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topics
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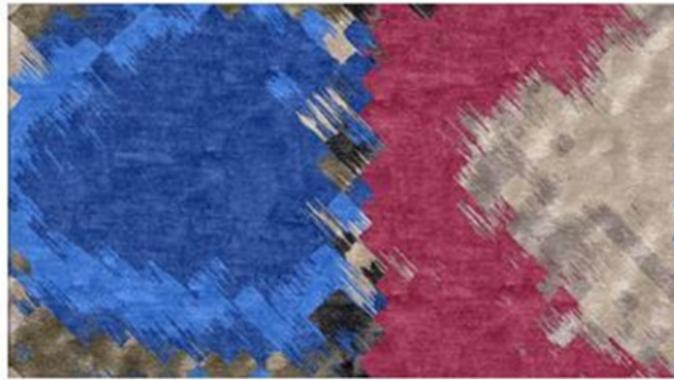
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ABSTRACTION: Asymmetrical color wash in brush stroke pattern. Complete departure from traditional handmade rug patterns.

What's Trending in Rugs

4.9.15 | Aspen, CO | With design trends constantly changing, it can be hard to keep up with what's in and what's out. Luckily, we can turn to industry experts who stay on top of this evolving environment.

High Country Rugs has decades of experience in designing and crafting the world's finest custom hand-knotted and hand-tufted rugs. Based in Aspen, Colorado, High Country Rugs works directly with weavers high in the Himalayas to create exactly what is ordered out of lustrous local and New Zealand wools. Its proprietary **3D Custom Design Studio** software system, the only 3D rug design program online, revolutionizes an ancient trade, creating a new, innovative way for design professionals and the public to purchase museum-quality rugs, while choosing virtually every aspect of the rug.

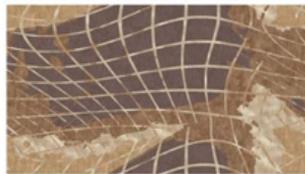
"Current trends quickly become apparent to our team based on what we see our clients ordering. As our rugs are completely customizable, we are ready to create whatever customers are looking for," said **Jason Leach**, Principal and Co-Founder of High Country Rugs.

The following are the top eight trends he sees in the rug industry:

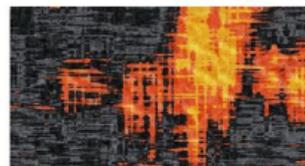
- 1. BREAKING BARRIERS:** Rugs without a traditional pattern or any symmetry:
- 2. HITTING THE RUNWAY:** Incorporating fabric patterns and trends in fashion:
- 3. DOWN TO EARTH:** Colors trends, especially in hospitality, tend to be favoring earth tones and neutral colors, in both contemporary and traditional patterns:
- 4. SHINE BRIGHT LIKE A DIAMOND:** Using silk in the brighter accent colors:
- 5. LET'S RAISE THE VOLUME:** More traditional or busy patterns and deconstructing them or veiling them behind a layer of 'noise':



ZEBRA HOUNDS TOOTH LARGE: Using combined inspiration from traditional fabric patterns such as houndstooth and weaves creates a contemporary rug design.



HABILATORY: While luxury often prefers a lighter palette, selecting a slightly darker hue will wear better and allow other furniture in the room to provide a pop of color.



DARK FIRE: A detail from a digitally manipulated photograph, silk accents provide sheen and become the focal point of the design. Once drawn in, the luxurious hand feel of silk is impossible to resist.



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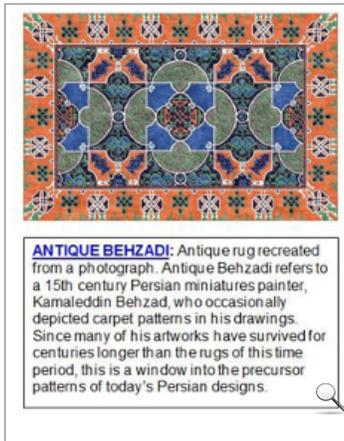
CITED:
"It is impossible to begin to learn that which one already knows."
Epictetus

6. FEELINGS MATTER: Using a texture instead of a pattern:

7. GETTING LOST AT SEA: Nautical designs, especially incorporating compass roses and semaphore flags:

8. REVIVING THE PAST: Modern recreations of antique rugs:

With High Country Rugs, any rug can be made using hand-knotted or hand-tufted techniques with any fiber, size, color, pattern, shape and dozens of finishing techniques. Clients can use their own artwork as well, and colors are repeatable decades into the future, should they wish to order additional rugs.



Above is a sampling of what's available from High Country Rugs using its 3D Custom Design Studio software system, but your imagination is the only limitation when creating a rug.

About High Country Rugs

High Country Rugs has decades of experience in designing and crafting the world's finest custom rugs and is based in Aspen, Colorado. Founded in 2005 by Jason Leach and Brian Payntar Harris, its proprietary 3D Custom Design Studio software system, the only 3D rug design program online, revolutionizes an ancient trade, creating a new, innovative way for design professionals and the public to purchase museum-quality rugs, while choosing virtually every aspect of the design. The company works directly with weavers high in the Himalayas, who rely on the same textile traditions they have for generations, but who can accommodate a wide range of styles – from Persian to Contemporary and Southwestern – and 600-plus color choices.

For more information, visit: www.highcountryrugs.com or call 970-379-3225. Like the Facebook page at www.facebook.com/HighCountryRugs and follow on Twitter at www.twitter.com/highcountryrugs.

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