. There’s less competition. It’s the smaller guys, under \$1 million annually, who are closing.” Renee Cocke not only commented on “the shrinking pool of fine rug stores,” but described it as a

continued on page 19

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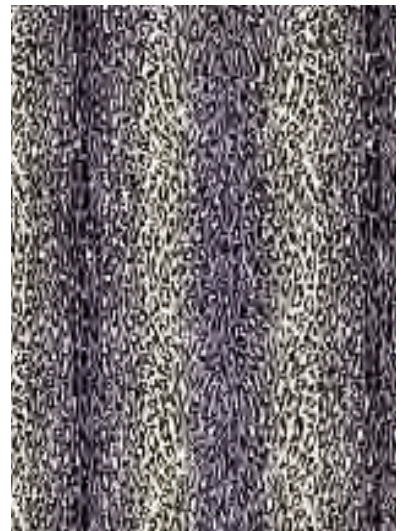
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Retailing San Francisco:

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challenge – rather than an opportunity – for the rug stores that remained. “Lots of the rug business is going online,” she added.

Rug Stores and Their Customers

Rug stores help their customers find the right rug. As Renee Cocke put it, “Customers have an idea what they want, from things like magazines and Pinterest and design shows on TV. Our job is to find them something that’s similar, but better quality. They want a rug that’s different, unique, but in style.”

Todd McMechen at Abbey Carpet of San Francisco said that some of the most beautiful houses he’s seen were done by homeowners who were not designers. “They’re working off magazines and TV shows, but they have a genuine talent for design. Our job is to help them realize their visions. We help them find what they need.”

That ability to find what the customer needs – the “sourcing” function – is increasingly valuable to the customer as the designer/client paradigm evolves. As Todd McMechen put it, “Houzz.com has changed everything. You can search ‘gray and butter’ and Houzz pulls up hundreds of images of gray and butter room designs. With sites like Houzz, and catalog shopping, the role of the designer has been de-mystified. Designers used to be the people who knew where to get what you couldn’t. Now you can find it yourself.”

What People Want

Bruce Good at The Oriental Carpet said that the biggest trend is “customers going contemporary. Customers are looking for simple designs that are easy to work with.” He mentioned Tufenkian rugs, and those that he imports from Nepal. He thinks the trend is being led by consumers

rather than vendors. The rugs he’s seeing at shows like Atlanta all look “behind the curve. Those who are doing the new stuff are all going to Pakistan and India, getting rugs done in new simple designs and easy colors.” He mentioned Art Resources, Azad, and Mehraban.

Chris Wahlgren at Nomad Rugs, who specializes in tribal rugs, typically with rich saturated color, also said that there was “much more interest in modern rugs, especially among younger people.” He said that the West Coast north of Los Angeles “likes tribal / classical Heriz rugs with color.” He mentioned Art Resources as a source for both classic and modern/minimalist rugs.

Todd McMechen at Abbey Carpet of San Francisco commented that “San

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Retailing San Francisco:

continued from page 19

San Francisco is a small city. The northern part is affluent. There's never any new construction, houses are a finite size [i.e., relatively small], and can be kind of dark. Customers are looking for lighter rugs with less dramatic patterns. In the city there's an odd sort of esthetic – not a lot of big pattern, not a lot of darker color. But a lot of my customers have second homes in Napa/Sonoma that have a totally different look. More 'edgy.' More pattern, color, and contrast, and darker colors."

Sustainability

San Francisco is a city where it's basically illegal for a supermarket to give a customer a plastic bag, where food scraps are collected by the city and composted rather than tossed into a landfill. According to Siemens, the German industrial conglomerate, San Francisco is the most sustainable

among the 20 largest cities in the US. And Siemens would know; they make a lot of equipment for reducing pollutants and treating waste.

So how is sustainability playing out in the rug stores in San Francisco? This is how many retailers we spoke to who said they had customers coming into the store talking about sustainability: zero. How is that possible?

