



# 5 PROFESSIONAL SECRETS FOR SELECTING RUGS THAT ELEVATE ANY INTERIOR

# WELCOME

Hi, I'm Francesca — founder of Intrecci by Francesca and Managing Director of Eskici Rugs. I help interior designers source rugs that transform spaces, elevate projects, and hold long-term value.

Your clients trust you to bring vision and clarity. They don't want predictable pieces—they want selections that feel intentional, personal, and designed to last.

But navigating the world of handmade rugs can be overwhelming. From explaining why some pieces command higher prices to moving clients past “safe” choices, it's easy to feel uncertain about how to position rugs with confidence.

This guide reveals 5 professional secrets that will help you go beyond predictable selections, present rugs with authority, and create interiors that feel both distinctive and memorable.



# LEAD WITH PROVENANCE, NOT JUST PATTERN

## SECRET # 1

The Secret: A rug's origin is part of its design story. Pieces with clear provenance (Persian, Anatolian, Moroccan, etc.) carry cultural depth and lasting value.

The Challenge for Designers: Without a story, rugs can be seen as just surface decoration. Clients may not grasp why one piece is more valuable than another.

How to Apply This:

- Add origin details to client presentations.
- Create a “Rug Story Card” with age, origin, and cultural significance.
- Use provenance to frame the rug as meaningful, not just decorative.

Designer Advantage: Highlighting provenance strengthens your authority. You're not just showing a rug—you're presenting a piece of cultural design history that elevates the client's project.





# SHOWCASE THE CRAFT BEHIND THE BEAUTY

## SECRET # 2

The Secret: Handmade rugs, crafted with natural fibers like wool and silk, age beautifully and endure. Subtle irregularities are the marks of true artistry.

The Challenge for Designers: Clients often struggle to see the difference between handmade and machine-made rugs, leading them to question pricing.

### How to Apply This:

- Point out irregularities as evidence of craftsmanship.
- Show the rug backing to demonstrate hand-knotted construction.
- Reframe imperfections as artisanal signatures.

Designer Advantage: You equip your clients to appreciate authenticity—and you reinforce your expertise as the one who can guide them to lasting, valuable pieces.





# SCALE UP TO CREATE INSTANT IMPACT

## SECRET # 3

The Secret: Scale communicates luxury. A well-sized rug anchors furniture, enhances flow, and makes a space feel intentional.

The Challenge for Designers: Clients may want to cut costs with smaller rugs, but undersizing weakens the entire design—even when the rest of the room is flawless.

How to Apply This:

- For living rooms, ensure rugs extend under at least the front legs of sofas and chairs.
- Frame sizing as an investment in the success of the whole design.
- Remember: bigger is almost always better.

Designer Advantage: When you control scale, you control the room. Proper sizing immediately elevates the project and strengthens your professional credibility.





# USE RUGS AS YOUR DESIGN ROADMAP

## SECRET # 4

The Secret: Rugs set the tone for everything else. They can establish a palette, unify disparate elements, or introduce the personality that makes a space unforgettable.

The Challenge for Designers: Rugs are often treated as an afterthought, leading to missed opportunities for cohesion and impact.

### How to Apply This:

- Pull colors from the rug and repeat them in accessories or art.
- Begin your palette with the rug, not after the fact.
- Show how the rug creates design flow across the room.

Designer Advantage: Positioning the rug as the foundation—not the finishing touch—helps your clients see you as intentional, strategic, and visionary.





