policy. This should be simple and clear and not with many preconditions.
3- Never trust “Going Out of Business” rug stores or traveling auctions. In many cases, “Retirement Sales”, are also not trustable.
4- Do not trust those who claim to give you 80% off. Think for a moment. Is it possible to buy a hand knotted (or handmade) rug and pay only 20% of what it is worth? Why should somebody do this?
5- Material of the rug you would like to buy is very important. Wool is the best material for pile. Silk pile is luxurious, but is not good for high traffic areas of your home. The warp (foundation of the rug) can be cotton, wool or silk. Usually, tribal rugs are made of wool warp. Machine made and area rugs may look beautiful, but there maybe some health issues and concerns with them compared with hand knotted rugs which use natural fibers such as cotton, wool and silk.
6- To make sure a silk rug is real, take a little piece of the fringe (warp) and burn it. If it leaves a little stem, it is silk, if it disintegrates, it is not real and is probably rayon. Some dealers refer to rayon in the rug industry as “artificial silk”, or worse “art silk”, in either case, it is not silk. A lot of Silk rugs from India, China, and Pakistan are not real silk so make sure you know what you are buying. A reputable rug dealer should always tell you clearly what material a rug is made with.
7- Choosing the right size is very important. Make sure to measure the place correctly before referring to any rug store. Try to get standard size rug compared with odd sizes. The usual standard sizes in foot are: 5 x 3, 8 x 5,
9 x 6, 10 x 8, 12 x 9, and 14 x 10. The usual width for runners is 2’ 6”.
8- Color is another important factor in selecting a rug. The color of the rug should match with the wall, furniture, draperies, and other items surrounding it. Light colors make the room look bigger.
9- Design of a rug is a matter of taste. Some people like busier designs while other may prefer less crowded designs with more open field. In classical and traditional rugs, there is a medallion in the center with a corner medallion (1/4 of a medallion) in each corner. Another design group is overall with no center medallion while there are big flowers and motives. This design is more popular than the classical designs. Persian rugs have a vast collection of designs which can satisfy many different types of customers.
10- Price is also another important factor which you should consider. There is no one formula based on which you can determine the price of a hand knotted rug. Variables such as size, origin, quality of the wool and dye, density of the knots, material and ... are important factors. As mentioned earlier, if you find a reputable dealer who is an active member of several professional societies and associations and has knowledge of the rug, you are probably in a much safer hands.

[Downloaded from goljaam.icsa.ir on 2026-11-23]

ferred by the customers.
3- Vast range of colors is now used in rug production. Rug colors are a function of trend and fashion and are determined by the fabrics of the furniture, wall covering, and curtains. Neutral colors, earth tones are popular colors which match many types of interior designs.
4- Rug origin and where it is made (city or country) in most of the cases is no longer a value. Number of knots (KPSI) and durability is not important and determinant factors any more.
The first variable a customer is after is size, and then color. Design comes next and after that, customer asks about the price. Of course, this does not mean that price is the last priority, but is to emphasize how important color and design maybe.
5- Rug is considered a consumer commodity and no longer an investment. Due to mass production, high competition and variety of material and many other factors, rugs are poured into markets cheaper than ever before. Area and tufted rugs are affordable and now everybody can afford to buy some kind of rug. Customers have
a wide range of rugs to choose from. Selling rug has become more challenging than ever before.
The change in the interior of homes and using less wall to wall carpeting and using more hard wood, laminate, tile, stone and other types of hard flooring is a good sign that oriental and area rugs are more welcome than ever before. This bring hope to the rug industry and those who can catch up with the trend and keep up with the changes in the production and customer needs will be the winners of this game. Are you among them? If not, read this article again.

