

Custom handmade modern carpets for your home

The Momeni business is very much a family affair, founded in 1966 and run since 1995 by Steve Momeni. The company has gained a reputation for producing high quality traditional Iranian carpets, yet it has recently broadened the company's scope to embrace modern carpet design. It is no surprise that Steve Momeni has brought a more contemporary edge to the business. With a degree in automobile engineering from Hamburg University, he has a keen eye for design and a creative mind. He noticed a sweeping change in the carpet market, with customers seeking out designs that suit their contemporary lifestyle. As a result Steve launched the RevoRug collection at the Demotex exhibition 2005 in Hanover, Germany.

Within this range are three categories, - traditionally inspired designs, floral and modern. A broad spectrum that reflect the multiple sources of inspiration for all designs. According to Steve Momeni "Many ideas especially for our modern designs have been inspired by daily life situations, interpreted with a little imagination" The designs for the floral and traditional range are derived from nature and architecture. The main focus for the business is still traditional Persian rugs. Momeni has earned much praise for the quality of finish on their carpets, washed in their own laundry in Tehran, Iran. Both traditional and modern designs are produced in workshops in Iran and more recently in Pakistan, where Steve Momeni is pleased to find that the weavers are extremely open minded and enthusiastic about their work.

Flexibility is the key to the success of Momeni and great emphasis is placed on adapting to customers needs. In Steve's view "It is hard for the producing regions to understand what the market needs. So developing the designs and finding the right colors for the actual market is what we do". As much, Momeni has produced a 47 color chart, from which customers can choose the right color nuances to suit their chosen design. Momeni is able to realize a new design and color in a fortnight. It is this level of customer care combined with original designs that keep Momeni at the forefront of the market.

About the Author

For more information visit:

<http://www.revorug.com>

<http://www.momeni.de>

Source: <http://www.spivo.com/articles>