



RugIndustry

RUGINDUSTRY

THE PULSE OF THE
RUG INDUSTRY

Three Knots,
Three Generations

Why We Exist

The Vision Behind
RugIndustry



● A Letter from the Founder

Growing up in Iran, rugs were never just objects beneath our feet.

They were part of our homes, our traditions, and our stories. Every handmade rug carries the work of skilled artisans, generations of knowledge, and a cultural heritage that deserves to be preserved.

After more than a decade working in the rug industry supporting manufacturers, retailers, and importers through technology digital marketing, e-commerce, and business development I realized that our industry lacked a publication dedicated to documenting its people, craftsmanship, and future.

RugIndustry was created to fill that gap. Our mission is to provide thoughtful reporting, meaningful industry insights, and a platform where manufacturers, retailers, designers, and craftspeople can share their knowledge and experiences.

This magazine is not simply about selling rugs. It is about preserving a centuries-old craft while helping the industry adapt to a rapidly changing world.

Thank you for joining us as we publish our very first issue.

We hope every edition informs, inspires, and strengthens the rug community.

Welcome to Issue One.

Iman Baktash
Founder & Editor-in-Chief



RugIndustry





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● Why we exist

Notes toward a publication of record for the American rug trade

There are millions of handmade rugs in American homes, yet the stories behind them are rarely told.

A handmade rug is more than a decorative object. It carries the history of a region, the skill of an artisan, and the time of many human hands.

For centuries, rugs have connected cultures, generations, and communities. From Anatolia to the Iranian plateau, Central Asia, India, Nepal, and Pakistan, each rug represents a tradition built through patience and knowledge.

But the modern rug industry faces a challenge: the craft is visible, but the people and stories behind it are often invisible.

**Rug Industry was created
to change that.**



“Every knot represents time. Every rug has a story.”

A trade is not only an economic category.

It is a story that a community tells about itself.

When an industry has no place to document its history, knowledge can disappear. The experience of manufacturers, retailers, designers, and craftspeople can remain hidden instead of being shared with the next generation.

We created RugIndustry to document this world - the people, the craftsmanship, the challenges, and the future of the rug trade.

We believe handmade rugs deserve to be understood as art, not only as products. Every knot represents time. Every pattern carries a cultural memory. Every rug has a story.

Our goal is simple: to preserve what is valuable, to report what is changing, and to help the rug industry move forward without losing its heritage.

The handmade rug remains one of humanity's greatest continuous art forms. RugIndustry exists to make sure that story continues.

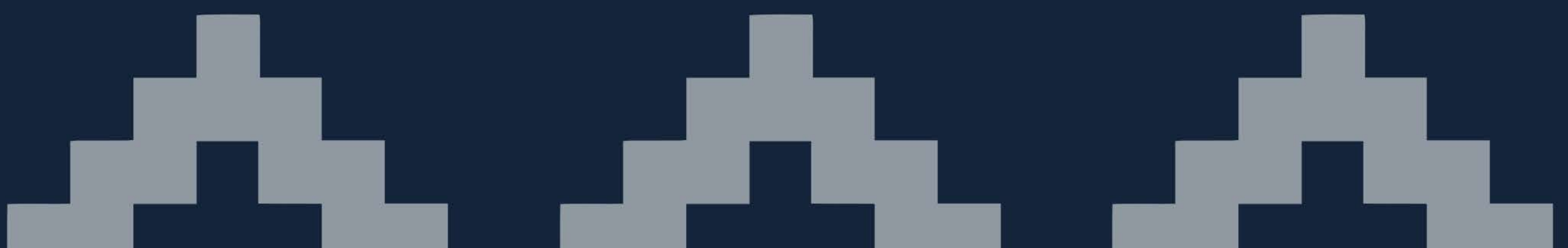


THE FUTURE OF RUG INDUSTRY





THE ART OF RUGS, REDEFINED





Three Knots, Three Generations

**A handmade rug is more than a finished product
it is the result of countless hours of human skill
patience, and tradition.**

A standard hand-knotted Persian rug can contain between two and four million individual knots.

