

Why Persian Carpet is Well-known, Part One

Persian carpets have shining global reputation for centuries. Uniqueness, glory, quality, dreamy pattern make owner of Persian carpet someone like an art collector...

You will read below “**Why Persian Carpet is Well-known...**”

- **Buying a Persian carpet means buying a perfect symbol of Iranian art and culture.**

For centuries carpet weaving was an essential activity in Iran, considered an art rather than a business.



- **Carpets are one of the most powerful elements in interior design.**

Carpet is a major item in process of interior styling with its unparalleled role. In one word, Persian carpet as a main piece of decoration, shoulders the burden of unifying the environment.

- **Persian rug is inimitable messenger for culture of its origin.**

Persian carpets are designed with soul and woven with heart by their artisans such as designer, weaver and scenarist team of the masterpiece.

- **It also means acquiring an absolutely unique good.**

As all Persian carpets are strictly handmade, each has an absolutely distinguished pattern. There is a custom of making one mistake in the weave: according to Persians, this is to show that only God is perfect; humans are prone to mistakes.



- **Purchasing a Persian rug equates to acquiring a high quality product.**

Persian rugs can be identified by their very thick pile of up to 1,500 knots per square inch and higher.

- **Acquiring a rug in Iran means supporting local trade.**

Today there is an estimated population of 1.2 million weavers in Iran. Buying Persian carpet means empowerment of weaver artisans to invest their incomes for educational, cultural promotion of family, area, society and totally the world.