Tom Giorgi at Giorgi Brothers thinks it's because, when people are considering rugs and furniture, "they're thinking wool, cotton, wood, leather – all natural," all sustainable. There's nothing there to punch the sustainability button. Renee Cocke at Krimsa agreed. "Sustainable/green is not such a big thing. Our rugs are all hand-knotted, natural. There's not much of a sustainability issue there."

Patrick Wohlgren at Nomad Rugs

said he thought it was a matter of education. "Customers just don't know that a tufted rug is held together with glue, and what's more, a glue that can release gasses. Consumers just don't think about that." So he brings up the subject.

Todd McMechen at Abbey Carpet said that some customers did have concerns about sustainability. At Abbey Carpet they are big wool proponents. They can often sell customers on the idea of using wool rather than nylon and other synthetic fibers. That's because they purchase wool remnants that they can offer at more than 50% off the original price. At that price they are, if not as cheap as the synthetic fibers, at least price competitive. And when the prices are competitive, customers will usually buy the wool.

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The lesson was that it's the retailer who needs to start the conversation. Bring up the subject of sustainability. Talk about wool versus polypropylene. Talk about natural versus synthetic dyes. What San Francisco retailers have found is that if you do start that conversation, you'll find your customers will choose a sustainably produced rug over a rug produced from finite resources, and they'll pay a premium for it.

But the retailer has to get the issue on the table. You can't wait until your customer does, because your customers don't know the issue is there.

Two Surprising Conversations

Two of the retailers we spoke with said things we hadn't heard before from retailers. This may have been because they'd both spent some time outside the rug industry.

Courtney Kahn, the Director of

Merchandising at California Carpet (San Francisco), spent years at Bloomingdale's in New York before taking a job at The Gap. That is, she has years of experience in a retail environment in which color, pattern and design change rapidly, and success is very much a matter of having the latest thing to offer.

She says the biggest problem with the rug market is the rugs. The different vendors' rugs are too much like one another. Turnover is too slow. There's not enough new product. Most of the colors are boring. "The industry is run by men," she points out. "It needs a female perspective."

Interestingly, while she gives the industry as a whole low marks, she singles out individual companies only to praise them. She says Surya probably does the best job, that their rugs are the most "trend-wise, market-right." The Calvin Klein line from

Nourison is "right on target." She praises Feizy for "taking traditional designs, making them more contemporary, and using fresh colors."

When it came to her specialty, merchandising, she was equally outspoken. "Presentation is a problem," she said. "The rug racks do nothing for the rugs." She sets up vignettes within the store. She urged rug retailers to "tell a story." She talked about pulling together a group of rugs that were from different vendors but had common design elements, saying "Make a collection. Consumers get it right away." It's easy to forgive the industry for being less innovative than the clothes industry, once you understand some of the economics. But Courtney Kahn understands the economics. She just feels that the economics shouldn't make us so quick to lose sight of "the excitement gap" between the rug industry and, for her, the fashion industry

continued on page 22

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Retailing San Francisco:

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try. Note too that although she hasn't (yet) been able to come up with a real alternative to the rug rack, that hasn't made her lose sight of the fact that displaying rugs on racks is, in her view, both uninspired and uninspiring.

What was really surprising about the conversation we had with Todd McMechen at Abbey Carpet was what we ended up talking about.

Although Abbey Carpet was founded 50 years ago, in the same location, by Todd's father Chuck McMechen, Todd has not spent all his life retailing rugs. He only went to work for Abbey Carpet a few years ago. Before that he'd been doing things like marketing dot.com products that did not actually exist – at least not yet. So he came to the industry as an outsider by career but an insider by birth.

The surprising thing we talked about was design – something carpet stores supposedly don't understand, and so can't use effectively to close sales. And it wasn't even rug design we were talking about. It was interior design in general.

It wasn't surprising that he mentioned that his father and he knew all the designers in San Francisco. Or that he noted that the store is "heavily invested" in design, to "keep current, keep contemporary."

