

ADVERTISEMENT FEATURE

# When a Rug Becomes an Investment

**Despite its origins in ancient Asia, the Persian rug is now the showpiece of many British homes. In a traditional house a Persian rug brings warmth and beauty to the living spaces. In a contemporary interior it compliments wooden floors, modern furniture, accessories and light fittings.**

With their subtly brilliant colours and wonderful patterns, handmade Persian rugs add pleasure and joy to people's lives in residential and office surroundings. A Persian rug is also a financial asset, because its value increases with age, making each purchase a worthwhile investment.

However, as a result of their popularity, the market is flooded with cheap imitations, and for the general public it has become increasingly difficult to distinguish real authentic rugs from fakes on



offer. Furthermore, a rug is less of an investment if initially bought at an excessively high price due to lack of knowledge and experience.

These risks are completely removed at Little-Persia, Scotland's leading Persian rug specialist and trader.

"Customers are able to free home trial the rugs to ensure it fits seamlessly into its intended environment" says Reza Cheshmehdoost, who opened the Little-Persia gallery located on Commerce St. Glasgow. The company boasts a colossal range of rugs to suit any need, offering the finest quality rugs at excellent value.

Due to Reza's experience of importing handmade Persian rugs from Iran he is able to locate and source rugs to the client requirements, in the rare occasions that they can't find a particular rug in-store: "We can usually find people what they want, whether it's a replacement for an old rug or something they have seen elsewhere, we can usually have it brought over and delivered within 2 weeks".

Walking through the doors of the gallery feels like stepping into an Eastern bazaar, the mountains of rugs steeped in history give a taste of life in a distant land. With the extensive range of rugs available, choosing is not always simple, but Little-Persia has a comprehensive

online catalogue of their collection and offer expert advice on choosing a rug, hence making the experience as effortless as possible.

Persian rugs come in a diverse range of shapes, sizes, tones and designs – the deep red tones that many people envisage when they think of a Persian rug is only one of the many colours on offer. Cream and Ivory based rugs have become popular in recent times as have those with blue and green backgrounds and patterns; the variation of tones and designs are endless.

Quality pieces can take anywhere from several months to several years to complete however the end product is an inspiring work of art that will increase its value and last a lifetime. Buying an aged or antique rug in good condition offers the owner the enviable opportunity to exhibit a truly unique work of art in their home. If kept in good condition and purchased at a fair price, a Persian rug will become a worthwhile investment. While there may be temptation to buy a cheaper machine made, or mass produced handmade imitation rugs; buying a quality hand-woven Persian rug could last several generations not only saving you money in the long term but could become a treasured family heirloom that can be inherited by your children.

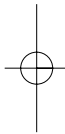
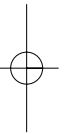


Little-Persia shares a close relationship with their customers offering expert advice and an excellent aftercare service. "The majority of clients come back either to purchase additional rugs, exchange or even sell rugs. Other people bring rugs to be cleaned, restored or valued. We always enjoy hearing people speak about their Persian rugs; nothing is more pleasing than when a proud owner's face lights up with enthusiasm when talking about the joy they experience with their rug and how it is admired by their friends and family" says Reza, who

deals not only with individual clients but also a number of interior designers throughout the UK.

Reza invites you to Little-Persia to view his top selection of beautiful rugs. Or from the comfort of your home, visit the website [www.littlepersia.com](http://www.littlepersia.com) and explore the collection.

**Contact details:**  
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**[www.little-persia.com](http://www.little-persia.com)**



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