

# DECORATOR'S NOTEBOOK

## Persian Area Rugs: Affordable Home Luxury

(NAPSA)—Persian rugs are world-renowned for their luxurious warmth, elegance, and long-lasting durability.

Available in a wide variety of colors, patterns, and styles, quality-conscious shoppers will find these classic works a worthy investment, delivering luxury and distinction to any space. There's simply no mistaking that the timelessness of these handwoven rugs is a classic trend that's here to stay.

Before you invest in a new area rug, consider the following ideas:

**1. Handmade Persian area rugs are like fine wine; they appreciate with age.** Built to last, the value of a handmade rug increases over time because of the workmanship that goes into producing it. Make certain your rug is handmade, checking for the pile loops on the back—they should be visible. Ensure too, that the fringe is actually part of the rug's foundation—not merely sewn or glued on.

**2. Material matters.** Master weavers prefer wool and silk because these natural materials are known for their longevity and durability. While synthetics are known to disintegrate, a natural



**A boldly colored Gabbeh breathes life into modern décor.**

Persian rug enjoys a long life, often lasting for generations.

**3. Look for a solid guarantee.** A trusted merchant will guarantee your satisfaction with a dependable time guarantee.

**4. Ensure the rug you're getting is the real deal.** Honest rug merchants will often include a certificate of authenticity. You're paying for the genuine article, so make sure that's just what you get.

**5. When decorating, begin with the floor covering, and work your way up.** Achieving a coordinated look is less about finding an exact match between the sofa and the area rug; it's more about making sure those items you do choose just seem to "work." By drawing colors from your rug to select coordinating items for your space, you'll achieve a look that is warm, comfortable, and inviting all at once.

No matter what your style, personality, or room size, there's a Persian rug to meet your needs—and rug import specialists like Rugman.com make it easy to acquire it, because they bring the world of affordable home luxury right to your fingertips.

For more information on selecting fine handmade Persian area rugs, visit [Rugman.com](http://Rugman.com).



**In wool and silk, a classic Nain lends an air of luxury and distinction to any room.**