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## rug report

# LV rug vendors buoyed by strong traffic and improving supply chain

*Many offer new PET lines due to increased focus on sustainability*

BY ANNE FLYNN WEAR

Rug vendors at the recent Las Vegas Market said traffic has almost returned to pre-pandemic levels and was up considerably compared to the August market.

"We had a really good crowd on [the second day of the show] and fed 150 people at lunch which is close to the level of traffic that we had before the pandemic," said Justin Yeck, vice president of sales and marketing for Feizy rugs. "We had some lookers but we also wrote many orders for items from our new collections."

Diana Samuels, director of operations at Harounian Rugs International, shared that opinion. "We had several bursts of traffic throughout the week and people were here to write orders."

#### Color and texture

Although the purplish blue Peri is Pantone's

color of the year, Blake Dennard, senior vice president at Kaleen rugs, said he is finding that "green is speaking to consumers and resonating with them."

"Many of our most popular rugs are in pastel colors including light green and blue," agreed Kami Navid, Jaunty Rugs vice president of sales. "I think neutrals will also remain in high demand."

Gold accents also seemed to be in abundance. "People are looking for touches of gold to add a subtle pop of color," said Carissa Near, Unique Loom account manager. "Texture is also increasingly important."

Since people are spending more time at home, they want their rugs to have more texture and a cozy feel, according to Cameron Capel, president sales and marketing for Capel Rugs.

"They want that soft and welcoming feel under their feet," she said. "In response to that,



The new Happy Day rug in meadow is the latest addition to Colette Shelton's Cococozy collection for Capel Rugs and is made with 100% recycled PET fibers.



Designer Stacy Garcia has expanded her collection with Karastan rugs including this new addition to the Crescendo Oyster rug pattern with bright purples, blues and greens.

we have added several rugs to our Cococozy collections including two hand-tufted, 100% wool collections made in India. Both collections feature a high-low textured pile that uses a mix of loop and cut yarns in various thicknesses."

Nourison's senior vice president of sales and broadloom production, Gerard O'Keefe, said sales continue to be very strong for its Prismatic collection, known for its luxurious softness and bright colors. The company added several new additions to the collection that is made with a combination of 100% New Zealand wool and Luxcelle, a silk-like thread found in the cellulose of purified cotton fiber.

#### PET rugs

With the continued focus on sustainability, several rug companies offered new lines of PET rugs made from recycled plastic bottles.

At the Las Vegas Market, Capel Rugs received a good response to its new Happy Day rug, a tufted loop construction sourced from India featuring 100% recycled PET yarns with

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Kalaty added several new rugs to its Equinox collection which is hand-knotted in a Tibetan knot weave using a combination of wool and Silkette, a silk-like viscose yarn.



Oriental Weavers introduced its Bauer collection in Las Vegas that's made with 100% recycled PET yarn and offered in a variety of colorways and patterns.

an upbeat design in meadow, marble and onyx colorways as part of its Cococozy collection. "Many of our customers have requested that we add more recycled options to our current lines," Capel said. "We've made a conscious effort to do just that."

Kas Rugs' Chloe collection is hand-woven in India of PET yarn with no backing. "Many of our retailers ask about our sustainable offerings and the Chloe collection is easily cleaned with mild soap and water, which makes it a versatile option," said Wendy Reiss, Kas Rugs vice president of sales and national accounts.

The new Helsinki line from Jaunty Rugs, with its model of protecting brick-and-mortar retailers by not offering any of its rugs online, offers rich colors and textures made from recycled PET fibers. "Our PET rugs tend to be the more affordable options," said Navid.

HRI International's Malibu collection is also hand-loomed in India from PET yarn. "These rugs offer a great transitional look with a texture field of dense ribbed high-low pile, framed by a border of plush pile in four soft-washed colorways," said Samuels.

Oriental Weavers added 10 new rugs to its Bauer collection made with recycled PET yarn. "Each 5 x 8 rug is made using 300 to 400 plastic bottles which keeps them out of the

landfills and our oceans," said Mandi Williams, Oriental Weavers director of design. "The focus on sustainability is resonating more and more with our customers."

### Improving supply chain

Supply chain issues are improving and several rug vendors said they expect things to slowly recover over the course of the year.

"There is light at the end of the tunnel," Reiss said. "We have really focused on improving our tracking during the pandemic and have added several people to our customer service team. Right now we are in a good stock position and our High Point Market introductions from October are in stock now."

The sample rugs are now coming in on time for both Oriental Weavers, which sources from Egypt, and Karastan Rugs, which sources from both Egypt and China. "This is a step in the right direction," said Robert Parr, Karastan sales representative. "We are all in the same boat, no pun intended, but most of the industry is facing the same types of delays. We expect it to continue to improve."

Most of the product for Unique Loom, which sources from Morocco, Pakistan and Turkey, comes into East Coast ports including Savannah, Ga. and Charleston, S.C. "We aren't

experiencing nearly as many issues as companies that ship into the West Coast ports," said Near.

Mike Kalaty, vice president of sales for Kalaty Rugs, said the company received a great response to the large number of new rug collections shown in Las Vegas.

"After experiencing the many challenges and disruptions the rug industry has faced over the past two years, we are thrilled to have introduced such a large number of high-end collections," said Kalaty. "We have an impressive inventory of these new rugs in all sizes and shapes in stock, ready to ship."

Rug sales for Feizy Rugs have been up triple digits over the past six months, according to Yeck. One caveat that has helped is that the company only offers rugs that are either in stock or on the water with a guaranteed delivery date.

"Our business is geared towards interior designers who make up 80% of our clientele," Yeck said. "They've found that over the past year many customers have revamped a room or purchased a second home and are looking for new rug options so we need to have those items in stock and ready meet their needs." ■