

Azar Alizadeh Carries on a Family Tradition

Rug selling is in her blood. Azar Alizadeh, whose store bears her first name, is a tenth generation rug dealer who learned her trade by working in a store owned by her family in Europe. She came to the United States and started a small store and has been expanding ever since. Her husband, an engineer by profession, joined her in the business and now her Birmingham location houses 3,000 rugs. They have three other locations in Farmington Hills, Troy's Design Center and Grand Rapids.

Customers return to Azar's because they receive outstanding service and a unique variety of quality oriental rugs. "I pick each rug one by one," says Mrs. Alizadeh, "I don't buy in mass quantities and we carry some rugs with exclusive designs." She also points out that oriental rugs are surprisingly affordable because they last a long time and the expense is spread out over the many years of use. By way of example, an average price for a 4-foot by 6-foot hooked rug is about \$200, or at the higher end, fine silk rugs run \$2,000. "Also, many rugs appreciate in value over time. They are like works of art," she adds.

To illustrate how unique each rug is, Mrs. Alizadeh recalled the story about a rug she had bought from an antique dealer and displayed it in her showroom. One day a woman came in, saw the rug and started to cry. It reminded her of one that had been in her grandmother's home. After some checking, it became apparent that this

indeed was the same rug, and the customer bought it.

Among her clients are nationally-known celebrities, but what advice does Mrs. Alizadeh give for the average buyer? "They need to feel comfortable with the merchant, take their time, measure the space and decide what colors they want," she explains. "If a room is unfurnished, it is best to start with the rug. It is a basic piece that you can build around nicely. If you already have furniture, pick out one or two colors to work with," she advises. Azar's can help with in-home decorating services. They also offer customers the chance to take a rug home and try it out.

The Alizadeh's are dedicated members of their community. They recently received an award from Birmingham's Community House, honoring their involvement in benefit fundraisers and their work in race relations. They belong to the city's race relations task force and often host meetings in their home.

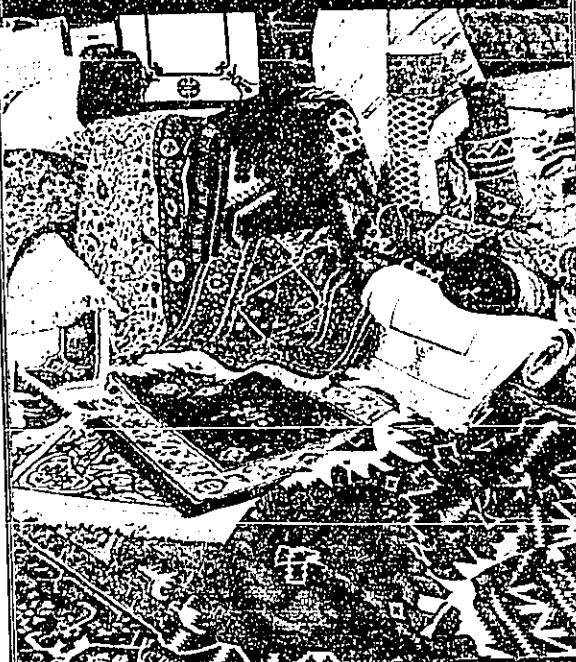
Azar's carries many kinds of rugs including contemporary, Tibetan, Dhurri, French needlepoint and traditional oriental designs. They also repair, clean and appraise rugs, and offer next-day delivery for purchases. The main showroom at 670 S. Woodward in Birmingham, is open Mondays, Thursdays and Fridays from 10 a.m. to 9 p.m. and Tuesdays, Wednesdays and Saturdays from 10 a.m. to 8 p.m. Sundays, noon to 5 p.m. Call 1-800-622-RUGS.



Azar Alizadeh of Azar Oriental Rugs.

Azar's Famous October Sale

The once a year Oriental Rug Sale that is too good to miss!



40 to 50% OFF

This is the Sale you have been waiting for. Beautify your home for the Holidays with an Oriental Rug from Azar's.

Azar's

Oriental Rugs

670 S. Woodward, Birmingham

3085 Orchard Lake Rd. Farmington Hills

call (810) 644-7311 or (800) 622-RUGS