

# New Area Rug Collections Introduced By Karastan

Taking aim at the expanding nation-wide demand for quality area rugs, Karastan is introducing four new rug collections for the fall.

According to Robert V. Dale, vice president of styling and design, special efforts are being directed at "discriminating younger homemakers who insist on both originality and quality in their area rugs."

"However," he stressed, "the more traditionally-inclined consumers are definitely included in the new Karastan rug collections."

He pointed out that rugs have been basic to Karastan ever since the first Karastan rug was made in 1928, and that with new collections offering a choice of modern, contemporary or Oriental designs, Karastan is catering to a broad taste spectrum. "Obviously we are making a strong fashion commitment to the area rug," he stated.

The Young Elite Collection is the name of Karastan's new group of area rugs with a definitely modern theme.

As described by Mr. Dale, "This group provides a series of geometric and abstract designs pointedly aimed at younger homemakers. Especially noteworthy is the color treatment. All of the rugs show the bold designs in white Berber tones against a background of darker beige Berber colorations."

The choice of pattern names for the Young Elite rugs gives a

hint to the designs. The geometrics are called "Fretwork Finesse," "Tribal Tile," and "Octaveau." The abstracts are designated as "Tone Poem," "Free Expression" and "Fancy Spree."

"More contemporary in character" is how Mr. Dale describes the Helvetian Flair Collection. These small-scale geometric patterns lend themselves to both eclectic and traditional decor as well as modern furnishings, he noted.

Featuring the influence of a major European design house, the Helvetian Flair Collection will be introduced initially with two patterns, each with a mini-geometric border against small-scale block motifs in the field.

The first pattern is called "Swiss Movement" and the second is named "Zurich Square." The rugs are woven of all-acrylic face yarns in a dense cut-pile texture. The designs will be available in three colorations, all carefully skein-dyed, with such names as Geneva Gold, Alpine White, Lucerne Blue and Swiss Chocolate.

The other two new collections present traditional Oriental design rugs made by Karastan's exclusive Kara-Crest process.

"Our new Tien Ming rug is a 'tour-de-force' of the Kara-Crest process," Dale declared. "Using this ultra-modern computerized technology, we have been able to re-create a classic Chinese

medallion rug which, even to expert eyes, is difficult to tell from a true handwoven Chinese rug.

"Tien Ming — which translates into 'will of heaven' — is a super-dense, super-thick pure wool rug loaded with luxury," Mr. Dale declared.

Tien Ming is being offered in both an uncarved and a hand-carved version. In the latter, hand-carving carefully traces the lotus motifs in the border and the central 'shou' medallion, creating rich highlighting in relief.

Initially it will be offered in the skein-dyed coloration of gold tones on a white ground.

Orient Treasures is the name for the fourth new area rug group by Karastan. It is made up for this introduction of three classic Oriental designs — a Caucasian, a Yuruk and an Agra — in rich skein-dyed colorations.

Orient Treasures also features the use of pure wool pile yarns in a luxuriously dense surface produced by the Kara-Crest process.

"For this collection," Mr. Dale reported, "we have introduced some striking colorations such as 'Anatolian Red,' 'Kurdish Copper' and 'Eastern Jewel' — the latter having a deep brown coloration mixed with blues and ivories. A lustre wash provides a mellowing patina and rich highlights to the colors."



TIEN MING, a classic Chinese medallion design in thick pure wool pile, is made by Karastan's ultra-modern Kara-Crest process.



TRIBAL TILE



GRANDE VELA finish in a broad