

Retail Trends

SOMETHING DIFFERENT

Find works of art for the floor at Home Décor Fine Rugs

For aficionados of quality rugs, Home Décor Fine Rugs in the Morena District is something between nirvana and a candy store. Stocked with more than 3000 rugs from all over the world, it offers something for every taste, style and budget. You'll find contemporary, traditional, antique and masterpiece quality rugs from Persia, Pakistan, India, Turkey, Nepal, Tibet and China.

The store is owned by Amir Ghods, whose family has been in the business for more than half a century and owned three galleries in their home country of Persia. "My grandmother was a master rug weaver, my father was a rug merchant for 52 years, and I have been a rug merchant for 19 years," explained Amir, who also does appraisals and can issue certificates of authenticity for insurance purposes.

The rugs at Home Décor are



always at well below retail, but now through March 3 they're even more of a tremendous value, at 70 percent off every rug in the store.

"The selection is just fantastic," said Amir. "There's a rug for everyone here."

Whether you're looking for a high-quality machine-made rug or

a hand-knotted investment, there are thousands of gorgeous colors and patterns to choose from. And "investment" isn't just a term tossed around in the rug world. It's literal. "When you buy a handmade rug from us, we'll take it back in trade for the same price you paid, as long as the rug isn't damaged," said Amir.

The experts here also do rug repair and cleaning, which involves an 11-step hand-wash process.

To make rug selection easier, Amir suggests bringing color swatches, fabrics, wood stains or tiles. Home Décor Fine Rugs also offers a free in-home consultation. Simply select your contender rugs from the showroom and they'll bring them to your home.

Home Décor Fine Rugs is at 4140 Morena Blvd. Learn more at www.HomeDecorFineRugs.com or call 858-274-3674 or 855-RUG-RUGS.