

Q&A WITH ...

AMIR GHODS**Owner Home Décor Fine Rugs**

Q: How long has the Ghods [pronounced "Oughts"] family been in the rug business?

A: Our experience and craftsmanship comes 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. I have been a rug merchant for 18 years.

Q: What are some important factors a rug buyer should know about rugs before buying?

A: Keep looking until you fall in love. Pick the one you love. We emphasize color, size and quality, plus the following equally important factors:

- Prioritize your rug purchases according to room-to-room size and importance.
- Accent rugs and runners are easier to coordinate with the main rug rather than vice-versa.
- Furniture in a room setting determines the rug size. The goal is to create an island effect to visually hold the pieces together.
- There are no rules about placing furniture on or off the edges of the rug. Simply go with what feels right and functions best.

Q: Describe the range of your inventory.

A: We offer high-quality, hand-knotted rugs in the following categories: new, old, semi-antique, antique, classics, traditional, transitional and modern contemporary. Our primary focus is being experts in Persian rugs.

We feel we have the largest selection of Persian/Oriental rugs in San Diego. Also many of our rugs come from rug-producing regions in and around countries like Afghanistan, Kashmir, Nepal and Pakistan.

Q: What is the oldest rug you have in stock?

A: A 130-year-old antique Persian Serapi.

Q: Describe what is inside your special vault.

A: Our special vault houses our masterpieces and many antique rugs.

Q: How important is thickness in making a quality rug?

A: The number of knots per square inch makes the difference in quality. Thickness is just what the weaver selected to make.

Q: What is a knot?

A: Hand-made knot density (knots per square inch) is an important indicator of rug quality. Most weaves are measured simply by counting the number of knots per linear inch along the warp (i.e., along the length of the rug) and the number of knots per linear inch along the weft (across the width of the rug) and multiplying to get the number of knots per square inch (or per sq. cm.).

Q: Doesn't it take an incredible amount of patience to explain the nuances of rug buying to customers?

A: I'm delighted to explain the rug business to anyone who asks. I can start by going back 2,500 years or explain why one rug can cost \$30,000 and another only \$3,000.

Q: What is the difference between a \$30,000 rug and one that retails for \$3,000?

A: Rugs made by master craftsmen command the highest price. A 12-foot-by-20-foot silk rug from Kashmir with close to 1,000 hand-tied knots per square inch (those little tufts in the rug) will run five figures. Perhaps a previously owned lamb's wool rug that's been



Amir Ghods with his wife Mahbod

well taken care of will sell at \$3,000. It all depends on a combination of factors, which include country of origin, number of knots, quality of material (silk or wool) and age.

Q: Please explain the difference between machine made and handmade when it comes to quality.

A: Handmade rugs are made from natural materials and last for a generation or longer. If they are maintained properly they will increase in value. Machine-made rugs are adequate in some situations but they are not investment quality. Machine-made rugs are basically for floor covering such as a room off the pool or a high-traffic children's area. Machine-made rugs have no resale value because often they are made from synthetic materials. Also, buyers should note that machine-made rugs are being made to look antique.

Q: How long have you been at this location?

A: Since January 2012. Before that we operated for several years out of a warehouse in the Miramar area.

Q: Why did you select this location?

A: We upgraded the look of our store to be more sophisticated and customer friendly. We realized we had to be more centrally located and be in a design district. Our 6,500-square-foot Canyon Creek showroom is open to the public, however by being located in a design district we have made it more convenient for interior designers to drop in to see our large selection and save them a trip to LA to look for equal or better quality rugs that we already stock. And, in the long run, by shopping a local store we help each other improve business conditions in San Diego. ♦

Home Décor Fine Rugs San Diego, 4140 Morena Blvd., #C, Canyon Creek Design District

Hours: Seven days; 10 a.m.-6 p.m.

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