

The richness of colour and diversity of design to be found in Oriental rugs has charmed the world for centuries. No other item of furnishing has the easy ability to transform a room, complementing and enhancing the existing design elements rather than conflicting with them.

Antique rugs command high prices on world markets and are treasured by museums. The patterns and colours, the skills and craftsmanship which you buy today are thousands of years old.

The need for rugs

Rugs take a large portion of the room and they set the mood for the rest of the house or office. In order not to fall over things, our vision is naturally directed towards the floor more than any other direction. Therefore the rug on the floor is what you see most of the time. You need to put something you will enjoy most on the floor.

Before you start painting your room, carpeting or choosing your curtains or upholstery, you should choose your rug. You can match paint with any rug. Your curtains will deteriorate in a few years, your sofa covers will not last forever, and there are thousands of textiles to choose from. It is easier to match textiles with rugs. If you decide to sell your house and move, you can take the rug with you but not the curtains or wall to wall carpet.

Whether you are seeking a collector's piece or an item for decor you need to select your rug carefully so that it is an investment. Good quality rugs appreciate in value. Low quality copies do not.

**Eastern
Rug Gallery**

**Importers of Genuine
Contemporary & Antique Rugs**

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Genuine Quality Guaranteed

Kavvas Family established their rug business almost a century ago. Nejat Kavvas has personally selected each rug for its quality, workmanship & value.

ALL RUGS COME WITH A CERTIFICATE OF AUTHENTICITY

A member of the Ross Holmes Group of Companies

Buying rugs what to look for



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How should you go about buying a rug? And what should you look for?

Step 1: Carefully choose your rug gallery

It should have a proven track record. It takes many years of experience to become an expert in oriental rugs. Ensure that the person who purchases the gallery's rugs is an expert who has personally hand selected them in their country of origin.

Everybody likes a bargain. The rug business attracts some traders who sell low quality rugs of limited value at high prices. In Auckland one auction house regularly auctions rugs by claiming that they have a high normal retail value, then proceeds to sell them for much less. The rugs are not worth the claimed normal retail value. Most auction rugs are leftovers from wholesalers overseas, which get sold at a fraction of the price of a good rug. You should be very careful before buying a rug at an auction. Very few galleries have their rugs hand selected by an expert. Some purchase their rugs in bulk without individually selecting them, thereby having a mixture of low and medium quality rugs. Our consultant Nejat Kavvas has seen lots of rugs sold in New Zealand which are crooked, or rotten, or hand painted, or have inadequate pile, or dyed with chemical dyes. Many rug purchasers later regret buying a poor quality rug or a copy as a result of making a hasty decision.

Make sure that the rug gallery has overall a large selection of good quality rugs.



Step 2: Carefully inspect the whole of the rug by removing it from the rug pile

Touch the wool and feel its resilience. If the wool is easily bent back when you rub it back with your fingers, it is not good wool. Good rug wool should be springy and resist when you rub against the direction it is standing. Ensure that the dye used in the rug is a natural dye. In tribal and village rugs consistency of shape and symmetry is not very important. A crooked workshop rug is of considerably less value than its perfect equivalent.

Step 3: Ask where the rug was made, and whether it is an original or a copy

Insist that you get a Certificate of Authenticity with this advice in writing. Due to popularity of the Afghan, Bokhara, Iranian, and Turkish rugs, western companies have exploited cheap labour in countries like China and India and have mass produced cheap copies of the originals. For example a genuine silk Hereke is a sound investment; a Chinese Hereke is a copy and worth very little. China and India also produce very good rugs. By way of example the Nourison range of rugs (available from the Eastern Rug Gallery) while made in China are exceptional rugs.

Step 4: Most importantly, you must love the rug you choose

Insist that your rug gallery lets you take the rug which you are interested in away on approval so that you can ensure that it is one that you love.

Step 5: Check the after sales service offered

Auction houses and temporary venues offer no after sales service. When your rug requires washing or restoration or you require some expert advice your rug gallery needs to be there for you and to have the expertise to assist you.

Why purchase from the Eastern Rug Gallery?

The Eastern Rug Gallery was established in 1986. It is now one of the Ross Holmes Group of companies. All of the Eastern Rug Gallery's rugs are personally selected by our consultant Nejat Kavvas who is a leading eastern rug expert. Nejat is determined that the Eastern Rug Gallery will offer the same selection, and high quality that are available in the best galleries of Istanbul and Tehran. Each year he returns to the villages and bazaars of the Middle East to select the best hand woven originals. Nejat was born into a Turkish family with a heritage of trading in fine Oriental rugs and carpets. He was a co-founder of Bazaar 54, one of the largest international chains of rug galleries with headquarters in the ancient trading centre of Istanbul, and speaks most of the Middle Eastern languages. He was the previous owner of the Eastern Rug Gallery.

As well as offering you expert advice on the purchase of rugs, the Eastern Rug Gallery washes, restores and values eastern rugs. Each of its rugs comes with a Certificate of Authenticity and instructions on rug care. The Eastern Rug Gallery also leases rugs to businesses.

