

HOW TO PURCHASE **THE PERFECT RUG**



Dover
RUG & HOME

Five things to consider

BEFORE PURCHASING YOUR RUG

color design texture construction fiber

c d t c f

COLOR c d t c f



Warm and bright seat cushions match the warm and bright colors in the rug perfectly, creating a room that is not only cheerful but harmoniously colored.

JULIANA collection
JL-27 RAINBOW

The first order of business when selecting a rug should be to consider color. Unless your room is a blank slate, you should aim to select a rug that coordinates with the room's existing color scheme. Trust us, when you get the color right, everything else becomes so much easier.



The cool metallic grays and blacks in the room necessitate cool color tones in the rug. Here, the cool aqua and beige colors in the Bogart rug complement the existing colors in furniture and walls, creating a serene atmosphere.

BOGART collection
BG-03 AQUA-IVORY

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DESIGN

Let your personal style and existing decor guide you to select either a traditional, transitional, or contemporary rug. When in doubt transitional designs are a smart choice as they tend to work in most interiors, ranging from traditional to contemporary rooms.



The elaborately patterned chairs draw your eye in this room. Rather than compete with the pattern in the chairs with a patterned rug, it's best to select a solid design with colors that complement the chairs like this hand-knotted rug from our Byron Collection.

BYRON collection
BB-01 METAL



The patterned rug looks fantastic here, creating an eye-catching focal point that does not compete with other furniture in the room. This is because the other furniture is patternless which allows the rug to garner attention.

RYLAN collection
RL-04 IVORY-BROWN



c d t c f

HOW TO MIX LIKE A PRO

Mixing multiple patterns in a room is entirely possible and quite stylish when done correctly. Just consider these basics when mixing it up:

Color is paramount

Pick a rug that stays within the room's existing color family (pastel colors with pastel colors, jewel tones with jewel tones, etc.) and the room's different patterns will appear in harmony rather than competing for the eye's attention.

Mixing two patterns

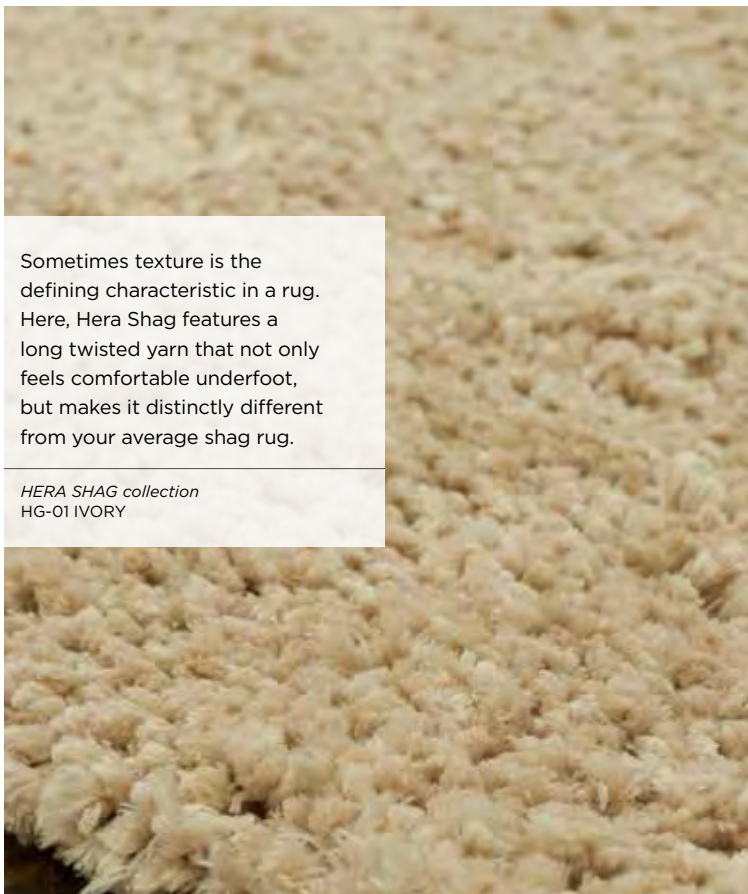
Make sure the rug's pattern and scale is distinctly different from the existing pattern in the room. For instance, if the room's armchair is upholstered in an intricate floral design, select an over scaled geometric rug design.

Mixing three patterns

In this case, the rug's motif should match one of the room's two existing pattern but in a different scale. As an example, an over scaled animal print rug would work with an intricate animal print pillow and plaid throw blanket nicely.

c d t c f **TEXTURE**

Design and color may define a rug to most onlookers, but the visual effects of texture should not be underestimated. Not only are textured rugs visually intriguing in themselves, they offset the solid surface of your floor, drawing your eyes into the dimensions of the rug.



Sometimes texture is the defining characteristic in a rug. Here, Hera Shag features a long twisted yarn that not only feels comfortable underfoot, but makes it distinctly different from your average shag rug.

HERA SHAG collection
HG-01 IVORY



Brighton illustrates how impactful it is to combine texture and pattern. Brighton is constructed in a cut pile/loop combination, with certain parts of the design strategically raised to create a high/low effect. This allows the pattern to 'pop', creating dimension and overall visual interest.

BRIGHTON collection
BT-04 GREY-GOLD



Flat-weaves resurged in popularity in 2012 and will continue into 2013, but expect textural effects to redefine the flat-weave category. As an example, the new Adler Collection literally takes flat weaves to new heights. Its defining characteristic is wool pile which is tufted over the flat-weave.

ADLER collection
AW-02 TURKISH COFFEE





Five reasons to buy a rug

BESIDES THE LOOK!

- 1 **CREATE A FOCAL POINT
IN YOUR ROOM**
- 2 **ADD COMFORT AND
WARMTH UNDERFOOT**
- 3 **PROTECT FLOORING
AND FURNITURE**
- 4 **MUFFLE SOUND**
- 5 **COVER IMPERFECTIONS**