



5 PROFESSIONAL SECRETS FOR SELECTING RUGS THAT ELEVATE ANY INTERIOR

Presented by Intrecci by Francesca, in partnership with Eskici Rugs

WELCOME

Hi, I'm Francesca, founder of Intrecci by Francesca and Managing Director of Eskici Rugs.

Through Intrecci by Francesca and our Eskici Rugs Trade Program, I help interior designers source rugs that transform spaces, elevate projects, and hold long-term value.

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

But navigating the world of handmade rugs can be overwhelming. From explaining why certain pieces command higher prices to helping clients move beyond “safe” choices, it's easy to feel uncertain about how to position rugs with authority.

This guide reveals five professional secrets that will help you go beyond predictable selections, present rugs with confidence, 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 enduring value.

The Challenge for Designers: Without a story, rugs risk being seen as mere decoration. Clients may not understand why one piece holds greater value than another.

How to Apply This:

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

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

Members of the Eskici Rugs Trade Program receive full origin documentation and detailed “Rug Story Cards” — making it easy to communicate craftsmanship with confidence.



SHOWCASE THE CRAFT BEHIND THE BEAUTY

SECRET # 2

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

The Challenge for Designers: Many clients struggle to see the difference between handmade and machine-made rugs, often leading to pricing questions.

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 help clients recognize authenticity—and you position yourself as an expert who connects them to enduring, valuable pieces.

Our Trade Program offers access to exclusive handmade collections and artisan insights you can share with clients—turning sourcing into storytelling.



SCALE UP TO CREATE INSTANT IMPACT

SECRET # 3

The Secret: Scale communicates luxury. A well-sized rug grounds furniture, enhances flow, and gives a room a cohesive, intentional look.

The Challenge for Designers: Clients may try to reduce costs by choosing smaller rugs—but undersizing weakens the entire design, even when every other element is perfect.

How to Apply This:

- In living rooms, ensure rugs extend under at least the front legs of sofas and chairs.
- Frame proper 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 space. Correct sizing instantly elevates the project and strengthens your professional credibility.

Through the Eskici Rugs Trade Program, designers can request personalized guidance from Intrecci by Francesca to ensure each rug fits your project perfectly.



USE RUGS AS YOUR DESIGN ROADMAP

SECRET # 4

The Secret: Rugs set the tone for everything else. They can establish a palette, unify a scheme, 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 artwork.
- Begin your palette with the rug, not after the fact.
- Demonstrate how the rug creates design flow across the space.

Designer Advantage: Positioning the rug as the foundation—not the finishing touch—shows clients you're intentional, strategic, and visionary.

Trade members enjoy early previews of new Eskici arrivals, curated by Intrecci to help you build color stories and elevate your presentations.



POSITION RUGS AS LASTING ASSETS

SECRET # 5

The Secret: Quality handmade rugs don't just decorate—they retain, and often increase, in value over time.

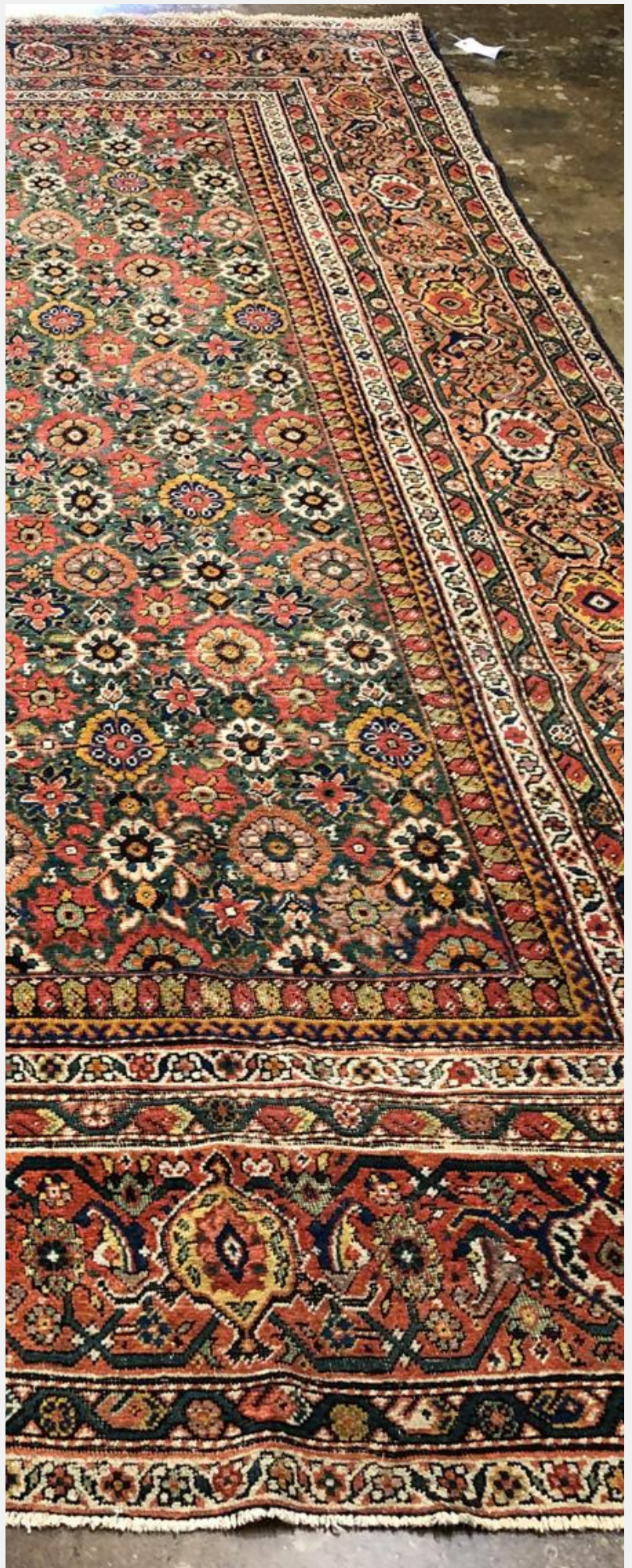
The Challenge for Designers: Clients may view rugs as expensive floor coverings rather than long-term investments.

How to Apply This:

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

Designer Advantage: By reframing the conversation from cost to investment, you build trust and position yourself as a designer who delivers both beauty and long-term worth.

The Eskici Rugs Trade Program offers one-of-a-kind pieces that hold value—both aesthetic and financial—curated with your clients' satisfaction in mind.



READY TO SELECT WITH COMPLETE CONFIDENCE?

As a design professional, you deserve access to rugs that honor your creative vision—pieces that embody heritage, craftsmanship, and enduring value.

Through our Trade Program, we make sourcing effortless, insightful, and entirely personalized.

As a Member, You'll Receive:

- Trade pricing on authentic handmade rugs from the Eskici Rugs collection
- Personalized sourcing support through Intrecci by Francesca
- Early access to new arrivals and limited-edition releases
- Project visibility through designer features and collaborations
- Exclusive resources — including “Rug Story Cards” and insider trend insights

JOIN ESKICI RUGS TRADE PROGRAM

In partnership with Intrecci by Francesca

Apply today and elevate the way you source rugs.

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