

By Rana Aytug

HOSSEIN REZVANI SO FAR, SO PERSIAN





Deeply influenced by the elegance of the Persian rug culture, Hossein Rezvani grew up to appreciate its intrinsic role in Iranian art and culture. Woven into the fabric of Iranian history, religion, society and culture, the Persian rug is more so a part of the region's philosophy as it is a part of its culture. Persian carpets have always been and remain profoundly entrenched in Iranian culture and the daily lives of its people. For generations, the Rezvani family produced and distributed masterpieces from their homeland. Hossein's grandfather and father moved to Hamburg in the 1960s and worked in the wholesale business, focusing on fine Persian

rugs made in Ghom, Tabriz, Nain and Esfahan. The third generation of a family that is involved, dedicated and passionate about the rug industry, Hossein grants the traditional Persian rug a contemporary twist.

Persian Principles

In 2009, the idea to create a Persian rug for the 21st century was initiated and Rezvani's first collection was released, creating an international sensation. Although convinced that his rugs would be produced much faster and cheaper if certain traditional principles were abandoned, Rezvani ensures that no compromises are made in terms of the quality of the materials and





the craftsmanship of his own collection. Rezvani's philosophy lies in avoiding mass production products and rather in producing unique rugs that may be inherited by future generations of families.

An International Weave

Three collections are offered by Hossein Rezvani are the Persia Reinvented Collection, the Design Collection and the Classic Collection. Made in Esfahan, the Persia Reinvented and Design Collection are available in two qualities: the exclusive superfine quality with one million knots per square meter uses the finest Persian cork wool and silk and the premium quality

with 400,000 knots per square meter and uses Persian highland wool and silk. The Classic Collection is made in India in 120-knot quality with New Zealand wool and silk mix. As a result of creating a contemporary Persian rug with a traditional weave and technique, Rezvani's rugs have won him international acclaim throughout the Middle East and the international market. A new showroom in Hamburg has recently opened and showcases an exclusive collection of new designs for the firm with new designs and collections yet to come.

Tabriz Lilac

Following its winning success for the Red



Dot Design Award in 2011, the Tabriz Lilac carpet has once again been nominated for the German Design Award 2013. The German Design Award is the country's highest distinction in the field of design and marks an honor as only those nominated by the German Design Council Committees or by the Federal Ministries of Economy are allowed to take part in the competition.

Tradition Reinterpreted

The only carpet brand worldwide to offer contemporary designs made in Iran, Hossein Rezvani Luxury Design Carpets are made with up to one million knots per square meter. Each product

designed by Rezvani is created according to the desire to bring forth something new that holds an emotionally touching and enduring value. During manufacturing, a significant value is placed on reinterpreting classic craftsmanship and combining this with design that is contemporary and simultaneously elegant. Manufactured by hand according to the tradition of Iranian rug knotting, absolutely no chemical treatments are involved in the manufacturing of the handmade carpets. The result is exclusive craftsmanship that is a product of a dedicated and careful approach, with each rug bearing the Made in Isfahan seal of quality. ■

