

# TOP floor fashions

*Furniture Style* asks three spring arrivals to the area rug category—Martha Stewart, Marcia Weese and Tracy Porter—to discuss the inspirations, directional colors and design styles behind their works of art with partners Safavieh, Thomas Moser and Feizy, respectively.



## Tracy Porter

Area Rug Partner: Feizy Rugs®

Designs: Luisance, Cordonnet and Verdigris for the Tracy Porter® Collection

"Consumers are going to notice that these rugs are driven by subtle pattern and motif. A rug is the anchor in your room, so it's important for people to see that they're classic Tracy Porter.

"Our area rug clients want to surround themselves in beauty and comfort; two of the greatest luxuries. Whether you're a person who loves Country rustic, or something more modern, you're going to find a rug in these groupings.

"We offer three hand-knotted collections: Luisance, Cordonnet and Verdigris. A consumer could put the rugs in any home and any kind of environment. There are beautiful neutrals; they are pattern- and color-driven and have an antique wash over them. The rugs look like heirlooms, like they could be passed on by someone—I love that feeling."

Part of the Verdigris Collection, #7160F in gold/multi (above, left) and #7159F in blue/multi are hand-knotted of New Zealand wool. **CIRCLE 255**



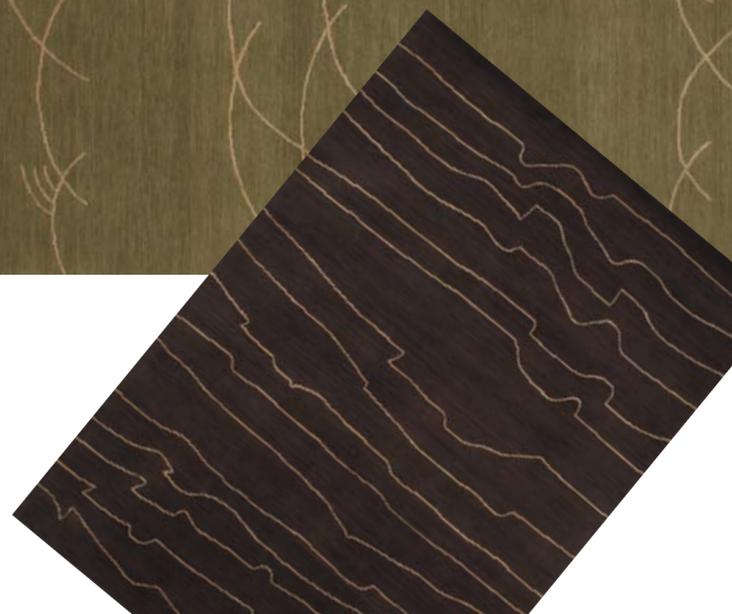
## Martha Stewart

Area Rug Partner: Safavieh

Designs: Transformations, Cultivations, Interpretations and Explorations for Martha Stewart Rugs

Constructed of 100 percent wool, Grasses in Chamomile (above, right) and Sunstripe in Linen are designed by Martha Stewart for Safavieh. **CIRCLE 253**

"The Martha Stewart Rug Collection is based on our archive of unique ideas and singular patterns, some of them inspired by rugs that [our team] has personally been collecting for decades. No matter what your home's décor is, the Martha Stewart Rug Collection will help add comfort, warmth and impeccable style. As with all aspects of our brand, our rugs showcase clear design direction, color, style and simplicity."



## Marcia Weese

Area Rug Distributor: Thomas Moser

Designs: Prairie, Ripple, Grain, Flora, Wind, Root, Pool, Net, Stem and Rain for the Prairie Collection

"I've been an interior designer for about 25 years now, and I began to want something on the floor that I couldn't find in the marketplace. I was fortunate to meet a Tibetan family in New York that owns a factory in Nepal.

"For me, designing rugs is like painting: creating art for the floor. The Prairie Collection has simple, linear designs that do not overpower a room or demand a certain kind of furniture. I call it the Prairie Collection because I grew up on the Midwest prairie—running through grass, watching the wind blow in the fields, watching the light change across the horizon. Because the rugs relate to patterns in nature, colors became an important part of the collection, too. They're saturated and rich ... the colors you find in nature."



Part of Marcia Weese's Prairie Collection, Prairie in leaf/ivory (left, top) and Wind in raisin/oat were inspired by Weese's childhood experiences in the Midwest prairie. **CIRCLE 254**