

EXQUISITE RUGS™

TIMELESS DESIGN
ENDLESS POSSIBILITIES

EXQUISITERUGS.COM

MODERNO |



Rooted in heritage,
driven by innovation.

Since its founding in 1924, Exquisite Rugs has been dedicated to an unmatched collection of meticulously crafted and curated rugs.

Our expansive inventory features a wide array of handmade designs, encompassing diverse styles from timeless traditional to the latest contemporary trends, and a spectrum of colors and sizes to perfectly complement any interior design vision.

We strive to provide the ideal rug that will not only match your taste but also bring lasting comfort and sophistication to your space.



A Century of Family Passion

What began as a humble endeavor selling antique rugs has evolved into a century-long mission to preserve the historic art of rug making. Each collection is a labor of love, blending rich heritage with modern aesthetics to transform your space into a work of art. By passing our legacy from our family to yours, we ensure every piece tells a story.

Rug Selection: An Expression of Individual Style

True artistry requires looking forward, and our collective design process focuses on producing extraordinary rugs that stay well ahead of the curve. By collaborating with leading industry experts and influencers, we ensure our production remains ahead of the market—pioneering the distinctive textures and unique color combinations that set tomorrow's trends.

This innovation fuels a diverse selection designed to give every space a distinct voice. Spanning Traditional, Transitional, and Contemporary aesthetics, our rugs bring a relaxed elegance, distinctive formality, and individual comfort to any room.



Quality Without Compromise

We never compromise on quality. We believe the finest rugs can only come from premium raw materials and the hands of skilled artisans. By maintaining our own dedicated design departments and weaving centers, we retain complete creative control, achieving excellence at every step of the process to deliver superior rugs you can trust.

Relationship-Driven Customer Service

At its heart, our company is built entirely on human connection. We are committed to fostering longstanding, meaningful relationships that span from our weavers to our end customers. We work together as a family to ensure you feel fully supported, valued, and empowered in every aspect of your experience with us. Together, we hope to weave your passion for style with our commitment to excellence.

"I HAVE SPENT MY LIFE AROUND
RUGS, AND I STILL GET EXCITED
WHEN I SEE THE RIGHT RUG
COMPLETELY TRANSFORM A ROOM."



– Hersel Bani-Esraili
Founder



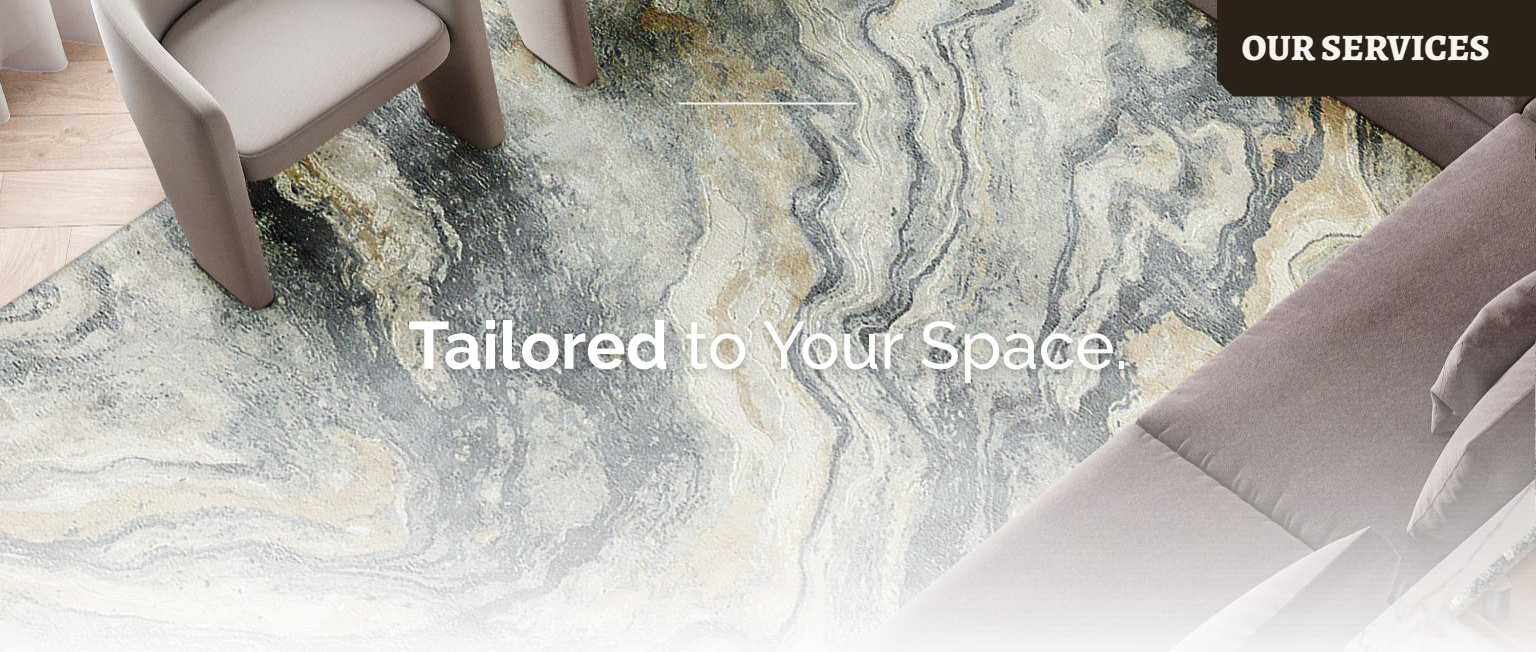
Dream, Design, Collaborate & Create.

