



# the rug illustrator

## A few words from the family...

With the warm weather finally upon us, Momeni is gearing up for a great summer market season, full of terrific products and fabulous deals.

Our newly introduced broadloom collection is ready to ship, along with our new one-tier and two-tier rack systems to accompany our ever-growing assortment. In addition, we invite you to join us this summer to delve into a world of color-saturated new introductions and one-of-a-kind rugs that will add a bit of the exotic to your offering.

Momeni Concepts continues to be an amazing addition to our assortment, as it allows customers to design their own New Wave rug to their specifications. Visit [www.momeniconcepts.com](http://www.momeniconcepts.com) for more information and to see how you can become a dealer.

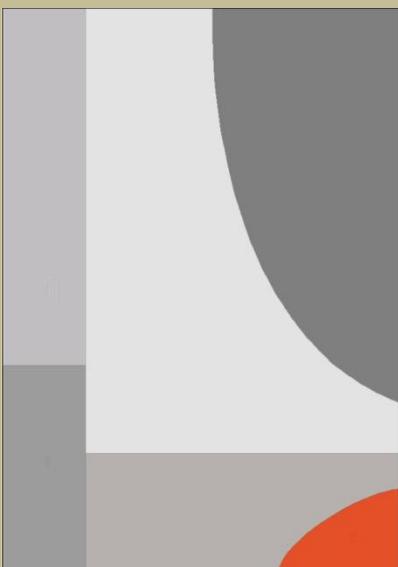
Momeni continues to be your one-stop source for area rugs, roll runners, custom projects and broadloom, so be sure to visit us during the upcoming summer markets and see what Momeni can do for you!

*-Reza Momeni, President*



*Some of the great products you will see at the upcoming markets!*

## GREAT CONCEPTS



MOMENI CONCEPTS...*make it your own*

Momeni Concepts is quickly becoming a favorite amongst new and existing customers for its ability to give clients the chance to create their own custom New Wave. Introduced in the winter of 2010, the Concepts program was born of the idea that people want the ability to "design" a rug that will fit perfectly within their décor, while giving them a piece that no one else will have—their very own one-of-a-kind.

The program features many of our popular New Wave designs, to be made in any of six shapes, with endless color options—you are truly only limited by your imagination. Each design takes approx 2-3 months to complete once the final rendering or strike-off is approved and is delivered to the dealer for easy dispatch to the customer. Simple process and beautiful designs is what Momeni Concepts is all about.

We invite you to visit [www.momeniconcepts.com](http://www.momeniconcepts.com) for more information or to find out how to become a dealer.

## ONE of a KIND

With the recent embargo placed on all Persian carpets, the demand for these pieces—and their Peshwar counterparts—has increased amongst our customers. Because of this, we are offering special buys on Baluch, Indo-Serapi, Kazak and Khan Mohammadi designs, as well as having the freshest selections of Pakistani Chobi's just in time for the summer and early fall markets. Contact your rep for more details.



*Just one of the beautiful Indo-Serapi designs available*

# and introducing...

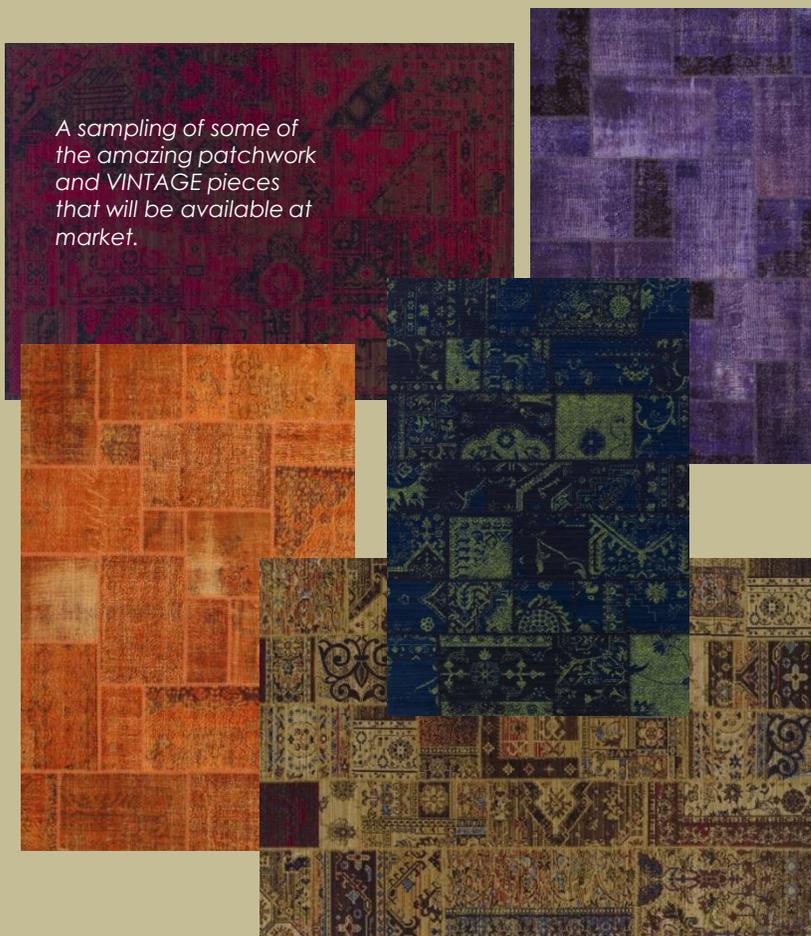
Bright punches of color are on trend in both ready-to-wear and home furnishings, with special attention being paid to floor coverings that have undergone a "color reform"—a heavy wash of bright colored over-dyeing that results in a look unlike anything you've ever seen.

