

JULY 2005  
\$7.00

# LDB

INTERIOR TEXTILES

TRIM TRENDS  
DRESSING UP

## SMART Report RUG RALLY

**Right:** A more contemporary sensibility is evident among the newcomers to the high-end, designer rug business. Artist Lisa Philips launched the Color Field (845-252-9066, colorfieldrugs.com) line of hand-knotted Tibetan wool rugs, manufactured in Nepal using hand-carded wool and Swiss dyes. In 2004, String Game reflects the artists' affinity for games and puzzles.

**Below:** Style FO46-A Finks is made of 100% wild silk in a Persian knot construction by Fort Street Studio (212-925-5003). It is available in 6' x 9', 8' x 10', 9' x 12', 10' x 14' and custom sizes.

Sphinx. "Today's consumer is willing to think outside the traditional rectangle and add a bit of flair and creativity with an area rug."

Rounds seem to be the shape of choice, but options include ovals, octagons, and squares. Ed Valero of Nourison comments, "More vendors are adding those to existing collections and, perhaps more importantly, when new collections are added they are including those shapes from the get-go. These shapes give a rug a different aesthetic profile and create new markets—it's now possible for the consumer to put a rug in an area where the standard rectangle wouldn't fit. Shapes enlarge the design applicability of rugs, and today's sophisticated consumer wants a range of choice."



During the July markets for the first time, Nourison is offering an assortment of 8' rounds in the Nourmak collection. New in the Heritage Hall group are 6' and 8' scalloped rounds, as well as 12' x 15' luxury sizes.

Yaraghi of Safavieh notes, "There is a big demand for rounds, especially 6' and 8' sizes. People are using them under small dinettes in the kitchen. It's something the consumer has a desire for when they see it; every time one of our catalog customers features a round, we see a spike in orders."

also offers octagons and ovals.

Capei's Robertson comments, "We now offer 8' square rugs designed to fit under smaller dining tables and 5' round rugs, perfect for loyers and bedroom conversation areas. We also offer a large assortment of oversize rugs and Zip Ship traditional Oriental designs in 9'3" x 13'6", 12' x 18', and 13'1" x 21' for both Great rooms as well as commercial applications."

However in the promotional area, smaller accent and scatter size rugs like 2' x 3' and 3' x 5' are popular. Yaraghi says, "Safavieh made a