

styleline Fine Homes and Hagopian World of Rugs present...

Great Homes



DO IT TODAY:

Clean Up and Cash In With Hagopian

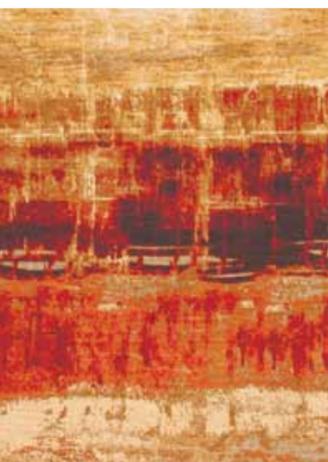
Thinking about buying a rug or carpet in the near future? Take advantage of the Hagopian Rewards program now. Have your carpet, furniture, drapery or tile cleaned and save your receipt. Shop a Hagopian showroom within 12 months for new carpeting, wood flooring or rugs and get full credit, up to 15% off your new purchase. Call today to schedule your cleaning appointment and start saving for later. **1.800.HAGOPIAN.**

Tip Sheet



Strike a Balance

Whatever your rug or carpeting choice, a well-dressed room displays a level of balance that naturally puts you at ease, says Edmond Hagopian, president and CEO of Hagopian World of Rugs. "Look to some level of balance to make your room look its best. If your wood floor is dark, choose a rug that is light or has a light border. Or if you want a dark rug make sure you have rich color on your walls or window treatments to balance the color in your room," Hagopian says.



Try Something Off-Kilter

Transitional looks, which have more open and sometimes even asymmetrical patterns, have been in demand for some time, Hagopian says. "Asymmetry can provide a wonderful look to a room. Your eye will move differently through asymmetrical patterns, and there is something very relaxing about it as a result," Hagopian says. "But, these designs can be tricky to place your furniture on, so make sure you test every rug out in your home before you decide. Our Free In-Home Trial will help you make the perfect choice."



Fix the Oops!

Although most fibers have some natural stain resistance, when spills happen, be prepared to move fast, Hagopian says. "React quickly, and blot up as much excess stain liquid as possible. Most stains will come out using mild soap and water if you can get to them fast," he says. "But don't get too energetic with the elbow grease, or you risk damaging the fibers. Blot gently and with the grain of the fabric, using a clean, absorbent cloth."

Your Best Move? Stay Put and Enjoy a Whole New Look

Make your living spaces new again with beautiful rugs and carpeting

Considering a change of scenery? Think you might be ready for a move but worried that your home's value hasn't rebounded from the housing market plunge? Your best move might be to simply relax and stay for a while.

"A lot of our customers would like to move, but can't so they are giving their home a new look by redecorating instead," says Edmond Hagopian, president and CEO of Hagopian World of Rugs.

"There are many ways to refresh your home's look and feel. One of the easiest is to replace your old carpet or add a beautiful rug. Either option can dramatically improve the look of your home for a relatively small cost."

If it has been awhile since you last purchased a rug or carpet, now is the time to discover the many unique options that are available.



BOOST YOUR ROOM'S LOOK with rich textural appeal. "Start by considering the overall feel you want to capture for your room. This will help guide you to the perfect rug for the space," Hagopian suggests. "Many rugs today have less design and more texture. A subtle tone-on-tone design provides an elegant look while a heavy texture can be very casual. When you choose a rug in a neutral color with an interesting texture, you won't be adding visual energy that a traditional Oriental pattern brings to the room. Your result is a quieter, more peaceful living space that many of our customers prefer."



EXPRESS YOURSELF with a made-to-order selection. "Thanks to improved technology, customers can design a completely unique rug more affordably and with less wait time than ever before," Hagopian says. Using high-resolution computer screens, you can choose a design, select your colors, and create a rug that will exactly match your individual living space.



REPLACE HIGH CONTRAST DESIGNS with neutrals to bring out cool sophistication in your rooms. Grays and beiges are making a fashionable comeback in rugs and carpets, Hagopian says. "And while color may still be important, we aren't seeing as much contrast as we have in the past. We are selling more tonal or single color rugs and less contrast, less design. It's a very understated, relaxed look," he says.

StyleLine magazine's Fine Homes section is available online at <http://tinyurl.com/FineHomes>. View an archive of past editions of Great Homes at www.stylelinemag.com

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