

A FREE GUIDE

A rug for *your home*

How to choose a rug you will be happy with for years.
Six short chapters and a checklist.

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A rug for your home.

The right size, handmade or machine-woven, wool or silk, colours that sit well with what you have, and how to look after it. About five minutes to read.

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01

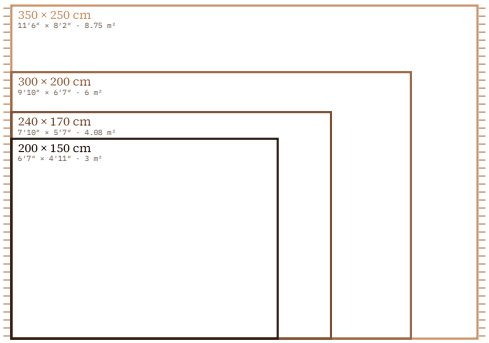
Getting the size right

Most regret comes from size, not design. Measure first, then look.

Write down two numbers before you look at a single rug: the largest size that works in the room and the smallest. Then try them on the floor with sheets of paper or floor-safe tape at the corners. Walk your usual routes, open the doors, and stand in the doorway and look.

- **Under seating.** All legs on for the most settled look; front legs on for most living rooms; or a smaller rug floating within the group.
- **Dining room.** The chairs should stay on the rug when they are pulled out, so allow about 60 cm beyond the table on every side.
- **Bedroom.** A large rug under the lower two thirds of the bed, or a small rug on each side.
- **Hallway.** A runner that leaves 10 to 15 cm of floor showing on each side.

FOUR COMMON SIZES, TO THE SAME SCALE



Longer side first, without the fringe. Sizes to try on your floor, not pieces in stock.

A handmade rug can differ by a few centimetres from one end to the other. If the fit is tight, ask us for the exact measurements of the piece you like.

02

Handmade or machine-woven

Both can be beautiful. They suit different rooms and different budgets.

HAND-KNOTTED

- Knotted by hand on a loom, one knot at a time, often over many months.
- Each one is a little different. The colours shift gently across the rug, and that is part of its character.
- Heavy and dense, so it lies flat and wears slowly. With care it lasts for generations.
- Choose it for a piece that will age with your home.

MACHINE-WOVEN

- Woven on a power loom, so the pattern is crisp and even from end to end.
- A lower price for the size, and a large size is easier to find.
- Quality varies a great deal. A fine piece in silk or good wool is very different from a cheap synthetic one.
- Choose it for a particular look in a large or busy room.

How to tell them apart

Turn the rug over. On a hand-knotted rug the pattern shows on the back almost as clearly as on the front, and the rows are slightly uneven because a person tied each knot. On a machine-woven rug the back is very regular, and some have a fabric or latex backing.

> **Our pieces.** Most of our rugs are knotted by hand. We also carry a small number of fine machine-woven silk rugs, and every piece says plainly which it is.

Wool or silk

Start with the room and how much it is walked on.
The material follows.



Wool. Warm, soft and hard-wearing.



Silk. Fine drawing and a sheen that changes with the light.

Wool

The everyday choice. Wool is warm underfoot, forgiving with spills, and wears well in a living room, a hallway or a family room, including homes with children and pets. A good wool rug gains a soft sheen over the years.

Silk

Silk allows very fine detail and catches the light, so the colours change as you walk around it. It is more delicate, so it is best where few people walk: a bedroom, a quiet sitting room, or on a wall.

Wool with silk

Silk picked out in the flowers or the outlines gives some of the shine of silk with the strength of wool.

One thing to know: “art silk” and “bamboo silk” are not silk. They are viscose, which looks shiny when new but marks easily with water.

Colour and pattern

Begin with what stays in the room: the floor, the sofa, the curtains.



A central medallion gives a room a centre. It works best where the middle of the rug is not covered by furniture.

- **Pick up one colour.** A rug looks at home when one of its colours appears somewhere else in the room: a cushion, a curtain, a painting.
- **Busy rooms.** Middle tones and an all-over pattern hide everyday marks. A pale ivory field shows everything.
- **Small rooms.** A lighter field and a finer pattern make the room feel larger. A large room can carry a strong medallion and deep reds or blues.
- **Plain furniture, busy rug.** If the sofa and walls are plain, the rug can be the pattern in the room, and the other way round.
- **Look in daylight.** No screen shows colour exactly. Ask us for a short video by a window before you decide.

05

Looking after it

A handmade rug needs very little. A few habits keep it looking good for decades.

- **Vacuum gently** every week or two, without the beater bar, and never over the fringe.
- **Turn it** every six months, so it wears and fades evenly.
- **Keep it out of long direct sun**, or draw the curtains in the brightest hours.
- **Spills:** blot at once with a dry cloth, then a little cold water and white soap. Do not rub, and do not use carpet shampoo or strong chemicals.
- **On a hard floor**, use a thin non-slip underlay. It keeps the rug in place and protects it. On underfloor heating, choose one made for it.
- **A full wash** every few years, by a cleaner who knows handmade rugs.

GOOD TO KNOW

- Wool and silk rugs sit well on a heated floor in most homes.
- A dense wool pile is forgiving with children and pets; for a hallway or a family room choose wool rather than silk.

Buying from us

From Istanbul to your door, with nothing left to guess.

- **Help choosing.** Send us the room, the size and a photo, and we suggest a few pieces that fit.
- **See it properly.** More photographs, a short video in daylight and the exact measurements of any piece, or come and see it in the gallery in Fatih.
- **One price.** The same in the gallery and online. Where a piece is priced on request, we send the price in writing.
- **Free shipping, worldwide.** Insured and tracked. Import duty and tax are set by your country, and we tell you what to expect before you pay.
- **Returns.** Fourteen days inside Türkiye. From abroad we cannot take parcels back through customs, so we make sure you are happy with the piece before it ships.



The gallery in Fatih, Istanbul. Come and unroll a few.

A checklist before you choose

Tick as you go, then send us the answers and we suggest pieces.

The room

- [ ] Room measured, with a photograph of it in daylight
- [ ] The largest and the smallest rug size that work
- [ ] Doors that open over the rug, and how much room they need
- [ ] The floor: wood, stone, tiles, carpet, underfloor heating

How you live

- [ ] How many people walk across it every day
- [ ] Children or pets in the house
- [ ] Sun on the floor for long hours, or not

What it sits with

- [ ] A photo of the sofa, the curtains or the bed
- [ ] One or two colours you would like the rug to pick up
- [ ] Pattern you like: floral, geometric, medallion or calm and plain

Before you decide

- [ ] Handmade, or a fine machine-woven piece
- [ ] Wool, silk, or wool with silk
- [ ] Your budget, with the currency
- [ ] More photos or a short video of the piece you like



Stories woven *through time.*

Rugs, kilims, textiles, kaftans and silver, under one roof in Fatih, Istanbul. Come and unroll a few, or write to us with a photograph of your room.

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