

# FIRST LOOK: LAS VEGAS MARKET



RUG INSIDER checks in with Julie Smith Vincenti, Nine Muses Media, who curates trends and educational programs—FIRST LOOK: West at Las Vegas Market and TrendWatch at High Point Market—for International Markets Centers.

**B**lues are poised to dominate in the seasons ahead, as water-inspired varieties feature prominently in PANTONE®'s home forecast for 2024. The current '90s-era **denim throwbacks** are worth noting as an inspiration source, too. Area rugs done up in hues that evoke favorite denim washes, rinses and finishes send immediate cues to the homeowner: comfortable, relaxed, and livable, especially in high-traffic areas.

.....  
◀ Couristan | Siena Ombré

*Siena from Couristan features two million points of yarn per square meter. Hand-washed for a soft and luxurious finish, each eclectic design is machine made using a unique blend of 85% viscose and 15% shrink acrylic.*  
.....

## Inside MARKETS | FIRST LOOK LAS VEGAS MARKET

**Abstract patterns** remain so popular and useful in residential interiors. Swaths of painterly brushstrokes, landscape impressions, and designs that evoke atmospheric phenomenon or processes that occur in nature are especially timely. Here, magnification is key—these artful patterns appear to be culled from microscopic examination.

**Interesting material mixes** catch my attention, especially varieties that elevate one or both materials. Weaves that incorporate jute and chenille, for instance, boost up jute and give it new tactility and allow for more pattern expression.

---

### Unique Loom | Chenille Jute ▶

*Unique Loom's medium pile polyester Chenille & Jute rug is hand braided in India. SKU #3192134 incorporates an expressive palette of ivory, pink, navy blue, yellow and green.*

---





Kaleen | Jara Collection ►

Named for the Hindu goddess of household happiness and prosperity, the Jara Collection depicts a variety of all-over linear and diamond patterns that inspire joy. These shag, all-wool floor coverings are expertly handwoven by artisan weavers. Options include area rugs in standard size and custom sizes within the parameters of 15 feet wide and 50 feet long; and Broadloom applications.

◀ Jean Stoffer × Loloi

The Bradbury Collection by Jean Stoffer in collaboration with Loloi has small-scale motifs that create eye-catching dimension. Power-loomed of polypropylene and polyester in Egypt and Oeko-Tex® certified.

**Neutrals** never fall out of favor, and what I'm drawn to minimal designs done in warm hues. Best varieties have broad applications—they suit Coastal, Lodge, Southwest, or Modern interiors, for instance, with equal ease.

Lastly, favor for **traditional patterns and design elements** is growing. Older Millennials have likely purchased the home they plan to own for the foreseeable future, and this commitment to home stirs up emotion and desire for stability. Incorporating traditional patterns and motifs—with a light hand—is one way to create certainty and convey commitment.

The Summer 2023 edition of Las Vegas Market runs July 30 – August 2, at World Market Center Las Vegas.



Julie Smith Vicenti, Nine Muses Media owner and creative director

lasvegasmarket.com  
Facebook.com/lvmarket | #LVMKT  
@lasvegasmarket | #LVMKT  
ninemusesmedia.com



# RUG INSIDER

RUGS AND CARPETS  
FOR THE DESIGN PROFESSIONAL

# SUMMER COLOR REPORT

## *Blooms & Blossoms*

SUMMER 2023 - VOLUME XXVII - ISSUE 1

### FRESH PERSPECTIVES



In My Secret Life

First Look: Las Vegas

In ANTIQUES | Blossom Designs

TRS & CCNY Return

Espressionismo Floreale

On The Cover

S&H RUGS