



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, tell stories, and hold long-term value.

Your clients come to you because they want something unique and personal — not another predictable choice they could find anywhere. When they invest in custom design, they're seeking pieces that reflect their story while supporting your vision for intentional, elevated interiors.

But navigating the world of authentic rugs can feel overwhelming. From explaining why some rugs command higher prices to guiding clients beyond "safe" choices, designers often struggle to confidently communicate the value of handmade craftsmanship.

This guide reveals 5 professional secrets to help you move past predictable selections and present rugs with confidence. Each secret will help you position yourself as an expert, empower your clients to make intentional design choices, and create interiors that are both distinctive and memorable.

LEAD WITH PROVENANCE, NOT JUST PATTERN

SECRET # 1

The Challenge: Clients often treat rugs as mere decoration.

The Secret: A rug's story is as important as its design. Pieces with clear provenance (Persian, Anatolian, Moroccan, etc.) carry cultural weight and long-term value. When sourcing, always ask about origin and craftsmanship — clients love knowing their rug has history, not just pattern.

How to Apply This:

- Add origin details to your client presentations
- Create a "Rug Story Card" with origin, age, and cultural significance
- Use storytelling to instantly increase perceived value

Client Conversation: "This isn't just a rug — it's a 60-year-old Anatolian piece, woven using techniques passed down for centuries. You're bringing authentic Turkish craftsmanship into your home."



SHOWCASE THE CRAFT BEHIND THE BEAUTY

SECRET # 2

The Challenge: Clients can't distinguish handmade from machine-made — so they question higher prices.

The Secret: Handmade rugs, crafted with natural fibers like wool and silk, last longer, age beautifully, and hold their value. Subtle irregularities and unique weaves reveal human artistry that machines can't replicate.

How to Apply This:

- Point out irregularities in the weave or pile height as signs of authenticity
- Photograph the rug backing to demonstrate handmade construction
- Explain how imperfections are actually marks of quality

Client Conversation: "*See these slight variations in the weave? That's how we know this was created by human hands. Each detail is an artisan's signature — something no machine can replicate.*"



SCALE UP TO CREATE INSTANT IMPACT

SECRET # 3

The Challenge: Undersized rugs can undermine even the best designs making the furniture feel disconnected.

The Secret: Proper scale creates instant luxury. A well-sized rug anchors the room, enhances flow, and makes a space feel cohesive and intentional.

How to Apply This:

- For living rooms, choose rugs large enough to sit under the front legs of all major furniture
- Remember: bigger is almost always better
- Frame sizing as an investment in the success of the entire design

Client Conversation: *"The right size rug doesn't just cover the floor — it defines the entire seating area and makes your furniture arrangement feel purposeful and luxurious."*



USE RUGS AS YOUR DESIGN ROADMAP

SECRET # 4

The Challenge: Clients often default to neutrals, missing opportunities for statement-making design.

The Secret: Rugs set the tone for everything else. They can establish the room's color story, tie together disparate elements, or introduce personality that makes a space unforgettable.

How to Apply This:

- Pull one color from the rug and repeat it in accessories, cushions, or art
- Use the rug's palette as your starting point, not an afterthought
- Show clients how the rug will guide other design decisions

Client Conversation: *"This rug isn't just going to sit on your floor — it's going to be the foundation that ties your entire color story together."*



POSITION RUGS AS APPRECIATING ASSETS

SECRET # 5

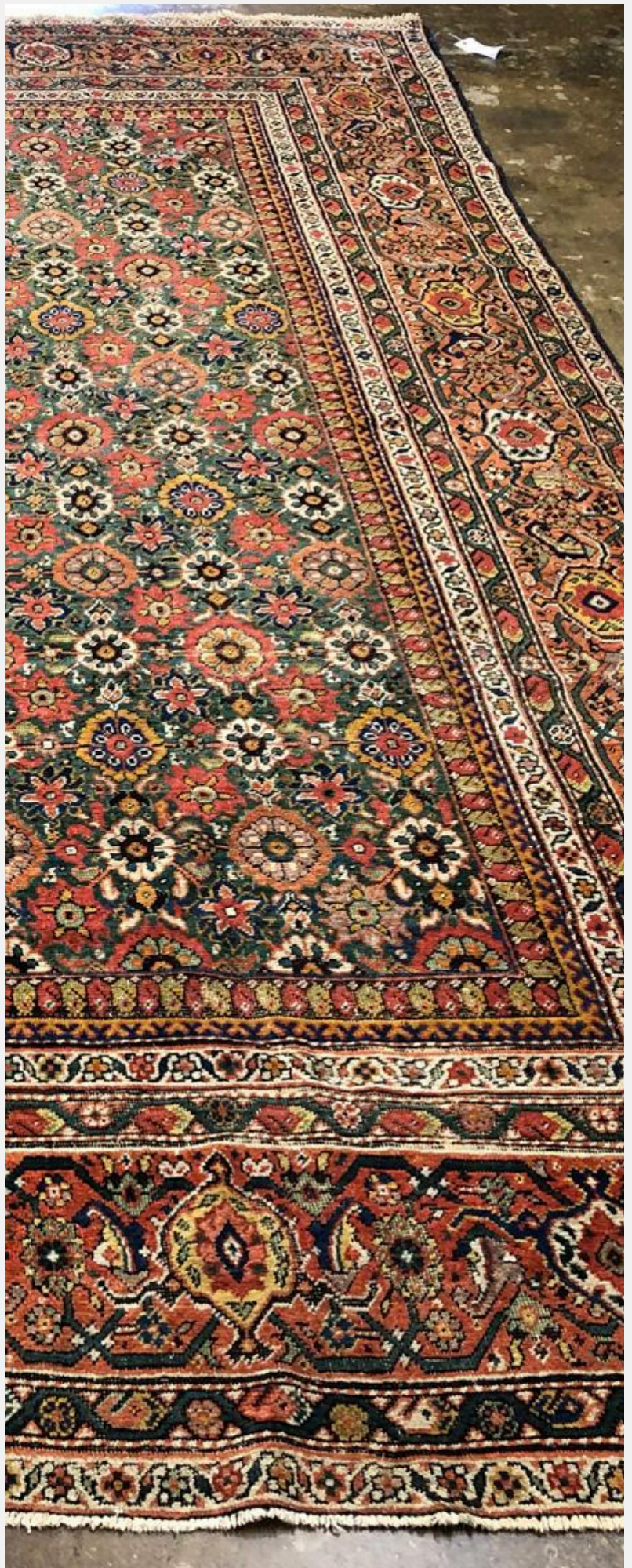
The Challenge: Clients see rugs as expensive floor coverings.

The Secret: Quality handmade rugs often maintain or increase in value over time. Unlike most furnishings that depreciate immediately, authentic rugs can be both beautiful and financially sound investments.

How to Apply This:

- Present rugs as legacy pieces that can be passed down like heirlooms
- Explain the difference between decoration and investment
- Share examples of how similar pieces have appreciated

Client Conversation: *"While most furniture loses value the moment you bring it home, quality handmade rugs often appreciate. You're not just decorating — you're investing in a piece that could be worth more in 20 years."*



READY TO SELECT WITH COMPLETE CONFIDENCE?

JOIN THE DESIGNER INSIDER CIRCLE

Get direct access to my trusted network of suppliers, expert guidance on every selection, and the tools you need to position yourself as the go-to rug specialist in your market.

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

Monthly "Rug Story Cards" — Cultural background and talking points for every piece you present



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