Rug Buying Tips

Below, you may find some suggestions to consider if you're planning to buy a rug:
1- If you do not know Oriental rug, try to know your Oriental rug dealer. He should be knowledgeable and should not insist in selling you a rug. You as a customer should not feel you are under pressure. The rug dealer should provide you with the right information, based on which you can make a sound and informative decision. Choosing the right store and the right dealer is the most important job in your rug buying process.
2- When you buy a Persian or Oriental rug, ask the dealer to write down on the invoice whatever he claims the rug to be. For example "Hand knotted Persian rug with vegetable dye and handspun wool". Ask him to give you a copy of his return

[Downloaded from goljaam.icsa.ir on 2026-11-23]

the role of internet stores and virtual warehouses. E-bay is one of the pioneers in this field. In the author's last search, e-bay had more 16,000 rugs for sale. Rugman is another e-commerce virtual rug warehouse based in Canada, aiming at the US market. RugsAmerica, RugsDirect, and RugsUSA are other active Internet rug stores. Catalogue sales, satellite and TV stations which sell rug are another new and modern rug sellers which did not exist two or three decades ago. Contrary to the old style rug sales, these new customers and sales people do not see each other and do not communicate face to face. Their communication is through technology. Who could imagine this no-human touch business, twenty years ago?!

Old Generation Rugs

1- These rugs were generally made with good material and over the average standards. Like the sales people, the weavers were expert themselves, and had learned the weaving by internship or through their families
2- The designs were busy and detailed. Corner medallion and busy designs were popular. Tribal and village rugs were not welcome by the city customers who bought rugs. Open field design had its own customers.
3- Three main colors, red, dark blue and beige were dominant. If the background was red, the border would be dark blue and if the background was dark blue, the border would be red.
4- The origin (the city or village in which the rug was made) was very important. Number and density of knots was a determinant factor in pricing. Durability of the rug was considered a high value.
5- Buying a good rug was a sound investment. Persian rug and Oriental carpet were considered capital goods. Due to inflation in raw material, increasing wages and lack of that much competition, the prices of rug was on the increase, and if a dealer did not sell his/her rugs, they would appreciate by the passage of time.

New Generation Rugs

1- Now, there are all kinds of rugs with all kinds of material. The weaver is making a rug, not because his/her family was involved in the same practice, but because he/she needs the job. He/she is not an artist and does not feel and sense of belonging to the rug.
2- Designs are not busy or at least as busy as they were. Overall design is much preferred over corner medallion and open field. Big Shah Abbasi flowers are more popular than ever before. A less crowded version of classic designs are pre-

[Downloaded from goljaam.icsa.ir on 2026-11-23]

ness.
2- This dealer was most likely the owner of the shop. He bought and sold the rugs. He traveled to the countries which produced rugs or went to the cities in which big importers and warehouses of rug located. He new many of the customers.
3- The old dealer new the rugs by experience and spending many years in business. He new how to sell rugs by experience
4- Many of the customers were from the locality and neighborhood and they trusted the rug dealer nearby.
5- The rug dealer was so knowledgeable that he could suggest and maybe influence the buyers on what to buy. The buyer on the other hand trusted the dealer and took his advice.

New Dealers

1- Most of these dealers do not know rugs they sell. They sell rugs because they need the job. Retail and expert shops are diminishing in numbers and are going out of business. They are being replaced by the big boxes, chain and general department stores.
2- The new sales person is not the owner or shareholder of the shop and is not responsible to buy the rugs. Buying is done by other staff members who are the buyers.
3- Since these new sales people do not the rugs they sell and the variety is too much, they have to read the tags or the catalogues to answer the questions asked by the customers
4- Sales personnel do not know the customer so there is no trust between them. This is why return policy, satisfaction guarantee, formal invoice and other types of measures should be provided by the shop. The sales person is not from the neighborhood, or even from the same city. He might have been hired by submitting his resume and passing the interviews.
5- Rugs are now on sale everywhere, and not only in specialized local stores as it used to be. All the big and chain stores, department stores, furniture stores sell rugs. Since their sales people are not familiar with rug, the employers provide sales workshops and seminars for them. Instead of teaching them how to know rugs which is no longer an authentic object of art and craftsmanship, teach them how to sell rugs. The sales personnel is learning the psychology of sales and how to change the consumers' mind and convince him/her to buy which is being offered.
Among the many new channels of rug distribution and sales, one cannot ignore

[Downloaded from goljaam.icsa.ir on 2026-11-23]

per square inch) which was important to them. They looked at Oriental rug as an investment which appreciates over time, while they can use and enjoy it.
4- These old time buyers were looking for durable rugs they could keep for a long time, and then can pass on to their children.
5- In many cases, the husband bought a rug without even taking his wife to the shop. It was interesting to see that his wife liked and maybe loved the rug.