Every knot is tied by hand, one after another, often over many months or even several years. The exact number depends on the knot density (KPSI), the design, and the weaving tradition of each region.

Behind every rug stands a chain of people working together. Shepherds provide the wool, artisans wash and spin the fibers, dyers create rich natural colors, designers prepare intricate patterns, and skilled weavers transform these materials into works of art.

Unlike mass-produced products, a handmade rug reflects the time, care, and knowledge of many hands. Every finished piece represents not only craftsmanship but also generations of cultural heritage passed from one artisan to the next.



**The beauty of a handmade rug does not begin at the loom.
It begins long before the first knot is tied.**

The wool must be carefully selected and prepared. Natural dyes are created from plants, minerals, and traditional techniques that have been refined over centuries. Designers translate regional traditions into patterns, while weavers patiently bring those designs to life one knot at a time.

Every handmade rug represents hundreds of hours of work and the combined knowledge of many people. It is a collaboration between tradition and craftsmanship, where every stage contributes to the final masterpiece.

Today, this tradition faces new challenges. Younger generations are choosing different careers, production costs continue to rise, and machine-made alternatives dominate many markets. Yet the value of a handmade rug has never been measured by speed or volume. It is measured by authenticity, quality, and the human stories woven into every piece.

At RugIndustry, we believe that preserving this craft means preserving the people behind it. By sharing their stories and celebrating their work, we hope to inspire greater appreciation for one of the world's oldest and most enduring art forms.

**Every knot tells a story.
Every rug preserves a legacy.**





The Reshaping

How tariffs and import pressure are remaking the American rug trade in 2026

The rug industry is experiencing one of its most significant periods of transformation in decades. Global markets, changing consumer expectations, supply chain challenges, and digital commerce are reshaping how rugs are produced, marketed, and sold.

For manufacturers and importers, rising costs and shifting trade policies have made inventory planning more complex than ever before. Retailers are adapting by focusing on quality, authenticity, and customer education rather than competing on price alone.

Today's buyers want more than a beautiful rug. They want to understand where it was made, who created it, and how it fits into a sustainable and ethical supply chain.



The future of the rug industry will belong to businesses that successfully combine traditional craftsmanship with modern tools. Digital marketing, e-commerce, artificial intelligence, and visualization technologies are helping retailers present handmade rugs to a new generation of customers without losing the authenticity that makes these products unique.

