



OUR TOTAL HOME PHILOSOPHY

At Safavieh, our mission is to create a complete collection for the home, bringing fashion and beauty to indoor rooms and outdoor spaces.

From the color palettes we conceive each season, to the patterns we design and the manufacturing techniques we innovate, our distinctive vision is unique in the decorative products arena with a comprehensive line of rugs, furniture and accessories.

We are an internationally branded source with top name recognition among interior designers and consumers of every decorating taste, lifestyle and budget.

100 YEARS OF LEADERSHIP

In 2014 Safavieh celebrated its landmark centennial anniversary.

For four generations, the family behind the Safavieh brand has dedicated its talents and resources to providing uncompromising quality in home furnishings. Based in New York for over 35 years, Safavieh has come a long way from an artisan family business to a high tech corporation with very sophisticated operations in terms of manufacturing and distribution.

We've grown from one rug showroom on Madison Avenue to become an international player with over 10,000,000 square feet of warehouse space and our own manufacturing facilities on three continents. We now drop-ship thousands of packages daily to end-use customers on behalf of our retailers in all 50 states, plus Canada, South America, Europe and Asia.

Safavieh began as a supplier of antique and finely woven Oriental rugs to leading interior designers. We continue to curate one of the country's finest collections of hand-knotted rugs from the great weaving centers of the world, and now also produce programmed hand-tufted and power-loomed rugs.

In the past decade, we have grown into a total home source with the addition of furniture, lighting, decorative pillows and other home accessories for indoor and outdoor use. Our corporate headquarters are located in Port Washington, NY, the worldwide hub for design, sales, customer service and support staff.

Safavieh has strategically placed warehouses in the U.S. in New, York, New Jersey, Pennsylvania, Georgia, Indiana, and California. As well as a warehouse space in Antwerp, Belgium to supply the growing demand for Safavieh products in Europe.

Though we are a fashion company with a passion for craftsmanship, Safavieh is also recognized internationally as a business innovator with cutting-edge logistics systems and manufacturing capabilities.





SAFAVIEH RETAIL GALLERIES

Since opening our first rug gallery in 1978 on New York City’s Madison Avenue, Safavieh’s design sensibility has been a powerful draw for interior designers and consumers. We initially began building brand awareness by advertising to the design trade. As our business grew, Safavieh embarked on a program that reached consumers directly through advertising campaigns in Architectural Digest, House & Garden, House Beautiful and more.

In 1988, the company added a 12,000 square-foot Oriental rug gallery in Stamford, Connecticut, and by 2007, Safavieh was so well known the company was recognized as the Designers’ Best supplier of antique and reproduction rugs in a House & Garden survey of 20,000 of America’s top-ranked designers and architects.

Total home retail galleries branded with the name Safavieh Home Furnishings debuted in 1995 with furniture, decorative accessories and Safavieh’s acclaimed area rug collection. Today, Safavieh is divided into autonomous wholesale and retail divisions, with gallery stores in New York, New Jersey and Connecticut, each a complete design resource center offering home furnishings from the leading manufacturers in the world. In fact, Safavieh Home Furnishings is the largest high-end furniture retailer in the metropolitan New York market.

DESIGN LEADERSHIP

Safavieh’s product development teams research interior design, color and lifestyle trends two to three years in advance of new product introductions. Designers and colorists at our New York studios study cycles that begin in the fashion world to ensure that Safavieh is ahead of couture trends that filter into products for the home.

We believe every consumer deserves impeccable style, the newest fashion and the best quality her money can buy. We focus on meeting three essential criteria: beauty, quality and value in both our wholesale products and retail stores. Indeed, every sales representative at Safavieh Home Furnishings stores is a qualified interior designer.



Safavieh's brand recognition and expertise in hand-knotted rugs have attracted the world's most renowned lifestyle leaders and the greatest names in interior design as licensing partners. They come to us for our management, quality product and the flawless execution of each of their visions.

