

To conduct a survey of popular shops of Karachi to find out the quality of and trends in carpets and rugs.

OBJECTIVES

- 1 To conduct a survey of popular shops of Karachi in order to find out the variety of quality available in carpets and rugs.
- 2 To find out the latest trends in carpets and rugs nowadays popular among customers.

ABSTRACT

The purpose of the research study was to find out details of the variety, quality and latest trends in carpets and rugs. The specific objectives of this research were to find out different weaves of carpets/rugs available in shops, piles and material in common use, trends followed by customers in motifs and colours, preference of customers vis-à-vis hand made and machine made carpets/rugs, and finally to find out the price range of carpets/rugs. The results show that most shops have cut pile and loop pile; however, customer demand was for cut pile and embossed. Polyester and acrylic are the most popular material amongst customers. Majority of the customers demand machine made carpets in light and cool colours and geometrical motifs. However dark colours and natural motifs are popular in rugs.

Key words:

Cut pile, Loop pile, Embossed, Polyester, Acrylic.