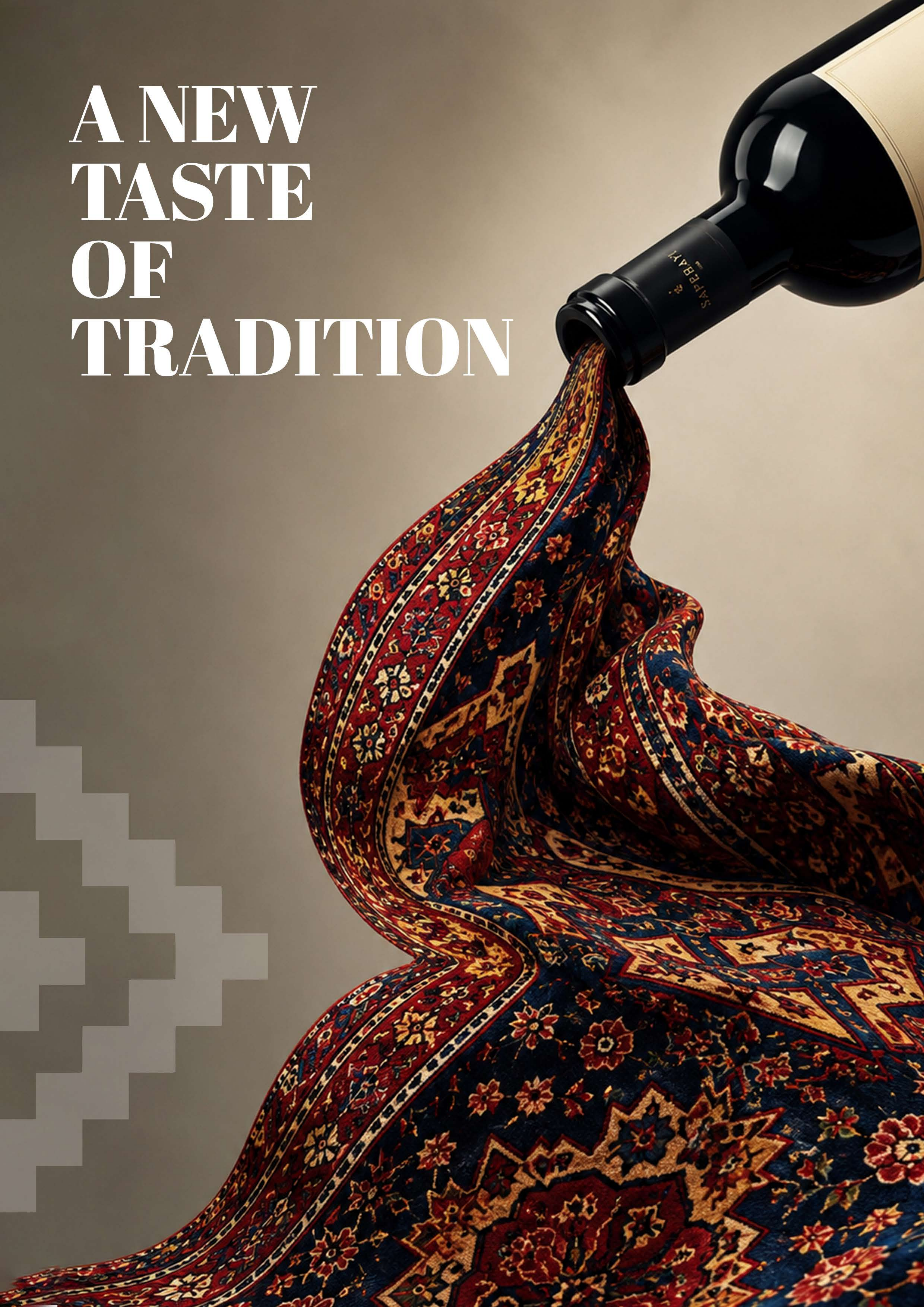
At the same time, preserving craftsmanship remains essential. Technology should support artisans—not replace them. The value of a handmade rug will always come from the people behind it, their skills, and the traditions they continue to protect.

As the industry evolves, the greatest opportunity lies in balancing innovation with heritage. Businesses that embrace both will be best positioned for the future.

Technology should support the craft—not replace it.