LEGENDARY SAFAVIEH STYLE ICONS:

Ralph Lauren - Arbiter of classic American taste, luxury and refinement

Martha Stewart - Lifestyle guru trusted worldwide for decorating solutions

Lauren Ralph Lauren - Inspired by the lifestyles represented in Ralph Lauren Home
Disney

LAUREN
RALPH LAUREN



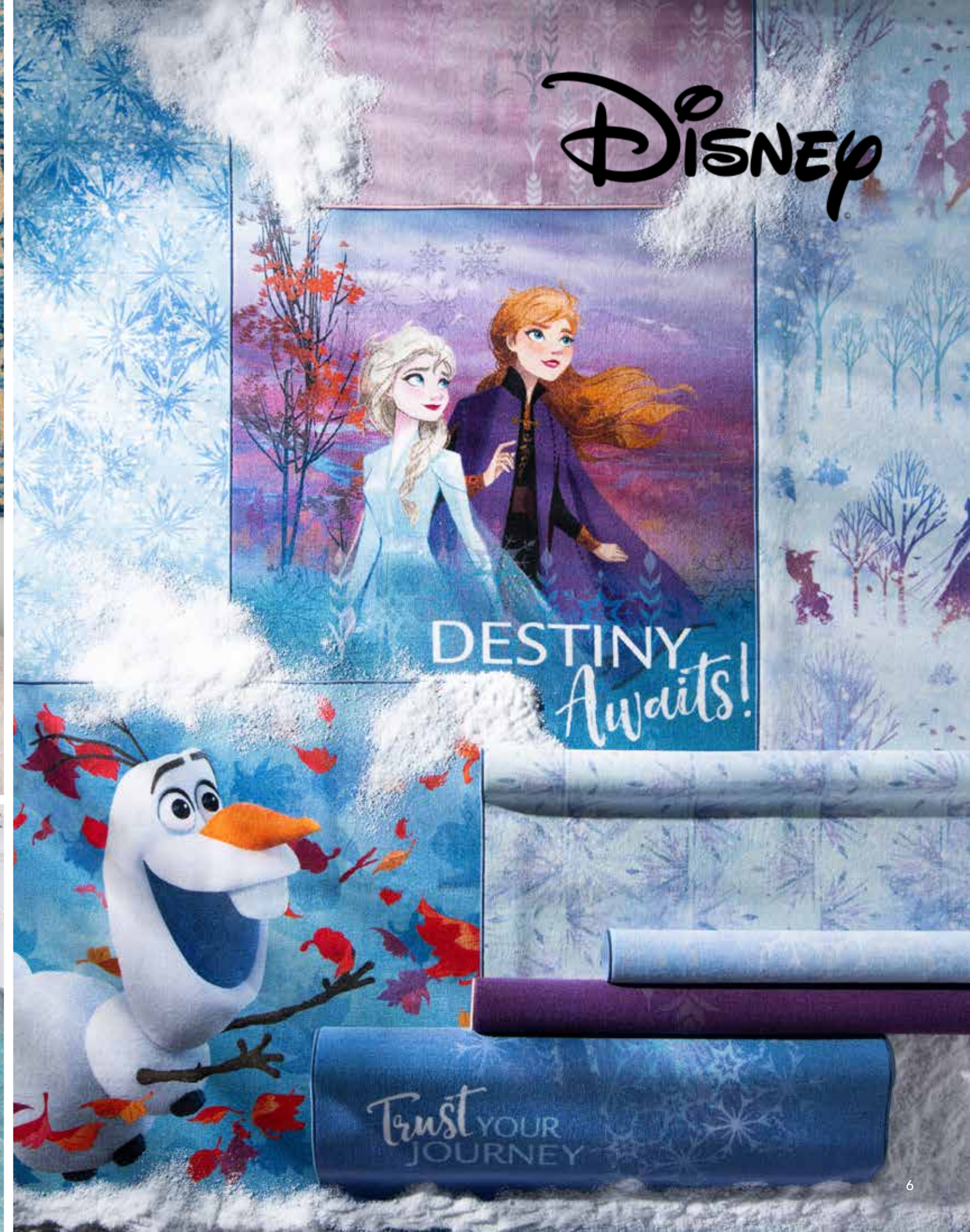
RALPH LAUREN
H O M E





Martha Stewart





WEAVERS OF THE MOST BEAUTIFUL RUGS IN THE WORLD...

At Safavieh, exquisitely crafted area rugs are our heritage. Every collection is imbued with the knowledge and expertise we have accrued over the course of our 100-year history, and we offer the most comprehensive line in the industry.

From the finest antique carpets and historical reproductions to fashion-forward contemporary rugs, we focus our research and development on creating the highest quality consumers can buy within a broad range of budgets.

ONE-STOP RUG RESOURCE

Safavieh’s rug collections encompass the entire scope of product from kitchen rugs to one-of-a-kind antique Oriental carpets. We produce good, better, and best qualities in both indoor and outdoor rugs.