The surprise was his fluency with the language and theory of interior design, and that he could riff about it for an hour. He mentioned three different designers by name, and houses that each had done. (For the record, Ken Fulk, Stephen Schubel, and Ron Mann.) He said things like designers "make things pop" using "abstract conceptualism," and "design genius has to do with manipulating the expectations of the audience." He talked about a group of older designers who "create timeless designs independent of trends."

In the new – Internet, big box – rug market, brick and mortar rug and carpet stores need to sell rugs with higher price tags. A big part of the customer base for those rugs consists of designers and – this is important – people who are not designers but are design-aware and design-fluent. To sell to these customers, retailers need to be able to speak the language. As the conversation with Todd McMechen illustrates, brick and mortar retailers not only can reinvent themselves for the new market, but are in fact doing so.

This article was edited to fit available space. The full article is available online at www.rugnewsanddesign.com.

Please send comments and criticism to jack.maier@rugnewsanddesign.com.



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Retailer Success Story: A Mother/Daughter Buying Team

By Sarah Stroh

Rakesh and Dolly Agawal own three major rug and home furnishing stores in South and North Carolina. They started the business over twenty years ago. Over six years ago their daughter, Aanchal, took an active role in the business. The rug industry is a family business. What attracted me to interview Dolly and Aanchal was the mother-daughter team they have built. Below is the Q&A I had with these ladies as individuals and as a pair.

QUESTIONS FOR DOLLY:

What was it like back in the early '90s opening up a store with your husband?

When I started to work in the rug industry in the 1980s, it was very challenging as a woman, especially to one from a different country. Many suppliers preferred to deal with Rakesh and directed any communication towards him, rather than to talk to me. But that quickly changed once I established that I had a good grasp on the fashions and designs that consumers really desired. Working on a daily basis with customers helped to provide me with these insights.

Were there any distinct differences as a woman to your approach of retailing than your husband?

I think it stems more from different personalities than specific gender differences, but I am more detailed and he is more of a big picture person. I am more conservative and he is more of a risk taker. These qualities help provide a balanced approach to business and retailing.

Over the last twenty years, what differences have you seen in retailing in regards to women and men?

I have definitely seen an increase in the number of women in the home furnishings industry, whether in retail, wholesale, or manufacturing.

At trade shows, do you feel it has become easier for women buyers? When you first started going to trade shows, did you feel intimidated because you were a woman?

Things are becoming easier for women buyers. However, even today when Aanchal and I walk into the showroom of a new vendor for the first time, we rarely get proper assistance – most people assume, because we are two females, that we are designers. We have never felt intimidated because we are women, but to get the attention of sales reps and owners has often been frustrating.

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Retailer Success Story: A Mother/Daughter Buying Team



continued from page 23

As entering into a men's world of rugs and the rug industry, what was your hardest obstacle to overcome? Did you have any obstacles? What was your greatest success?

The greatest obstacle I had to overcome when first starting in this industry was more from a cultural standpoint. Our foreign manufacturers often did not want to deal with a female buyer. However, that is no longer the case today as more and more female buyers have entered the industry.

The greatest success has been the realization by major vendors – big & small – who look to me for advice and guidance before launching a new collection. They come to me for guidance on coloration, designing and construction. All this is certainly very rewarding.

As a husband-wife team, what did each of you bring to the retailing store and trade shows that were and are distinctly different?

I brought a keen eye for color and design, and an ability to forecast home fashion trends. Rakesh brought first-hand knowledge of the dyeing processes, weaving techniques, and washing and finishing – all of the aspects of making a rug – from his days in manufacturing. That is a very rare combination.

QUESTIONS FOR AANCHAL
Like me you have grown up in the rug industry and the retail industry. When did you really decide to become an active member of your family business?

When I was finishing my undergraduate business degree, I started thinking about how much of what I was learn-

ing could be applied to the family business to build upon what my parents had created. I felt that my education in operations, marketing, management, etc. could be beneficial and bring structure to a growing entrepreneurial business.

What strength did you see in your mom in relation to the retail store that was different from your father?

My mom provided a very strong, female role model in a business environment. That was such a blessing to have as a young girl growing up – to see a successful business woman still capable of being a great mother. She is very detail oriented, methodical, and her management style is direct.

