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## SAMOVAR PROVIDES CONTEMPORARY AS WELL AS TRADITIONAL RUGS

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If you've been looking for that perfect statement piece to compliment the rest of your interior décor, then it's time you took a deeper look into what Samovar has to offer. Saraj Hindi, owner of Samovar, was born into a family of passionate rug makers. His father founded a carpet business in 1929 in Lebanon, and in 1974 the Hindi brothers moved their business to Kuwait. Today, the family's Persian Carpet Exhibition is the largest and most reputable shop in Kuwait.

Saraj Hindi had initially hesitated towards the craft of contemporary and modern rug design. Though, with time came a new understanding. "I was a bit skeptical about the idea of contemporary rugs...until I finally understood that it was not about the most expensive or elaborate design, but the carpet that can give harmony and simplicity to a room. This is when I accepted the fact that the contemporary design in

carpets was not a fashion but a way of life," explained the business owner.

Since this moment of realization, he opened along with his brothers in Kuwait Samovar—a name that means Russian tea urn and symbolizes hospitality—became a business that would keep up with modern times and modern tastes. With success elsewhere in the region, it was no surprise that Saraj Hindi wanted to bring the company back to its roots by opening with his daughter, Lynn, Samovar in Downtown Beirut.

By combining Saraj's passion for Classic Persian rugs with his daughter's passion for modern designs Samovar is a rug shop that suits the tastes and budgets of anyone. "Our 84 years of experience in the business allows us to leverage our expertise and connections to provide our customers

with the most diverse choice of rugs. We also have an extensive stock of carpets in Kuwait, which we can [provide] to our customers in Lebanon," explained Saraj Hindi.

Although Samovar mostly deals with contemporary rugs it also provides for more traditional tastes. From antique rugs, to Persian rugs designed by famous Iranian designers, to heritage design rugs that have been woven with antique weaving techniques and vegetable colors.

The main focus however remains firmly in the present. Working with exclusive high-end designer rugs provided by brands like Has Hali, Rug Star, Floor to Heaven and Knot Rugs the rug selection at Samovar is diverse with each piece an artistic statement of sophisticated craftsmanship, made to stand the test of time and bring warmth to any room.

*Make an impression*

