



The "Grand Gallery" in Karastan's new Chicago showroom

'Laboratory' Of Concepts Unveiled By Karastan

Continued from Page One)
 innovative product presentation
 concepts we have been develop-
 ing during the past 18 months."
 Mr. Larkin pointed out that
 Karastan's showrooms in New
 York and San Francisco had
 already been converted to
 incorporate many of the new
 concepts featured in the new
 Chicago space.

But the increased footage,
 the ceilings and window
 exposure here gave our
 showroom designers the
 freedom to introduce a number
 of important new ideas and to
 do things we simply could not do
 in the other showrooms."

Karastan's new Chicago space
 was designed by the Shank
 brothers of New York City, headed
 by the husband and wife design
 team of Bill and Erica Shank.
 The Shanks, who also did the
 design on Karastan's New York
 and San Francisco showrooms,
 have been responsible for
 upgrading the New York show-
 room of the Fieldcrest
 Marketing Division.

As explained by Mr. Larkin:
 Karastan's model store
 concept is the foundation for our
 program to help our dealers
 create a more inviting selling
 environment.

As I have stated in the past,
 many carpet stores today are
 cluttered with waterfalls
 of samples with all the charm and ap-
 pearance of a used car lot.

We feel this showroom illus-
 trates how carpet stores can
 present a sense of fashion and
 class, order and organization
 and can make shopping for the
 customer an exciting, pleasant
 experience rather than the con-
 fusing chore many find it

related, "The model store
 concept is established before a
 customer enters the showroom. The
 glass walls flanking

the entrance create the look of a
 retail store from the outside. In
 each window one of Karastan's
 new area rug collections is fea-
 tured.

"But, instead of a plain
 product display, the rugs are
 shown in the environment of a
 modern living room illustrating
 their dual function as an accent
 piece on the floor and as a
 wallhanging."

The space within the Chicago
 showroom is divided into a
 series of partitioned areas
 including a "Grand Gallery"
 featuring a parquet floor and a
 mirrored ceiling. This gallery
 currently highlights Karastan's
 new area rugs on the floor and
 walls.

Other areas include a section
 devoted totally to broadloom and
 a series of "galleries" featuring
 each of Karastan's Oriental
 design rug collections.

A special space has been
 created for Karastan's group of
 contract broadlooms including a
 small conference room which
 can be partitioned by a movable
 wall. A number of private offices
 are also incorporated in the
 showroom.

Mr. Larkin stated: "We
 purposely highlighted our area
 rugs for this market, especially
 in the Grand Gallery. This is
 because we introduced four
 completely new area rug col-
 lections, and we wanted to make
 a strong, dramatic fashion
 statement about these rugs.

"The flexibility of our new
 showroom permits us to shift the
 emphasis readily when we have
 other products that we wish to
 feature."

The broadloom area
 incorporates many of the
 concepts previously developed
 by Karastan management and
 the Shanks in the New York
 showroom. This includes:
 (Continued on Page Six)



This gallery is devoted to the original Karastan collection of Oriental design rugs.



Karastan's contract grades are displayed in this separate section of the new showroom.