My dad is much more of a big picture person and is the true visionary of the company. He is the eternal-entrepreneur, always coming up with ways to move us forward and keep us ahead of the competition.

It's been six years since you have been an active member of the retailing, what have you found as the difficulties of being a female buyer?

The main challenge is when we go to trade shows and it's Dolly and I or me and another female buyer – vendors sometimes assume that we are designers and don't give us the time of day. We have to establish that we



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have not one, but 3 large store fronts, then only do they seem like they care to talk to us. This is more of an issue when buying furniture whereas we are more recognized and well-established in the rug industry.

Do you feel your youth is to your advantage? Disadvantage?

I used to feel like it was a disadvantage, but now that I have had several years in the business and have had an opportunity to learn all aspects of the business, inside and out, yet am still very young, I feel like the energy, technology know-how, and outside-of-the-box thinking my youth allows me to bring is an advantage.

Your parents have built up a name and a presence not only at their stores but at trade shows. When you are not walking the floors with them, do you ever feel like wholesalers don't take you seriously, or the male reps are rude?

My experience has been very positive in this respect – because of the reputation my parents have established and because of the active role I take in not only buying, but also selling, marketing, management, operations, and all other aspects of the company, I have found that wholesalers have been very receptive to my entry in the business.



What do you feel that today's woman brings to the rug industry? Do you think women can change the industry around?

Although the rug industry may have once been an "old boys club", I think that women have already permeated all levels of the industry. We see this not only at the retail and wholesale levels here in the U.S., but also with manufacturers abroad – women are involved in operations, design, and almost every aspect of the rug industry.

If you could name two things that women 1. Bring to the industry and 2. Need to change about the industry, what would they be.

1. I think women bring to the rug industry what they do to business in general. Women don't give up easily, they listen intently, and they are very collaborative.

2. Women need to create more dialogue between retailers, wholesalers, and manufacturers and demonstrate the gains we could make if we all, even competitors, collaborated to educate and provide the best products for the end consumer.



The interview with Dolly and Aanchal will conclude in the February 2013 issue.

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Suzanne M. Tucker, Allied ASID Tucker & Marks, San Francisco, CA

What markets or design centers do you attend?

Since my Suzanne Tucker Home line of textiles is represented in showrooms all over the country—and overseas as well—I have been attending markets and visiting design centers in many different places, among them the SFDC in San Francisco, the PDC in Los Angeles, the D&D Building in New York, the SDC in Seattle.

Do you have a favorite style?

I am very much drawn to vintage and antique rugs, such as the mid-twentieth century Moroccan rug I used in the 2007 San Francisco Decorator Showcase (*right*), and the early twentieth century Khotan carpet from the same showcase. Another recent favorite is the Swedish half pile rug from Doris Leslie Blau (circa 1940) I used in the 41st Annual Marin Designers' Showcase. (*below*)

How often do you purchase a custom rug and why?

Quite often actually. Our mission at Tucker & Marks is to create personalized living environments that our clients are proud to call home. We attend to our clients' every need and desire—from helping to procure exceptional art and antique collections to custom designed furnishings, including rugs. We endeavor to design a home that encompasses our clients' individual and personal style and that very often includes custom designs.

Do you have any favorite design websites?

I often shop on 1st Dibs; I have a storefront on Dering Hall; and I also love personal style design blogs, such as Chinoiserie Chic, Mrs. Blandings, Tobi Fairley, All the Best, Katiedid and the Style Saloniste. I certainly explore the online world for inspiration and exploration.

Are there any design rules you specifically like to follow or specifically like to break?

Classic scale and proportion will never go out of style. The decorating "rules" of matching and perfect coordination have been permanently broken, and I highly doubt they will ever come back. I don't follow trends, trends by nature are here today, gone tomorrow.

Want to see more? Go to www.tuckerandmarks.com, photos courtesy of Matthew Millman.





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Richard Cardello, ASID, CID

Richard Cardello Interior Design, San Francisco, CA

What markets or design centers do you attend?