A NEW TASTE OF TRADITION





What we're watching

Trends, Insights & Industry Signals

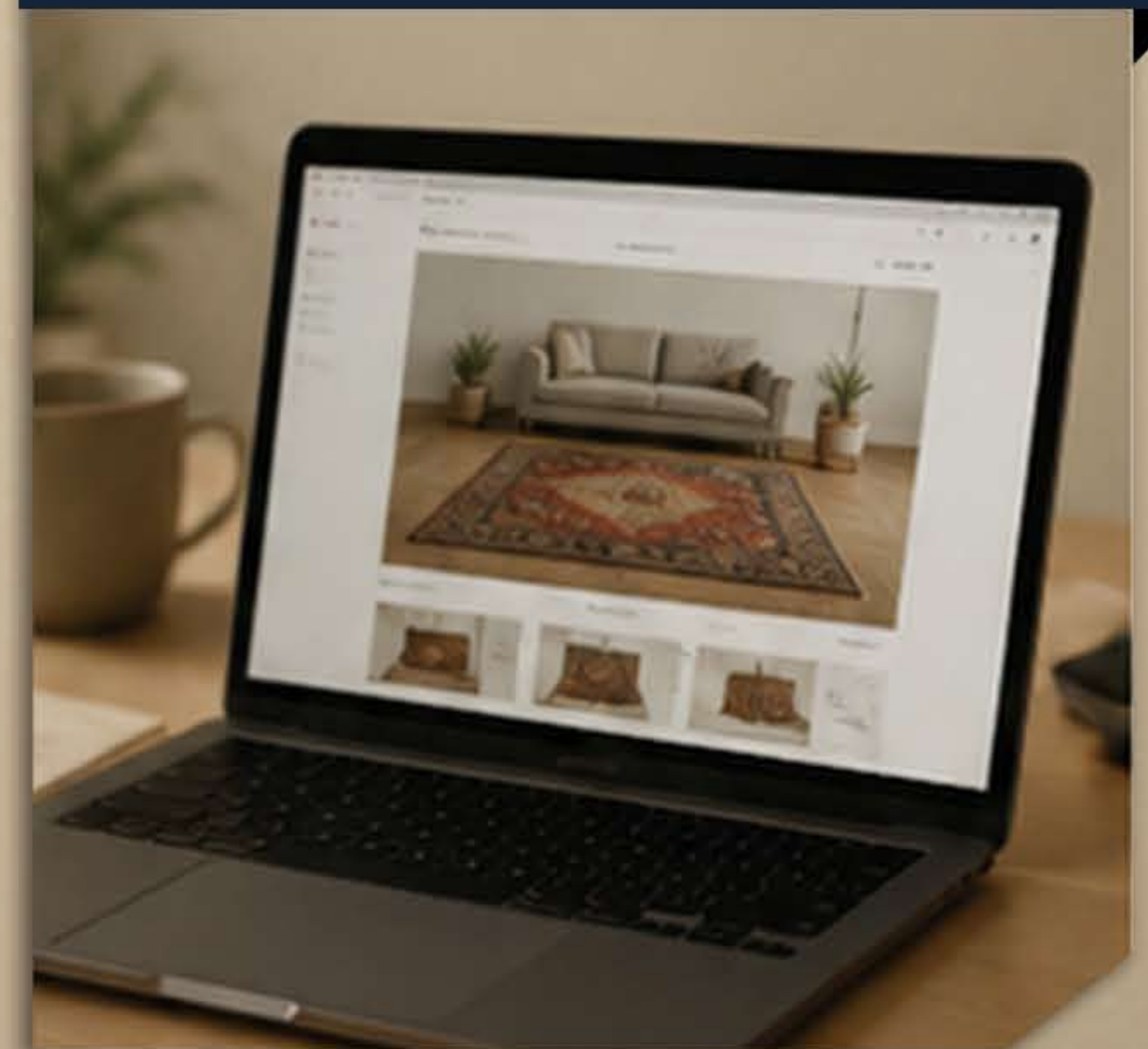
Trade Shows to Watch



Major rug and home furnishing exhibitions continue to shape business relationships across North America. Events such as Atlanta Market, Las Vegas Market, and High Point Market remain important destinations for retailers, manufacturers, and designers seeking new collections and partnerships.

E-commerce continues to transform the rug industry. While online shopping has expanded customer reach, it has also increased return rates. Better product photography, accurate room visualization, and detailed product information are becoming essential tools for retailers.

The Growth of Online Rug Sales



Preserving Traditional Design



Many traditional pattern designers and master weavers are reaching retirement age, creating an urgent need to preserve knowledge and train the next generation of artisans.

A Changing Customer



Today's customers ask different questions than they did ten years ago. They want to know where a rug was made, how it was produced, what materials were used, and whether ethical craftsmanship was part of the process.

The rug industry continues to evolve, but its future depends on balancing innovation with heritage. Businesses that educate customers while protecting traditional craftsmanship will continue to lead the market.

Looking Ahead



A SEA OF STORIES WOVEN IN RUGS





Building the future of the rug industry

An Ecosystem Designed for the Trade

The rug industry has always been built on craftsmanship, relationships, and generations of experience. As the market evolves, businesses also need modern tools that respect tradition while helping them compete in a digital world.