FASHION & CRAFTSMANSHIP

The unique difference in Safavieh rugs is the high level of artistry and fashion we bring to each product, regardless of price point. Our goal is to preserve the craft of rug making by highly-skilled artisans.

WEAVES & FIBERS

Safavieh is an established producer in the major rug weaving centers of Persia, India, Tibet, Nepal, China and Pakistan. We provide uncompromising quality in hand-knotted rugs, hand-tufted and power-loomed constructions in wool, wool blends, natural fibers, organic viscose and enhanced polypropylene.

PRODUCT INNOVATION

Safavieh gives its customers a competitive edge and window of exclusivity by developing new weaves, fibers and finishes in-house and in anticipation of industry trends.





FURNITURE FOR EVERY ROOM...

Following in the footsteps of our award-winning rug collection, Safavieh's furniture line has met with meteoric and unprecedented retail success. Specifically designed and crafted to offer consumers the designer lifestyle look at accessible price points, our furniture is fashion-forward, stocked in inventory and quick-shipped across the globe.

Superior logistics and fashion leadership are the key differentiators of Safavieh's wholesale furniture collection. Combined, they have catapulted us to preferred-source-status with retailers in all distribution channels, especially those emphasizing internet sales.

INSPIRED ACCENT FURNITURE

Safavieh's beautiful accent furniture collection includes traditional, transitional and contemporary designs. Crafted of new and reclaimed woods and available in a variety of popular finishes, our furniture offers exceptional value in coveted designer looks.

- Accent Tables
- Storage Pieces
- Dining Chairs
- Tables
- Consoles & Étagères
- Home Office Furniture

UPHOLSTERED FURNITURE

The newest colors, patterns and fabrics, including linen and cotton in elegant velvet and casual textured weaves, define our upholstered pieces as do fine top grain and bicast leathers. Designer details include quilting, welting, nailhead trim, and fashionable wood finishes.

- Accent Chairs
- Benches & Ottomans
- Barstools
- Headboards
- Room Divider Screens





FURNISHING THE GREAT OUTDOORS

Safavieh's growing outdoor collections are designed to help consumers expand their everyday living space to include completely furnished porches, decks and patios. Our mission in this category is to give homeowners the same high levels of styling and the same directional colors they associate with our brand in indoor decorative products.

Stylish, versatile and maintenance-free, Safavieh outdoor rugs and furniture are best-sellers in every retail channel from online flash sales to home improvement centers. We have the unique ability to outfit total "outdoor rooms" with area rugs, conversational seating groups, dining chairs and tables. Safavieh completes the designer look with ceramic garden stools and outdoor accent pillows.

At Safavieh, materials, finishes and fabrics in outdoor furnishings are state-of-the-art and sophisticated. In fact, Safavieh's outdoor rugs were named one of the 100 Best New Home Improvement Products for 2012 by the editors of This Old House magazine.

OUTDOOR RUGS

Safavieh's outdoor rugs lead the industry in fashion, color and quality. Our rugs are power-loomed of enhanced polypropylene yarn to insure they retain their beauty in all weather conditions. They are resistant to sun, stains and mildew, UV-protected and can be cleaned with a garden hose. What's more, they are so good-looking they are purchased in large volume for kitchens, laundry rooms and other high traffic areas.



OUTDOOR FURNITURE

Safavieh's collection debuted to rave reviews in 2012. We offer pretty, practical sets and individual pieces in acacia wood, resin and aluminum wicker, fiberglass, steel, and upholstered cushions in a variety of outdoor performance fabrics.





FASHION ACCESSORIES FOR THE HOME

Introduced in 2011 and growing substantially with each succeeding season, Safavieh's Home Accents collection gives consumers the opportunity to dress their rooms with fashion-right looks from a brand they trust for impeccable style and directional colors.

With lighting, accent pillows, wall art, mirrors, candle holders and garden stools, our ever-expanding line of accessories is affirming Safavieh's position as a total home products company. Retail sell-through has far exceeded expectations and demand is strong in all retail channels.

