

MAIN LINE TODAY

Contemporary Oriental Rugs Become Interior Design Trend

Jim and Kerry Greim from Malvern's Knots & Weaves showroom share some insight on today's uniquely modern Oriental rugs.

BY TARA BEHAN

PHOTO BY ANDREW KAHL

PUBLISHED JUNE 1, 2011 AT 09:51 PM

When it comes to redefining “traditional” in 21st-century homes, many owners balance timeless interiors with updated furniture and accessories. To that end, Oriental rugs have undergone a fairly significant transformation, says Knots & Weaves Decorative Rugs owners Jim and Kerry Greim.

At one time, red and blue were essential colors in any Oriental rug. But in the Greims’ newly reopened Malvern showroom, tone-on-tone neutrals and more subdued variations of green and gold outnumber the conventional styles. “The more neutral-colored rugs are what customers are primarily looking for,” says Kerry. “Then they work in color and pattern through other accessories.”



Oriental rugs used to be reserved for formal areas of the home. But today’s homeowners are using them everywhere, including bathrooms and kitchens. “An Oriental rug can immediately soften a space,” says Kerry. “They clean well because of the natural fibers, which make them kid- and pet-friendly.”

As it turns out, the demand for blue and red still exists. A recent customer bought several rugs in this traditional style for his contemporary Main Line home. “These rugs are purposefully thrown into a sleek room,” says Kerry. “It’s like adding traditional artwork on the floor – and it works.”

That’s the beauty of an Oriental rug: Its ability to lend balance and comfort to a space, no matter what the décor.

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