



## What's new with custom rugs? Huge sizes

Anne Flynn Wear // Assistant Managing Editor // February 23, 2023

One of the features of custom rugs that is gaining in popularity is the practice of offering them in humongous sizes. Rug makers say that with new, grander homes being built, as well as smaller homes with open floor plans, it's important to offer large sizes at scale.

"People want to buy a rug and enjoy it tomorrow. They don't want to wait six months for a rug," said Satya Tiwari, president of Surya. "We now offer custom sizes from day one. We offer a program where any handmade rug can be customized at any time."

Surya recently added 12 x 15 and 12 x 18 sizes to its standard sizing to accommodate these requests.

The company is also offering wider runners. Tiwari said his company studies sales of custom sizes and then starts offering the larger measurements as part of its standard size offerings.

Kyra Schulhof, founder of Fayette Studio, based in Greenwich, Conn., agrees, "Larger rugs that anchor a room have become popular in the open concept homes that are now common."

Kalaty Rugs is also emphasizing its mansion-size collection, which is made up of 37 designs in an array of colors and style genres. Its existing high-end hand-knotted collections are now available in 13 x 18, 14 x 20, 15 x 22 and 16 x 24 sizes.

"Our area rugs elevate and enhance the beauty, warmth and enjoyment of interior spaces of all sorts," said Kamran Kalaty, who helps run the family business.

Along with custom sizing, new colors and textures are rising to the top.

"Lately, there has also been a trend towards rugs with bold patterns and unique shapes," Schulhof said.

"Textural rugs made of soft materials like merino wool and alpaca have also remained popular and continue to be in high demand."

Earthy colors are also gaining in popularity.

"Green is hottest color right now," Tiwari said. "We are also seeing different shades of beige. If you look at the past three to four years, you'll see that the grays and blues are largely gone and have been replaced by taupe, beige and shades of sand. That's currently a hot color in the industry. We are also seeing yellow that looks like sand along with shades of green such as sage."