To the Trade: Core Services & B2B Solutions

We provide tailored, comprehensive solutions for interior designers, architects, and retailers. As a wholesale supplier to the trade, our commercial infrastructure is engineered to streamline your sourcing process, offering dedicated trade support and robust logistical systems optimized to meet the strict demands of high-end platforms, residential projects, and global hospitality ventures. With a fully stocked U.S. distribution center and immediate access to expansive running line inventory, we guarantee quick order fulfillment, reduced lead times, and seamless white-glove shipping for urgent residential and commercial installations.

Brand Licensing & Collaborations

We partner with premier institutions, luxury manufacturers, and celebrated design firms to develop high-visibility licensed collections. Combining our design authority with full operational capabilities, we translate historical art and modern concepts into exclusive, limited-edition rug collections for elite retail and trade networks.

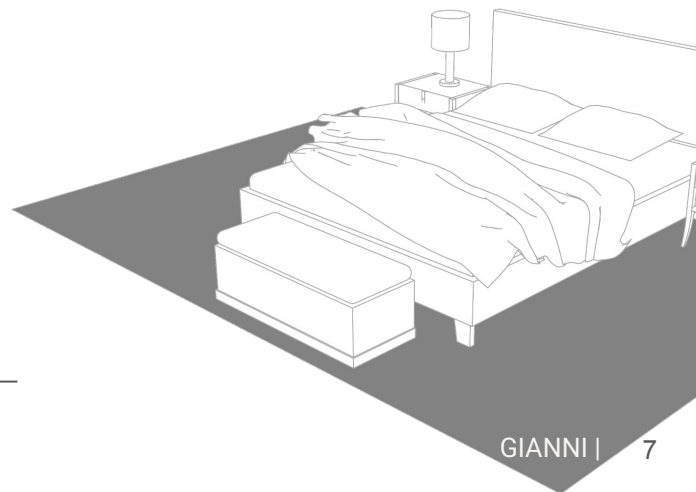
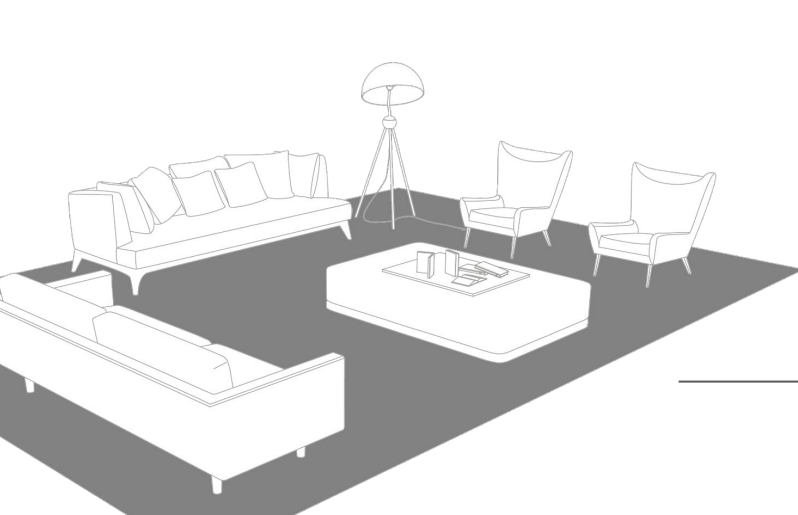


Tailored to Your Space.

