

Michele Safra, Allied ASID

Michele Safra Interiors, New York, NY

DO YOU HAVE A FAVORITE SOURCE FOR BUYING YOUR RUGS?

One of my favorite sources to buy rugs is Stark Carpets. The reason is that they have a very good selection of many different type of rugs at all price points and very helpful salesmen, such as Adam Kochel. They also have in the last years acquired Darius Antique Rugs, one of my favorite sources for quality antique rugs.

WHAT DESIGN CENTERS AND MARKETS DO YOU USUALLY ATTEND?

I usually go to the D&D building in New York, the New York Design Center and the Dcota (Design Center of the Americas) in Miami.

WHAT FEATURE IN THE RUG IS MOST IMPORTANT TO YOU?

The color and the pattern are essential in any decoration, no matter the price point. They can make, or break, a room.

HOW OFTEN DO YOU PURCHASE A CUSTOM RUG AND WHY?

I try to find an existing rug, but often I need to custom order if I need another color or size. Rarely I will custom make the design and the pattern but it happens.



DO YOU HAVE ANY FAVORITE STYLE OR FIBER OF AREA RUG?

A mix of silk and wool is among my favorites, but I generally like any natural fiber.

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