

# cover

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RUG STAR

CELEBRATE  
CREATIVITY



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# cover



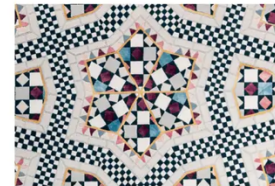
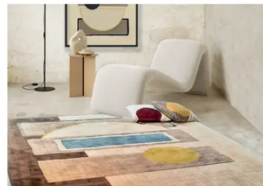
## WINTER 2023

Ahead of the new year's busy season, we take a look at what will be happening at COVER Connect Las Vegas, Domotex Hanover and further international events. Also filling our pages—the best from COVER Connect New York and recent shows



**Business needs clarity, predictability, stability and to build relationships over long term. There is a strong business case for due diligence**

Jon Jacoby, GoodWeave



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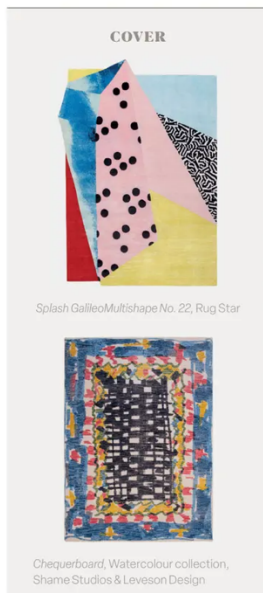
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Splash GalileoMultishape No. 22, Rug Star

Chequerboard, Watercolour collection, Shame Studios & Leveson Design





### SHIIR

SHIIR's new Plein Air collection comprises nine PET fibre indoor/outdoor rug designs. Made in India, the rugs offer varied textures and design details including intricate hand embroidery, like the *Serena* design (pictured). [shiirrugs.com](http://shiirrugs.com)



### Floor Story

Created by Gill Thorpe, head designer at Floor Story, the new Verso collection is woven in Afghanistan using textural Ghazni wool. Designs like *Verso Overlay* (right) are a story about urban details. [www.floorstory.co.uk](http://www.floorstory.co.uk)



### Illulian x Paula Cademartori

Among Brazilian shoe designer Paula Cademartori's rug creations for Italian brand Illulian is *Beijinhos*. A composition of visual textures and colours, the design features all-around tassles. [www.illulian.com](http://www.illulian.com)

# New rugs

These designs delight, whether silky or tasselled, evoking urban detail or Deco elegance



### cc-tapis x Luke Edward Hall

In 2022, English artist and designer Luke Edward Hall founded the lifestyle brand Chateau Orlando. Adding to the company's homewares collection is a new series of four wool, hand-knotted rugs made with Italian rug brand cc-tapis. [www.cc-tapis.com](http://www.cc-tapis.com)



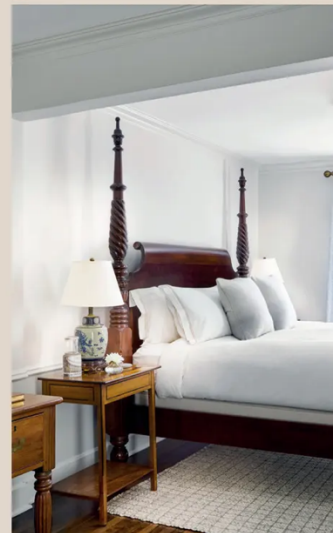
Profile  
**SHIIR**

Coinciding with the launch of SHIIR's new Lyric collection, **Denna Jones** takes a look at the ethos behind the Chicago-based rug firm. Interior designer and co-founder of SHIIR, Shea Soucie, shares the story of the brand and her love of tradition and innovation in rug design



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01

S for Soucie; H for Horner; double I for Isberian and R for rugs. The letters create SHIIR (pronounced 'shear' as in hand sheared), the acronym for a luxury rug business established in 2012 between Chicago-headquartered Oscar Isberian Rugs and interior design company Soucie Horner Ltd. The latter was founded by Shea Soucie and Martin Horner. SHIIR's tagline, 'where innovation meets tradition', summarises the partnership's qualities.

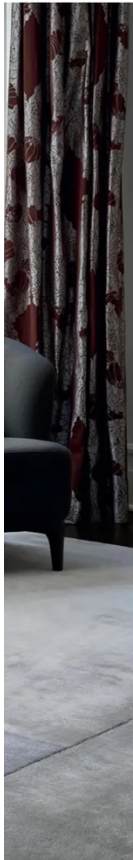
Tradition refers to the history of rug weaving, while innovation is constantly explored to create the company's unique collections.

Soucie speaks with me from the annual Design Leadership Summit, Mexico City where 'education, inspiration and connection collide'—a description in alignment with SHIIR's values. After years sourcing rugs from Oscar Isberian Rugs—a third-generation family company managed by the founder's grandsons, Sarkis and Oscar—

Soucie Horner realised there was a gap in the market for 'the kinds of rugs we want in our projects: luxurious, texture-rich, innovatively produced and made from natural materials.' Uniting 'Isberian's deep ties in the weaving industry' with 'our knowledge of where the rugs rest' allowed SHIIR 'from day one to solve the [rug] problems experienced by interior designers.'

Nestled in the resort town of Saugatuck, Michigan, Wickwood Inn is a laboratory and





- 01 The Lyric collection, SHIIR
- 02 Keelan in Sterling, Lyric collection, SHIIR
- 03 The SHIIR Wickwood Inn showroom
- 04 The SHIIR Wickwood Inn showroom
- 05 Tatami in Confection, Lyric collection, SHIIR



04



and inherently fire resistant) as proof of concept at the inn, where wool rugs feature throughout. Heritage rug techniques include Persian and Nepalese knots and Indian *chikankari* hand embroidery, added as a finishing layer to wool or silk flatweaves in the Embroidery collection. Texture-rich techniques ensure SHIIR achieves its goal 'to make a 2D rug look 3D'.

'Rugs are a complicated sale. Designers don't always understand the difference between types of rugs or how they're made and why they cost what they do,' Soucie says. Knowledge voids and lead-time issues are reasons why SHIIR offers ship-ready rugs to assist designers with clients who won't wait the normal six- to nine-month lead time for a custom rug. These are also reasons why Wickwood Inn is an important element in Soucie Horner's lifestyle brand. Guests at the inn—often designers—can experience the 'visual value of the carpet' as well as order the rugs and other products featured at the inn. SHIIR also hosts its showroom partners at the inn so they can experience 'art underfoot'.

The conversation ends with tantalising news: SHIIR will soon release a collection that 'will be very unique and different'. Two heads are better than one runs the adage; but, for SHIIR, four heads are best to push the boundaries of what's possible for luxury rugs.

[www.shiirugs.com](http://www.shiirugs.com)



a showroom for SHIIR rugs. Ahead of the trend for interior designers to own hospitality venues, Soucie Horner bought the inn in 2021. The brand's interior redesign highlights SHIIR rugs. 'You can see how we layer our rugs and experience them to understand the intricate

techniques and fine fibres we use for SHIIR's twelve collections,' she says. 'We're fibre first—our materials include pashmina, cashmere, silk, wool and leather.'

A fervent wool supporter, Soucie cites wool's excellence as a hospitality fibre (durable, cleanable

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