Every room is unique. Using our own looms, we customize designs in record speed. Choose your specific color, shape, or size—including fully customized and oversized options—to perfectly suit your requirements.

Your Vision, Realized

Explore limitless creativity with our custom design service. From raw materials to texture, our decades of expertise will guide you in crafting a one-of-a-kind masterpiece for your specific project mood. Whether modifying an existing design or starting from scratch, the possibilities are endless. Our team will help turn your vision into a reality.





MURANO |

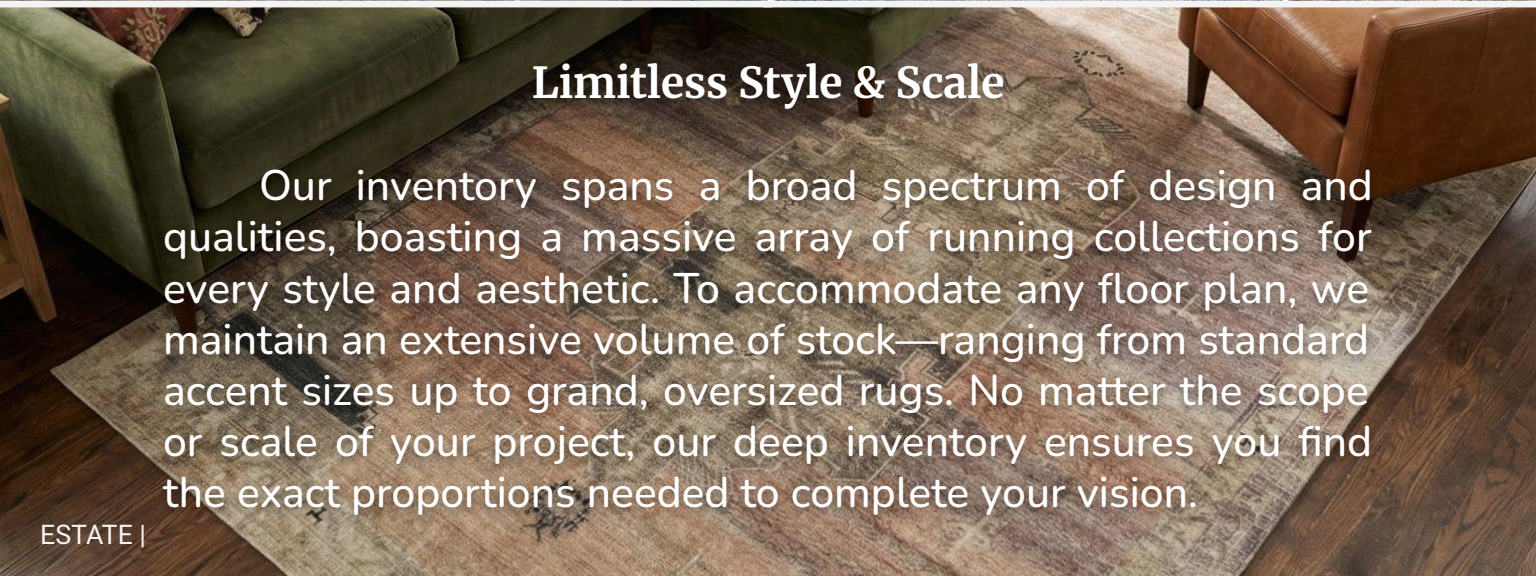


CHROMA |



Limitless Style & Scale

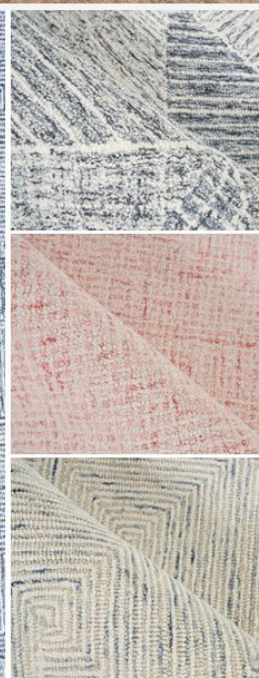
Our inventory spans a broad spectrum of design and qualities, boasting a massive array of running collections for every style and aesthetic. To accommodate any floor plan, we maintain an extensive volume of stock—ranging from standard accent sizes up to grand, oversized rugs. No matter the scope or scale of your project, our deep inventory ensures you find the exact proportions needed to complete your vision.