That belief is the foundation behind everything we build.

RugIndustry

A publication dedicated to documenting the people, businesses, craftsmanship, and ideas shaping today's rug industry. Through interviews, market analysis, educational articles, and industry news, RugIndustry serves as a trusted voice for professionals across the trade.

rugindustry.com



Danabak

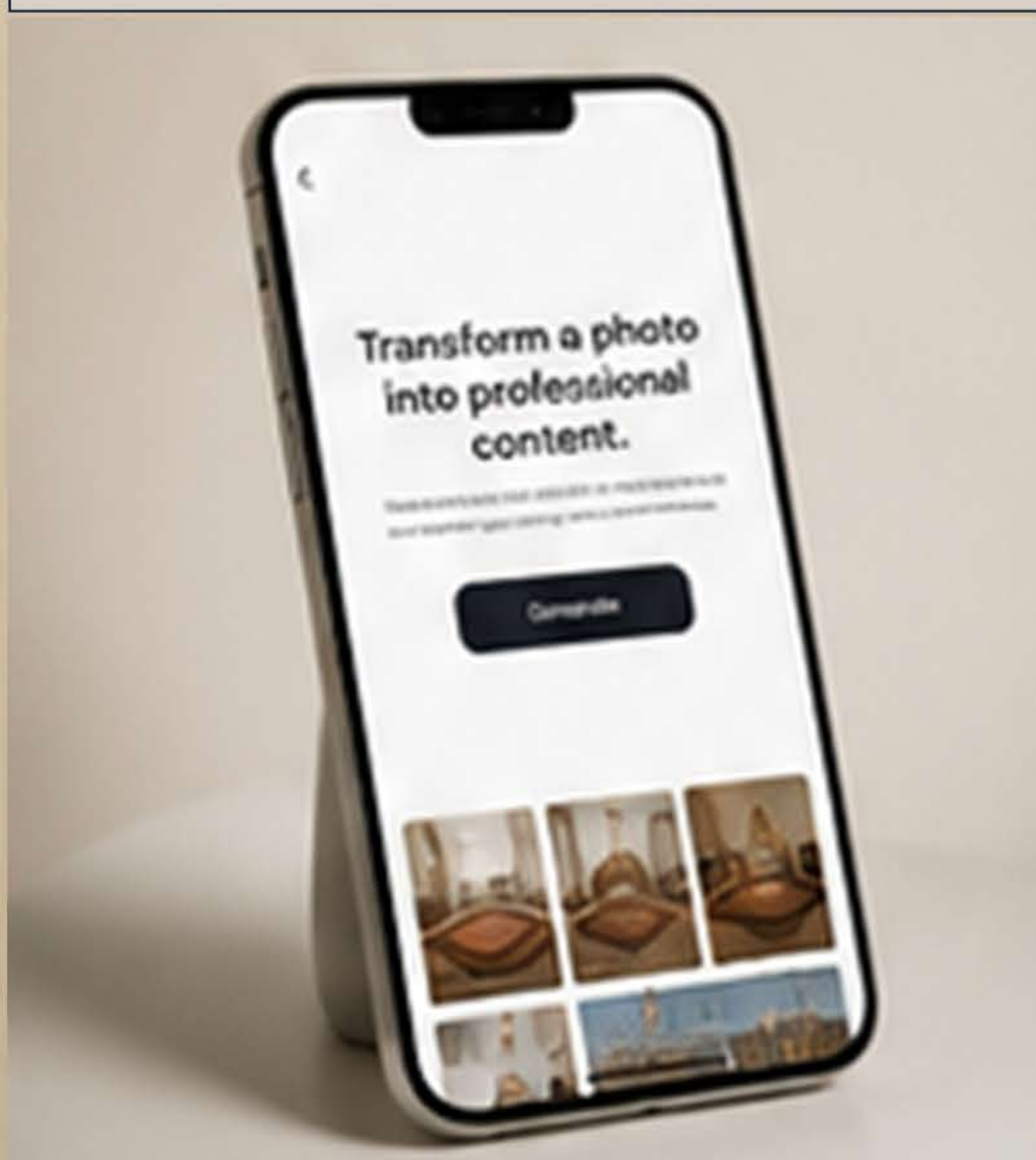
For more than a decade, Danabak has partnered with rug manufacturers, importers, wholesalers, and retailers across North America. From digital marketing and e-commerce to IT infrastructure and operational consulting, our goal has remained the same: helping rug businesses grow while staying focused on craftsmanship and customer experience.

