COVERING THE AREA RUG INDUSTRY FOR 25 YEARS

## RUG INSIDER

RUGS AND CARPETS

## CAUGHT IN THE CREASE STOADS The BOLD and The COLORFUL

SPRING 2021: VOLUME XXIV - ISSUE 4 COOL CHANGE

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#### **Insider's View**

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Peter Woodaman welcomes spring with new hope and cool changes for RUG INSIDER. Assuming the role of Editorial Director, he expands writing staff and broadens editorial coverage. Celebrating his 100th issue, his attitude is one of thankfulness as he looks forward to continued collaboration with fellow industry professionals.

#### InBUSINESS

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Business contributing editor Aric Morrison reminds us that change, is always in the air—unstoppable as the seasons. He urges proactivity and regular examination of your business strategies, even when the sun is shining.

#### InDEPTH

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Contributing editor Cecile Corral examines industry dilemmas created by the pandemic. She talks with a cross section of area rug companies about the impacts COVID-19 has had and how they have navigated the challenges.

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Rug 'aficionado' Michael Christie reflects on the evolution of the hand made carpet during a single generation. From limits to limitless; hindered or heightened by technology along the timeline, the designer carpet endures.

#### InGRATITUDE

#### 49 25 YEARS OF RUG INSIDER

In preparing for this special 100th Collector's Edition Issue, we asked our industry partners to 'Show Us Some Love'. The outpouring of support and memories was overwhelming. It is our honor and pleasure to share their well wishes in our pages.

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#### 80 COLLECTION 54

Jan Kath business partner and designer Kyle Clarkson studied the way light danced off glittering mirror balls and translated his findings into carpets of wool and shimmering silk. Different knotting techniques and materials combine to make the blurred lines and optical patterns featured in our spring Spotlight.

jan-kath.com



KCEC at

To the Trade Only

### SAVE THE DATE MAY 24 - 26

ZOLLANVARI USA, 600 Meadowlands Pkwy #130 Secaucus, NJ 07094

The Kabul Carpet Export Center (KCEC) is proud to present the latest production of the top Afghan carpet manufacturers at an exciting special sale at Zollanvari USA.

While the world has been in lockdown, carpet makers in Afghanistan never stopped working. With their high-mountain, hand-spun wools and natural dyes, they have created a collection of exceptional rugs.

Can't be there in person? View the collection online at afghanrugs.us.







KCEC is made possible by the generous support of the American people through the United States Agency for International Development (USAID). COVID protocols in place.



Art Deco Kyoto Shibori 3, Zollanvari Studio. Available in custom sizes. See www.zollanvari-onlineshop.com & www.incollect.com/professionals/dealers/zollanvari-international

Congratulations The Rug Insider on your 100th Issue & 25th Anniversary



# BOLDLY

As anchors or accents, these forward floor fashions make us feel dizzy with excitement. Rugs featuring bold pattern or color, or unexpected moments and imagery help create unique personality-filled spaces. Dare to inject some drama or whimsy—while still maintaining a sense of sophistication.

Never again proclaim "this ho-hum space is divine!" Bring on the **BOLD**.





- Surrender by Alicia D. Keshishian I adkcarpets.com
- 4. Orange Calypso by Unique Loom I uniqueloom.com
- Koopa Disco by Kush Rugs I kushrugs.com
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- 7. ML643 by French Accents | farugs.com
- 8. Autumnal Arboretum by Zollanvari Studios I zollanvari.com
- 9. 1-72324 from Art Resources | artresources.us
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## Color is a power which directly influences the soul.



#### InFOCUS | BOLDLY GO





II Be original; don't be scared of being bold. II
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- 11. Whirl TK Multi by Tamarian I tamarian.com
- 12. Catalina 4 Multi by Harounian Rugs International I hrirugs.com
- 13. Edna in Emerald by Lucy Tupu I lucytupu.com
- 14. Vitreaux in Candy Necklace by Emma Gardner Design I emmagardnerdesign.com
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- 16. Carnival from Wool and Silk I woolandsilk.com
- 17. Corcovado by Mannarino Designs with Creative Touch I creativetouchrugs.com
- 18. Kaleidoscope by Oriental Designer Rugs | orientaldesignerrugs.net
- 19. Wisteria Abstract from Kalaty I kalaty.com

RUG





#### InSTYLE | MARKETS

ART RESOURCES | artresources.us



High Point Market June 5 - 9, 2021 highpointmarket.org





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#### Insider NEWS | WHAT'S LOOMING

#### STARK ACQUIRES NJ-BASED J&S DESIGNER FLOORING

STARK has made its largest acquisition to date with New Jersey's J&S Floor Covering, one of the largest single-store carpet retailers in America. The resulting new brand, *J&S by STARK* will offer customers in the Northern New Jersey region an unrivaled product line and a higher level of support and service.

J&S's current 20,000-square-foot showroom in Morristown, NJ will become J&S by STARK, enabling STARK to best showcase its exclusive carpets and rugs, as well as many other broadloom and rug resources. It will continue to be operated by J&S co-founder, Sima Hakakian, enabling STARK to best showcase its exclusive carpets and rugs, as well as many other broadloom and rug resources. Additionally, the full-service showroom will now offer STARK's unique custom abilities, hundreds of new product selections, estimating and full-service installations, along with a selection of hardwood flooring and fabrics from lines including The House of Scalamandré.

Javid and Sima Hakakian, co-founders of J&S Designer Flooring noted "We have always admired and respected Stark's care, quality, and reputation in our industry. With their leadership, we look forward to being an even stronger showroom in our market. And with their scale we can bring more added value to our clients, while still operating as a local showroom."

Chad Stark, CEO, STARK commented "J&S is one of the largest premier decorative floor covering stores in the country with one of the best reputations for quality and service. Their team lives our core values, and we think the same way about customer service. Northern New Jersey is a great market and with the influx of new families in the suburbs, there is no better time than now to unite our two families."

The acquisition marks a continuation of STARK's ongoing strategy to expand its physical footprint in key design communities across the country, in order to provide an easier, more accessible shopping experience for designers everywhere.

stark.com

#### KABUL CARPET EXPORT CENTER (KCEC) TO STAGE RUG SHOW AT ZOLLANVARI USA

Zollanvari USA will host the KCEC Rug Show and Sale at its Secaucus, NJ warehouse May 24-26, 2021, from 10 am to 5 pm daily. The to-the-trade only sale will showcase 500 rugs made during the COVID-19 lockdown by weavers across Afghanistan.

The collection features a range of Kazaks and Super Kazaks as well as many Gabbehs, Khorjins and Chobis. Also included are stunningly inventive contemporary designs along with dozens of flatweaves. Throughout the pandemic, KCEC has worked to keep carpets flowing out of Afghanistan to meet the strong retailer demand and to generate income for the makers. For a show preview, visit afghanrugs.us.

Zollanvari USA will be offering its own latest shipments of rugs as well in this first industry show since the lockdown began.

On May 28-31, KCEC will hold a public Afghan Artisan Rug Pop-up at the Metropolitan Pavilion, 123 W. 18th Street, in Manhattan. The special prices offered during the to-the-trade event will be also be available at the pop-up, as well for those unable to attend the special sale.

afghanrugs.us zollanvari.com INVENTORY REDUCTION S A L B S A L B LARGE RETAIL/WHOLESALE RUG STORE LOCATED IN SUNNY LOS ANGELES Vast Quantity of Handmade Rugs Modern | Traditional | Contemporary

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