ESTATE |



CAPRICE |



DORCHESTER |





POMPANO | NEW



Seasonal Innovation & Continuous Newness

We maintain an active pipeline of new product launches, debuting fresh collections, emerging colorways, and innovative weaves throughout the year. Our commitment to continuous newness ensures you always have first look at tomorrow's essential rug designs.

ANTIC | NEW



MODERNO | NEW

RUG INSIDER

Insider NEWS | EXQUISITE RUGS

Insider NEWS | Exquisite Rugs

INTRODUCING EXQUISITE RUGS

Meet the firm again, or for the first time.

For three generations, spanning more than eighty years, the company and family behind the newly rechristened brand **Exquisite Rugs** has continued to stand for tradition, craftsmanship, and innovation. Here's a peek as the firm prepares to return to the High Point Market after a near decade absence.

From humble beginnings selling off prized family carpets in order to seek a better life, to the modern era which has seen the firm making private label carpets for some of the biggest names in retail, the commitment to relationships remains a driving force behind Exquisite Rugs' President Hersel Bani-Esraili's business ethos. "We cannot be selling to everyone," begins Bani-Esraili, "and we work very diligently to ensure we are not over-saturating any one market with our carpets." The firm does this by offering its dealers protected distribution and, as Bani-Esraili repeatedly emphasizes, by simply making carpets which are "extraordinary, unusual, out of the ordinary with an eye toward what is en vogue and trendy."

For those who don't yet know Bani-Esraili or the Exquisite Rug brand, opportunity awaits as the firm will be opening its new High Point showroom D431 in the Design Center, Floor 4, of the International Home Furnishings Center during the forthcoming Spring 2018 market. "We had been at High Point for twenty-six years until 2008," says Bani-Esraili. Then known as Orient Express Rug Company, the firm made a strategic shift to focus on its private-label work, work the firm remains committed to today. "We're very excited to be back at High Point, and we're looking forward to introducing buyers to seventeen new collections which debut at High Point."

Bani-Esraili further stresses his firm—which he owns with his brother Daniel—remains committed to its existing buyers and is not just looking to sell



Fine Mamluk

rugs to anyone. While this can be perceived as having an air of arrogance about it, Bani-Esraili reminds it is more about crafting a sustainable distribu-

Fine Mamluk by Exquisite Rugs shown in detail.

Abstract Expressions

tion model for his firm. "We're looking for dealers who like ease of buying backed by inventory and custom capabilities—we can make up to 20' x 45'—and for those who want to buy into the Exquisite Rug brand." Further, the firm still welcomes opportunities to custom

This twofold approach is perhaps indicative of the broadly shifting dynamics of the rug and carpet industry, ones which continue to challenge traditional distribution models, but also ones which present new opportunities. "The market is

"We're looking forward to introducing buyers to seventeen new collections which debut at High Point."

design private label collections for larger retailers and large design firms, with Bani-Esraili noting "We have a large United States and foreign design team always working on new and potential collections."

flooded with rugs that all look the same," says Bani-Esraili. "My father—who at 93 years old still comes into the office everyday—inspires us to be different. So much of the market competes on price, but not us. Yes, we offer

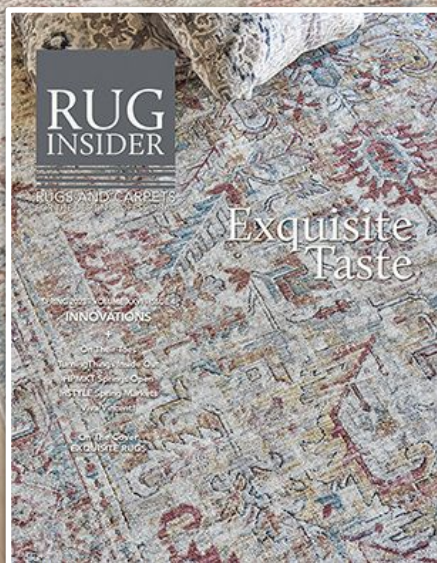
Reflections shown overall and in detail.

diversity in our line across various pricepoints, but it's not about compromised quality or materials." Rather, Bani-Esraili stresses, it is about providing the medium to higher-end consumer an "out of the norm, diverse selection of rugs" backed by quality, service, and dependability through a "cherry-picked selection of better quality dealers." In short, the firm strives to offer exquisite rugs for those who seek a competitive and unique advantage in an overcrowded marketplace.