danabak.com



Larina.ai

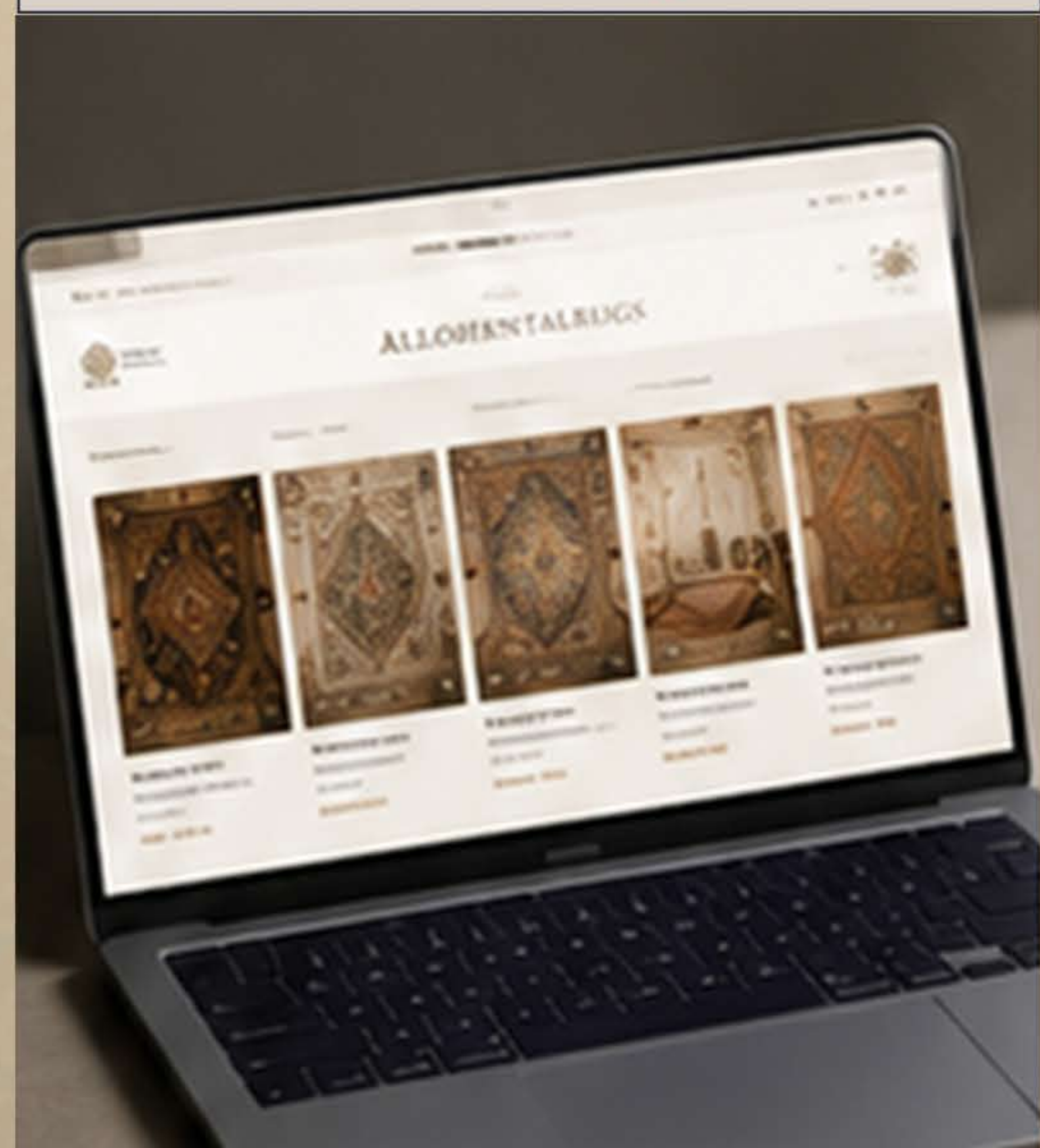
Artificial Intelligence is changing retail—but in the rug industry, technology should support craftsmanship, not replace it. Larina.ai helps retailers create professional product descriptions, marketing content, room visualization, and lifestyle imagery in minutes, making handmade rugs easier to understand and easier to sell online. larina.ai