# POSITION RUGS AS LASTING ASSETS

## SECRET # 5

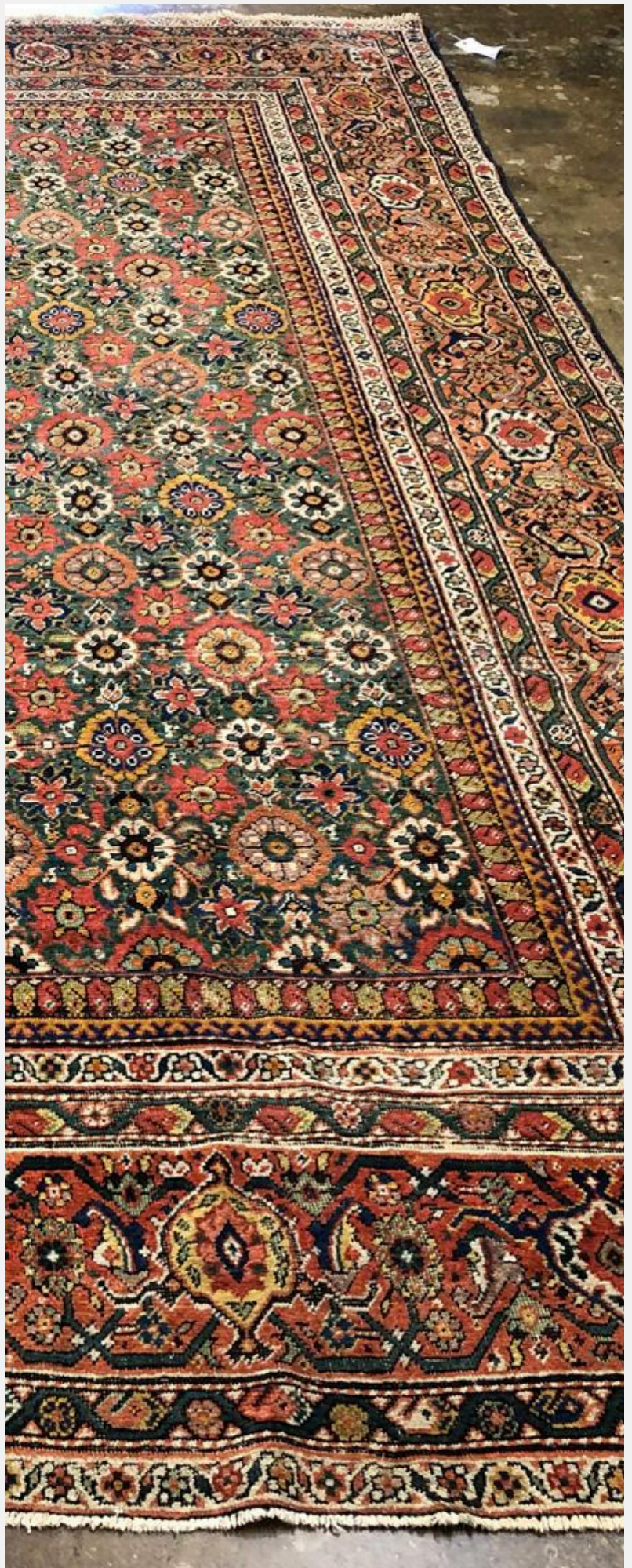
The Secret: Quality handmade rugs don't just decorate—they can hold or even increase in value over time.

The Challenge for Designers: Clients often view rugs as expensive floor coverings rather than long-term investments.

How to Apply This:

- Present rugs as heirloom pieces that can be passed down.
- Differentiate between short-term decoration and long-term value.
- Share examples of appreciation in similar pieces.

Designer Advantage: By framing rugs as assets, you elevate the conversation from cost to investment—strengthening trust and positioning yourself as a designer who delivers both beauty and value.



# READY TO SELECT WITH COMPLETE CONFIDENCE?

## JOIN THE DESIGNER INSIDER CIRCLE

With Intrecci, you don't just gain access to rugs—you gain a partner who simplifies sourcing, saves you time, and gives you tools to present rugs with confidence.

What You'll Receive:

**Exclusive Trade Discounts** — Professional pricing on authentic handmade rugs

**Design Consultations** — Expert guidance on which rug styles work best for each project

**Supplier Network Access** — Direct connections to my vetted network of authentic rug sources

**Rug Story Tools** — Ready-to-use narratives that help you present rugs with confidence



INTRECCI  
BY FRANCESCA

*When you work with me, you're partnering with someone who's deeply invested in your vision. I understand the challenges of juggling sourcing, project management, client relations, and more. That's why I'm here to simplify your process with a flexible, thoughtful approach to sourcing handmade, one-of-a-kind rugs—selected not just for their craftsmanship and story, but to perfectly match your design and needs.*

*I support your process—so you can focus on what you do best: creating exceptional interiors.*

Francesca