

RUG NEWS

and Design

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Observations:
9 Things the Brick and
Mortar Retailer Can Do

and Design:
Custom



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Starr Miller, Allied ASID, Starr Miller Interior Design Lake Norman/Charlotte, NC

AT WHAT POINT DO YOU CHOOSE THE FLOOR COVERING?

In a perfect world we start with the floor coverings as they are the largest swatch in the room and often the most important and costly. However, sometimes we are working in reverse, because of a love affair with a fabric or piece of art.

WHAT MARKETS DO YOU ATTEND?

We always go to High Point and have attended NeoCon and ICFF in NYC. This year we added the Las Vegas Furniture Market in January. I shop the design centers when I travel, such as D&D, ADAC and DCOTA. We will be in Europe this summer, where I am hoping to find new sources.

DO YOU HAVE A FAVORITE SOURCE FOR YOUR RUGS AND WHY?

We carry both Stark and Kravet (in sample form) in our studio. We love Stark for their custom abilities, and Kravet for their options and, best of all, their customer service. When the project calls for it, we will design custom rugs. Surya and Safavieh continue to have well priced contemporary options. Amy Butler has fun lively choices for kids' rooms. Company C has great lighthearted options. ABC Carpet & Home is always a stop, when in New York!

ARE THERE ANY DESIGN RULES YOU LIKE TO FOLLOW OR LIKE TO BREAK?

I want a rug that is properly sized for the room and large enough that the chairs around the dining table do not pop off when a guest scoots their chair back from the table (approximately 24"). Other than those rules, the trick is to know the rules and then make decisions based on the proportions of the room and furniture arrangements. If I have a rug with a dense, small scale pattern, I typically want it to be muted or have tea stained look, so as not to overwhelm the space.

DO YOU LIKE TO FOLLOW RUG TRENDS, COLORS, OR STAY AWAY FROM THEM?

I am actually a big fan of what I see coming out in the market place. The large geometric statement pattern rugs make a splash in the right place. I do not see them as a signature item, as they are very client specific. The washed out rugs with splashes of color are fabulous! I cannot wait to use Orientals. I tend to stay away from heavily patterned Oriental rugs. It truly depends on the client, but I find them to be heavily traditional, and most of my clients are transitional/eclectic in their tastes. I prefer open larger scale choices.

WANT TO SEE MORE? GO TO WWW.STARRMILLER.COM



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