

DESIGN | STORIES



NASIRI A REVOLUTION IN FLAT WEAVE RUGS

For almost two decades, NASIRI has been employing old-world techniques of carpet weaving to create truly unique pieces that have a sense of history intertwined with a more contemporary style. "Our modern collections are characterized by clean lines and minimalistic style," says Nader Nasiri, CEO and creative director of NASIRI, "but are created using ancient techniques, keeping a constant flow between old and new." The process starts with sheering the finest Persian sheep and selecting only the best hand-carded spun wool. Artisans then use natural minerals and plant extracts to create dye fast color. Once this is accomplished, the ancient art of weaving begins. "With each generation the weaving techniques have become more intricate and detailed," says Nasiri.

1. MIDCENTURY FLATWEAVE
2. CHARMO FLATWEAVE
3. RICCI FLATWEAVE
4. CHARMO FLATWEAVE
5. DAMAVAND FLATWEAVE

Today, NASIRI is helping to usher in a new era of flatweave rugs, ones marked by new textures and dimensions that mimic the look of a thicker pile. "We are constantly expanding our current collections by being innovative with our designs and playing around with weaving techniques," says Nasiri. For its designs, NASIRI draws inspiration from the landscape of northwest Iran, replicating the clean, well-designed lines to create a minimalistic sophistication seen in all its rugs. "From the beginning, flatweaves always had texture, but we wanted to give them more dimension," says Nasiri. This new construction gives body to the rug and provides a luxurious look unseen in other flatweaves.

Since NASIRI manufactures its own carpets, they can offer bespoke service with endless options of size, color, weave, texture and design. Find out more at nasiricarpets.com