Being blessed to be in San Francisco, I attend the local SFDC (San Francisco Design Center) Markets during the year. We have wonderful resources here. I also make shopping trips to Boston, New York and Paris, but generally not during "markets."

Do you use your computer for shopping?

The computer has become a very valuable tool when researching products. In fact, it greatly diminished the necessity of trying to maintain an up-to-date resource library. We make limited purchases through the internet, but this is increasing; we still prefer to actually see unique items in person.



Photo: Stuart Lirette

Do you have any favorite design websites?

Our searches are more product driven, rather than going to a particular website.

Do you have a favorite style or fiber of area rug — or favorite source for those?

Generally, most of the area rugs we purchase are wool, sometimes wool silk blend. We have dealers in San Francisco and in New York with whom we have worked for many years who supply beautiful rugs for our projects.

Photo: Dennis Anderson



How often do you purchase a custom rug and why?

Depending on the requirements of a specific project, we often start selecting the furnishings by considering the area rug first; the area rug often becomes the foundation on which the other finishes and furnishings are based. When a suitable existing area rug is not available, we frequently design a custom area rug, which gives us complete freedom as to size, design, fiber selection, pattern, etc.

Are there any design rules you specifically like to follow or specifically like to break?

I always position a piece of furniture either entirely on, or entirely off, of an area rug: I don't approve of a piece of furniture, such as a chair, having some legs on and some legs off the rug, which could result in an unstable condition. Aesthetically, rather than "rules" I prefer to approach each design with a fresh and objective analysis to determine the best solution for the specific project.

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Building One — Floors 2-6

Floor 2	Anji Mountain	713
	Ariana Rugs	606
	Ashly Fine Rugs	504
	Azad Rug Co	914
	Boga Oriental Rugs	612
	Chatalbash Rug Supplies	507
	Jade Industries	503
	Lawrence of LaBrea	609
	Lofly & Sons, Inc.	809
	Marco Polo	714
	Merrifield Oriental Rug	716
	Michaelian & Kohlberg	704
	Revita Rugs	500
	Romani, inc.	605
	ORIA Charitable Fund Auction	
	Togar Rugs, Inc	510
	Woven Reflections	708

Floor 3	Anadol Rug Company	D22
	Azad, USA	D7
	Central Oriental Rugs(*) (+)	A7
	Chaman Oriental Rugs (+)	D13
	Concepts International	D18
	Due Process	D8
	Dynamic Rugs	A11
	Home & More LLC	E1
	Innovations International (software)	E1
	Jaipur Rugs Inc.(*) (+)	C15
	Kaleen Inc. (+)	C9
	Karastan	A1
	Mobayan	D16
	Nalbandian Rugs	E19
	NATCO Products Corp	A7
	Nourison Rug Company (*) (+)	F2
	Oriental Weavers	A2
	Paramount Rugs (+)	C1
	Pasargad Carpets	E15
	Rizzy Rugs	F3
	Rug Collection, The	D20
	Tayse International Trading (+)	E3
	World Rug Gallery	C3

Floor 4	Americas Magnificent Carpets	MOI B-1
	AZRA	G3
	Aminco	E10
	Bostan Carpets/Atlantic Rugs	D1
	Caravan Rug Corporation	G1
	F. Kashanian Rug Corp.	E9
	French Accents (*)	E18
	Global Craft Imports	E8
	Kalaty Rug Corporation	E11
	Kas Oriental Rugs, Inc.	D2
	Kashee Brothers	E12
	Liberty Oriental Rug	C8
	Loloi, Inc.(*) (+)	C7
	LR Resources	F9
	Momeni, Inc. (+)	B2

Floor 5	Amer Rugs Inc.	D2
	Amadi	D7
	Bashian	F9
	Chandra Rugs(*) (+)	A7
	Creative Touch	F2
	Home Accents Alliance (+)	F5
	Jaunty Company, Inc.	F1
	Marcella Fine Rugs	C10
	Mastour Galleries	E14
	Neman International Inc.	E16
	Safavieh Carpets	A2
	Shalom Brothers, Inc.	A1
	Tibet Rug Company	D5
	Zollanvari	D1