New Buyers

1- These new buyers are the second generation to the baby boomers of the post-war era. They are called the "Generation Y". They are the kids of the fast food chains who eat hamburger and pizza, and never without a cola. They listen to rap music and are always online! They do not have the knowledge of the rug market. They haven't taken any trip to the Orient. They do not know what type of rug they want, but they know what type of rugs, they do not want. Their tastes are completely different from those of their parents.
2- Although this new generation has more money or at least is willing to spend more than his parents on audio/video and music devices, furniture, car, travel and fun, but since he/she has so little knowledge of the Oriental rug, is not ready to pay a high price.
3- The new buyers do not care about the origin of the rugs. They do not look for quality or number of knots per square inch or whatever. They care about color and design. Rug is a consumer and non-durable commodity for them.
4- The new buyer is looking for a rug which is not expensive, so he/she can change it or even discard it in the future. Like many other disposable products, the new buyer does not buy rug to keep it or make antique out of it. He/she does not want to leave it for his children or grand children. The new buyer is looking for a cheap but beautiful rug to match other items such as furniture, wall covering, and curtains and so on.
5- The new buyer not only takes his wife with him to the shop, but he will most likely takes his designer with him. They also take their cushion and sofa fabrics with them to match the color of the rug with. Not only they pay a lot of money to their designer, but they let her/him decide (dictate?) what is good for them and what is not.

Old Dealers

1- The old dealer was an expert himself and in so many cases, rug was his family business and he/she was second or third (maybe more) generation in rug busi-

[Downloaded from goljaam.icsa.ir on 2026-11-23]

Oriental Rugs in the American Market

Dr. Khosrow Sobhe

After the World War II was over, and due to the relative peace of mind, a population explosion occurred and baby boomers were born. This generation which is called “Generation X” entered the 80’s as the buyers of homes and consumers of furniture, bed, mattress and rugs. This was one of the reasons for huge increase in demand for Oriental rugs of the 80’s.

In this short article, we study three main variables which have played a significant role in the rug market and compare three main factors in two time periods, in the early 1980’s and late 1990’s up to now. The variables under study are:
1- Buyers (who were/are they and how they reacted/react in the rug market?)
2- Sellers and the distribution channels (who were/are they and how they operated/operate?)
3- The rugs (material, color, design, and price)
It is with knowledge of the rug market and its components and studying the trends and changes that we can become successful players in the field, no matter which role we play (producer, exporter, importer, wholesaler, or end user). We use the term “old” to identify the early years of the 1980’s and “new” to identify the late years of the 1990’s and the beginning years of the 21st century. By seller, we mean the dealer or the sales people who sold or sell rugs. By customer, or buyer, we mean the end-user who buys the rug for his/her own use at home.

فصلنامه
علمی پژوهشی
انجمن علمی
فرش ایران
شماره سه
تابستان ۱۳۸۵

Old Buyers

1- The buyers in the past were older than the new buyers and had more knowledge of the rugs they looked for and bought. It maybe safe to claim, that many of the old buyers were expert because of buying several Oriental rugs and maybe traveling to Iran and other rug producing countries. They had affair sense of the culture and art in the Orient. They knew what kind of rugs they wanted.
2- Since these old time buyers were familiar with Persian and Oriental rugs, they were ready to pay more and buy more expensive carpets.
3- These old time buyers looked for special types of carpets, for example Sarouk, Farahan, Kashan, Isfahan, and etc. They looked for quality and some other specifications (such as radj, the number of knots in 7 linear centimeters or certain knot

[Downloaded from goljaam.icsa.ir on 2026-11-23]