AllOrientalRugs

Launching soon, AllOrientalRugs will provide a dedicated marketplace built exclusively for the rug industry—connecting retailers, manufacturers, and customers through a platform designed specifically for handmade and specialty rugs.

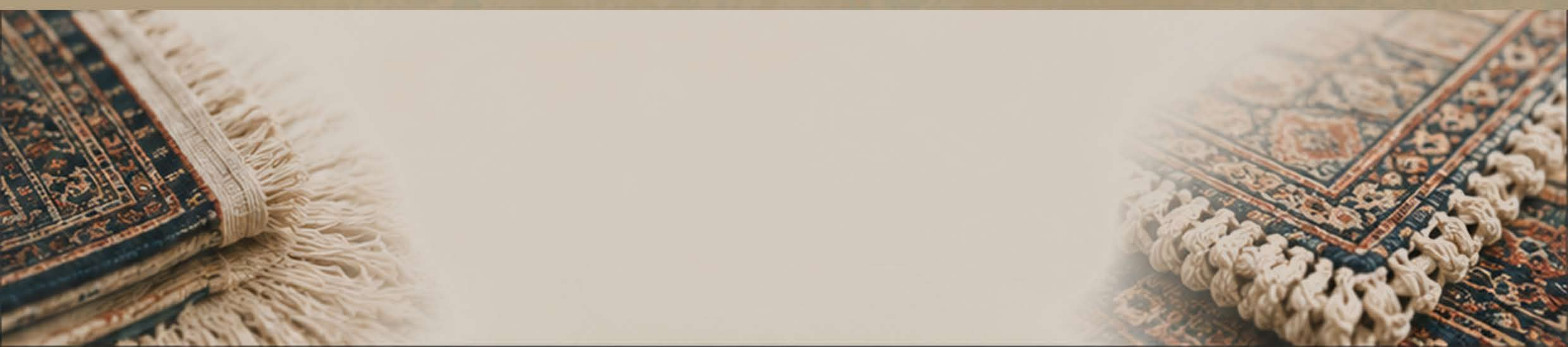
allorientalrugs.com



One Mission

Different platforms. One purpose.

To preserve craftsmanship, strengthen businesses, and help the global rug industry thrive for generations to come.





Coming in issue 2

A Look Ahead

The Story of an American Rug Retailer



How one family business has adapted to changing markets while preserving its commitment to quality and craftsmanship.

Inside the World of Handmade Rugs



A closer look at the people, traditions, and techniques behind handmade rug production across major weaving regions.

Technology & Tradition



How digital innovation and artificial intelligence are supporting—not replacing—the future of the handmade rug industry.





RugIndustry



About rug industry

RugIndustry is an independent editorial publication dedicated to the handmade rug industry. Through thoughtful journalism, industry analysis, and educational content, we aim to connect manufacturers, retailers, designers, importers, and craftspeople across the global rug community.



Stay connected



rugindustry.com



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**BEYOND FLOORS
WE CREATE WORLDS.**



RugIndustry