Initially developed as a way to reinvigorate imperfect carpets through the power of color, the process has grown in popularity and the category has breathed new life into these hand-knotted pieces by taking them to an other-worldly chromatic level, all the while maintaining the integrity of these beautiful rugs.

Momeni is joining the color revolution with our fresh assortment of one-of-kind rugs that embody this process and further enhance it by piecing together the most unique and interesting rugs, stitching them into modern heirlooms.

In addition to our one-of-a-kind pieces, we will be launching our new **VINTAGE** collection of power-loomed rugs. This new collection is inspired by the past with a nod to the future, in designs that showcase the look of a hand-knotted rug in a power-loomed construction. Each design is hand-sheared to give it a worn, antiqued feel and all are available in five programmed sizes. Revolutionary in its approach, Vintage gives customers a truly one-of-a-kind experience in a program.

Be sure to visit us during the upcoming summer markets to see these distinctive pieces and perhaps make one your own.



A sampling of some of the amazing patchwork and VINTAGE pieces that will be available at market.

## July:

*The Atlanta Gift  
and Home Furnishings Market*  
July 13<sup>th</sup>–20<sup>th</sup>, 2011  
AmericasMart/4-B-4

## Aug:

*The Las Vegas Market*  
Aug. 1<sup>st</sup>–5<sup>th</sup>, 2011  
Las Vegas World Market/B425

{save the date}

# NEW & NOTEWORTHY

\* Momeni broadloom has arrived!!! We are stocked in many of the designs and qualities and ready to take your orders. In addition to the outstanding assortment of wall-to-wall, we are also ready to ship our one and two-tier display units to accompany our area rug and broadloom collections. Visit [www.momeni.com](http://www.momeni.com) for more information



*Cosmos, from our new broadloom collection*

\* Our monthly promotions are back by popular demand! Check your mailbox for this month's special and if you haven't already done so, be sure to supply us your e-mail address so that you don't miss out; simply send an e-mail to [info@momeni.com](mailto:info@momeni.com) with "ADD TO E-MAIL LIST" as the subject and you're in!



*GM-11 Gold  
from our  
Gramercy  
Collection*

\* Momeni is extremely sensitive to the current economic environment and has developed products that are wallet-friendly, yet beautifully crafted. Our Gramercy collection of loom-knotted rugs is casually elegant in its simplistic approach to design. Giving the appearance of a higher-end hand-knotted rug, Gramercy will add a big city feel to your home without breaking the bank.

\* We are pleased to announce that Stephen Hoberman was recently promoted to the position of National Sales Manager, following Austin Craley who resigned earlier this month for personal reasons. Austin joined Momeni in 2001 and we wanted to take this opportunity to thank him for his service to the Momeni organization over the past 10 years.

## Sept:

*NY Metro Market Week*  
Sept. 12<sup>th</sup>–16<sup>th</sup>, 2011  
60 Broad Street/Carlstadt, NJ

## Oct:

*International Home  
Furnishings Market*  
Oct. 22<sup>nd</sup>–27<sup>th</sup>, 2011  
IHFC/Green Wing/G-369