

UT San Diego

Retail Trends

THE FINER
THINGS IN LIFE



The fine art of rugs

For everything you've ever wanted to know about Persian rugs, pay a visit to Amir Ghods of Home Décor Fine Rugs in the Canyon Creek Design District. Like a docent in an art gallery, he can walk you through the rich history behind every rug in his 6,500-square-foot showroom — from age and country of origin, to knot density and material (silk or wool).

"I can start by going back 2,500 years or explain why one rug can cost \$30,000 and another only \$3,000," said Ghods, who hails from three generations of master rug weavers. "My father owned three galleries in our home country of Persia and several

more when we moved to the U.S. And I have been a rug merchant for 18 years."

In addition to semi-antique and antique rugs (ask to see the 130-year-old Persian Serapi), Home Décor also carries traditional, transitional and modern contemporary rugs.

"Regardless of budget, our customers will receive white glove service," said Ghods. His advice when it comes to rug shopping: "Keep looking until you fall in love."

Home Décor Fine Rugs is at 4140 Morena Blvd., Suite #C. There's plenty of free parking. For more information, call 858-274-3674 or go to www.HomeDecorFineRugs.com.