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04 Fine Abstract rug, Exquisite Rugs

Interview HERSEL BANI-ESRAÏL, EXQUISITE RUGS

Malin Lonnberg speaks to the company's president about staying ahead of the curve, e-commerce and establishing exclusive relationships

Los Angeles-based Exquisite Rugs is a company with a long history but perfectly in tune with contemporary design needs. The business was founded 45 years ago by the father of current President, Hensel Beni-Esraïl. It was originally based in London with warehouses in continental Europe, but eventually the firm moved to New York and soon had showrooms across the US. Back then things were done in the old-school way, with lead times of up to 18 months. Business evolved as the US began to have more of a domestic market—Exquisite Rugs became one of the first companies to go to China and India to make fine antique reproduction carpets. Nowadays the company can be found in the medium to high end segment of the market, producing designer rugs that are made properly with superior raw materials for business customers.

"Never compromise on quality" was the maxim of Beni-Esraïl's father and has defined the company from its inception. "Our focus is to design and develop textures and colour combinations that are ahead of the curve,"

states Beni-Esraïl. "It is not just price, price, price." Much investment goes into development. The creative department designs rugs that are original in terms of both colour palette and pattern, and the designs are then immediately copyrighted. To keep up with Beni-Esraïl's goal of always being a year ahead, Exquisite Rugs consult trend forecasters, get insights from the various furniture brands they collaborate with and rely on the huge in-house design library. Exquisite Rugs are dedicated to producing works of art for the floor, but they also pride themselves on being able to do so very quickly. A handmade custom rug can be turned around in 8-10 weeks. It follows that the company does much white-label production and serves many wholesale customers. It is also seeing more and more e-commerce customers. Beni-Esraïl explains that in contrast to some of the brand's competitors, they are highly selective in terms of who they go with. Instead of being on every single platform, Exquisite Rugs favour sites that are known for uniqueness with a customer base that appreciates quality.

The company still works with brick and mortar retailers, but keeps it geographically exclusive, limiting themselves to one or two key partners in each area. It sells globally and is one of the few rug businesses that has a meaningful presence in South America, especially in Rio de Janeiro and Mexico City. "Exclusive relationships are everything to us," says Beni-Esraïl. "Once we select a partner, we are with them all the way."

Throughout the conversation, Beni-Esraïl emphasises how different Exquisite Rugs rugs look to comparable pieces in the market. There is clear confidence in the product, which is demonstrated in the company's inventory and deep stock. "We do stock our products, or we would not invest in making them," says Beni-Esraïl. This confidence stems from knowing what the company is about. "We have no intention of being everything to everyone. We are not into customs or ports. We are laser-focused on what we do best: quality handmade rugs," concludes Beni-Esraïl.

www.exquiterugs.com

cover

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EXQUISITE RUGS

SPOTLIGHT ON HIGH POINT



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TURQUOISE MOUNTAIN • TEMPLE STUDIO
CRISTINA CELESTINO • MILAN DESIGN WEEK

Exquisite Rugs

An exclusive rug collection has been created for the Smithsonian by Exquisite Rugs which celebrates its 100th anniversary this year. It follows the success of the company's rug collections developed under licence with The Met



01, 04 Masterpieces collection rugs, Smithsonian by Exquisite Rugs

The world's largest museum, education and research complex—the Smithsonian Institution—has selected Exquisite Rugs to develop rugs inspired by its vast collections. The first rug collection born of this institution, Masterpieces, will launch at High Point Market

In April (see Preview). Women in Turkey, it follows the company's collections developed under licence with The Met (see COVER 73) which are constantly expanding.

2024 marks Exquisite Rugs' 100th anniversary and under the guidance of its third-generation president, Hensel Beni-Esraïl, is

ideally poised to deliver rugs of the calibre that such renowned institutions expect. En route back to Los Angeles from India, Beni-Esraïl explains: "It's in our DNA to never compromise on quality. Our grandfather taught us that good rug will always sell and so continually strive not just to buy rugs, but to develop the perfect combination of weave, texture, design and colour to suit every client's preference. The Masterpieces pieces have a unique patina so you can't tell if they're new or century old!"

www.exquiterugs.com



VISIT US AT THE SHOW

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Open During Market



Scan the QR code to
download high-res
photography, logos,
and product assets.

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A foundational element
for every design vision.

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