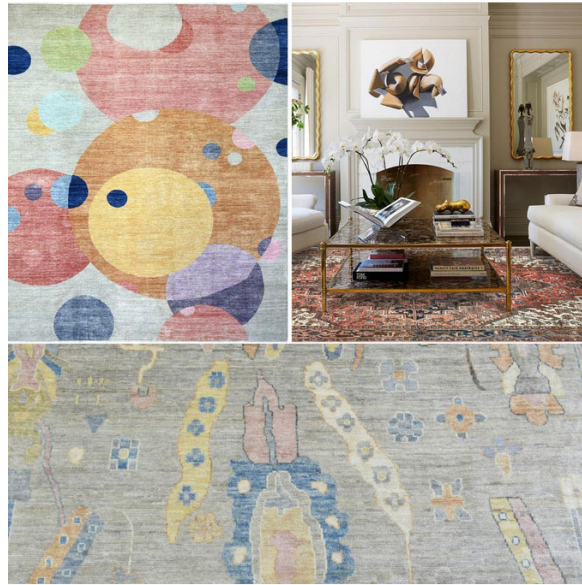


EXHIBITOR SHOWCASE

S&H Rugs



Top: The Circles in pure wool (left) and Vintage Persian Heriz design. Bottom: Angora Oushak Collection.

S&H RUGS: WE HAVE NEVER STOPPED DEVELOPING AND SEARCHING FOR NEW, EXCITING AND INNOVATIVE COLORS, SIZES, DESIGNS AND TEXTURES.

For a decade S&H Rugs has been a part of The Rug Show's East Coast editions. Owner Ori Wilbush recalls the 2019 show as "the best with actual heavy foot traffic, which is rarely seen in a show with just rugs."

Wilbush agrees with fellow exhibitors that September's event will also be on the rise. "The 2022 show is an important onset for a new era for a NY rug show and a re-start of meeting in person after the hiatus caused by the pandemic. It will be nice to meet old friends and customers and make some new connections too. Much has changed in our industry since, as far as colors, texture, and designs and it will be very interesting for all to see the new developments under one roof."

What's so special about the NY/NJ metro area?

"Being the home location of most of the exhibitors and the largest Oriental rug market of vendors, dealers, manufacturers, designers, and wholesalers, the fashion center and culture hub of the entire continent if not of the entire globe, its importance far exceeds locations such as Atlanta, Vegas, or High Point which are lackluster compared to the NY metro area," says Wilbush. "This is where you can find the largest up-to-date inventories of hand-knotted rugs from around the globe. Show visitors can then visit the local oriental rug market and vendors for more selection, review, and follow-up."

What's New at S&H?

- **Transitional:** Look for exciting new ideas in the company's popular Angora Oushak Collection featuring the design, materials, dyes, Turkish weave, and texture of the ever-popular 19-century pieces but with today's sought-after colors.
- **Vintage:** 50- to 80-year-old original Persian pieces stripped of original bright dyes, such as navy and red, are turned to soft salmon, coral, grey, and ivory—which are easier to decorate and work with. Various washes and shearing contribute to a fantastic worn and distressed look.
- **Modern/Contemporary:** Don't miss the new collection featuring art deco geometric designs but with today's desired colors. To meet growing consumer demand S&H is shifting the pile content in its production to all-natural and organic high levels of lanolin shiny and soft hand-spun finer wools with no silk or plant base silk mixed in. "We are also very excited about a new design featuring circles only in various color combinations," adds Wilbush.

To book an appointment during the show or for more information contact: shrugs.com

Don't miss S&H Rugs at The Rug Show in September!

Register to Attend

Wednesday, September 14 through Friday, September 16, 2022

SHOW HOURS

- Wednesday, September 14 – 9:00 AM to 5:00 PM; cocktail reception TBA
- Thursday, September 15 – 9:00 AM to 5:00 PM
- Friday, September 16 – 9:00 AM to 3:00 PM

For up-to-the-minute details follow us on [Facebook](#). [Pre-register](#) to attend for the best experience and RSVP for the Wednesday evening cocktail reception!