

HE'S BACK!

Retail buyers rejoice! International tastemaker Alan Pourvakil is wholesaling rugs again. We sat down with the award-winning rug expert to find out about this welcome surprise.

RI: Though hard to believe, there may be a few newbies in the industry who don't know you. Can you give us a quick overview?

AP: When I began in the world of rugs in 1989, I was immediately captivated by the beauty, culture and story of each carpet, each region. Being born in Iran, I've always felt a national pride in the art form and have always wanted to bridge the gap between art, culture and home fashion. I dove in and have experienced every aspect of the business, from designing, wholesaling and retailing to consulting, to-the-trade sales, lecturing and more.

From 1996-2004, my brother Michael and I owned an award-winning wholesale firm called Woven Art Studio. In 2004 we both had the itch to be "solo artists" and opened our own distinctive designer showrooms in Canada. Mine is called W Studio and will still be open to-the-trade.

RI: So why come back to the wholesale side now?

AP: It's always been the next level of my business plan, but I was committed to waiting until I had developed the right product to share, one that I thought my dealer friends could benefit from. I believe I've done that.

RI: Describe the new product.

AP: The carpets are being sold under the name, "Alan Pourvakil Collections." Geared toward dealers looking for ultra-high-end, contemporary looks, the carpets are intricate, fine Tibetan hand-knots from Nepal, made with as much as



70-percent silk. I have several qualities, with an average of 20 colors—that's an average—and varying blends of wool and silk.

It is important to me to offer the carpets in limited editions so that dealers and their high-end clients feel they are getting something special—and they are. The designs are complex, layered and uniquely colored. I've paid attention to every detail. You know, I've seen a lot of rugs over my 27-year career, working six-to-seven days a week. I'm especially proud of these. You have to see them in person.

RI: Will you go to any trade shows?

AP: I've given a lot of thought to exhibiting at Domotex and believe it will be much better for me to invite select, very exclusive dealers to my own

studio here in Toronto and have them experience not only the carpets, but also the city. I want to make the best first impression I can. Once we make that initial impact, I'll be constantly introducing new designs and colors to fill in gaps I see in the market.

RI: What else would you like buyers to know?

AP: I know what sells. I know what people want. I am here to serve. I want to help people find the right carpets. My goal is to create something complex and beautiful that currently is not in the market, to move the industry forward with art, innovation and something special that my dealer-partners can feel proud to showcase. I'm ready to support you.