Floor 6	Bungalow Flooring (+)	E10
	Capel Rugs	F2
	Colonial Mills, Inc. (+)	E1
	Couristan, Inc.	D11
	Dalyn Rug Company (+)	C5
	Harounian Rugs International	A1
	Linon Home Decor Products	G6
	Obeetee	F9
	Orian Rugs, Inc.	F1
	Radici USA	F8
	Shaw Living (+)	A2
	Smyrna Trading	D3
	Tamarian Carpets (+)	E18
	United Weavers (+)	B4

Building 1 Floors 7-14

Floor 7	Artim Home Textile	N23
	B.S. Trading Co (*)	G27
	CLM Enterprises/ Cotton & More	L26
	DESIGNERS GUILD (+)	M18
	Fab Habitat Company	C17
	GEO Crafts, Inc. (+)	A16
	Homefires (+)	Q25
	India Overseas Traders, Inc.	O29
	J&S International (+)	M14
	Marcella Fine Rugs	U04
	Mariachi	T01
	Natural Habitat (*)	7N12

Floor 9	Chandler Four Corners (*) +	C17
	Company C, Inc. (*)	A20
	Dash & Albert (CMAHome/ Christian Mosso & Assoc.)	B1
	Design Legacy by Kelly O'Neal (*) (+)	C12
	Michaelian Home (*)	E23

Floor 10	Alexander Terry Associates, Inc. (*)	C5
	Capa Imports (*) (+)	C2
	Chinawind USA *	D8
	CODARUS (*) (+)	A1
	Homespice Décor (+)	D9B
	Lins	E9

	Peking Handicraft, Inc.(*)	A4
Floor 11	Patrick Charles Ltd.(*)	A2
	Peel & Company (*) (+)	A9
	Silkroute International (+)	E15
	Surya Carpet, Inc.(*) (+)	A1

Floor 12	Classic Home	D2
	METColors (+)	F10
	Rug Market America, The	B8
	Southern Accessories Today (*) (+)	B1
	Uttermost	E17

Floor 14	French Market Collection Furniture (*) (+)	F 11
	Gabby	E 22
	Global Views, Inc (+)	C 15
	Michael Boyd & Associates (*) (+)	A11
	Up Country Home*	A1

Building 2 - 2WW

Floor 1	Saddleman's of Santa Fe	WW - 833
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Floor 4	Jellybean	WW-718
	Trans Ocean Import Co.	WW-229

Floor 7	High Wind Productions, Inc.	767A
	Homespice Décor	761A

Floor 8	Synergy Sales Associates, Inc.	835B
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Floor 9	Achla Designs	939
	Imports Decor Inc.	9B60
	Mariachi Imports	9C88
	My Island, LLC	9B59

Floor 10	Imports Unlimited	10A33
	Summer Classics	10C91

Floor 12	Werner Frank Inc.	1200
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Floor 17	225 Unlimited, Inc. - Jelly Bean	1716
	Dugan-Bliss & Associates, Inc.	1701
	Just Got 2 Have It!, Inc.	1721

Floor 18	Appelman Schauben	1830
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Building 3

Floor 2	Miss Mavis' Fun House	210
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Floor 13	Doodlefish Kids	N104
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We have expanded the list beyond the traditional rug floors (Building 1, 2-6) to the Home Furnishings and some gift floors. At press ,listed exhibitors were showing at least one rug or "mat." Many of the traditional rug exhibitors now carry pillows (*) and other accessories (+).

The Americas Magnificent Carpet Awards will take place on Friday Jan 11 at 6 pm at the Georgia Aquarium, open to all, shuttle buses provided. Entries for the Americas Magnificent Carpets Awards can be seen at the Museum of Introductions (MOI) on the 4th floor, space B-1. Visiting the MOI is the quickest way to see a range of What's New in the marketplace, and the best of the best.

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