BRILLIANTLY STYLED LIGHTING

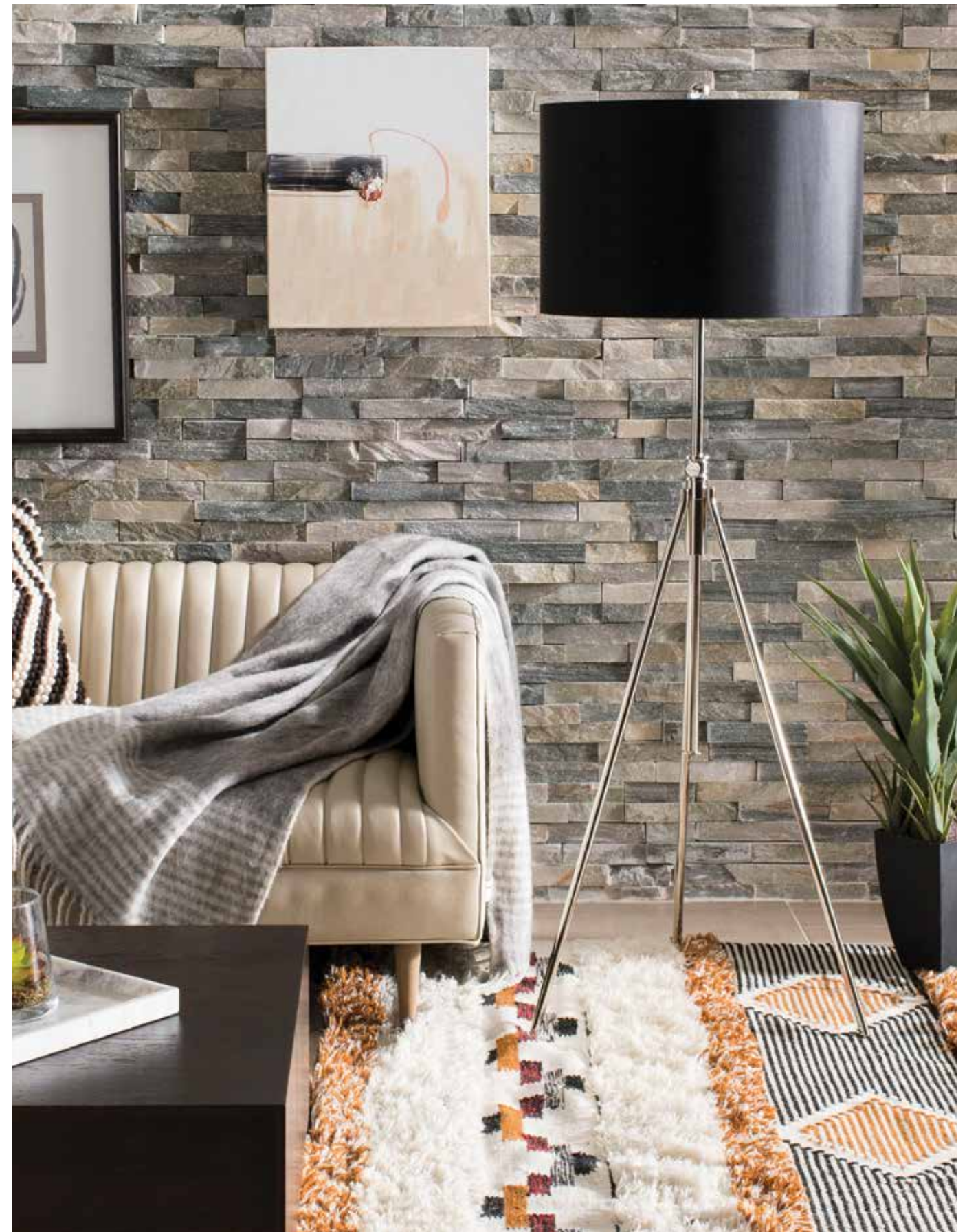
The fastest-growing product category at Safavieh, our lighting line is comprehensive in materials and styling. Designs of our table and floor lamps range from traditional to transitional and contemporary, and include classic as well as 21st century shapes and shades. Our lamps are beautifully fitted with silk, linen or cotton shades, and bases are crafted of porcelain, glass, ceramic, reclaimed wood, crystal, stone and mother-of-pearl. No one in the industry offers as many color choices in stocked inventory for quick-ship as Safavieh.

DESIGNER ACCENT PILLOWS

Craftsmanship defines Safavieh's collection of accent pillows, which feature embroidery, trapunto, shell and bead embellishments, and fabrics of cotton, linen and luxurious man-made fibers. Novelty covers include fur, faux fur, leather and cowhide.

ARTISTIC WALL DÉCOR

Safavieh scours the globe for innovative and artful wall décor with a crafted look. We offer paintings, sculptural pieces, forged iron wall art, sconces and mirrors in designer shapes and finishes.





A GLOBAL FACTORY NETWORK

AREA RUG WEAVING CENTERS

Safavieh has the unique ability to produce each of our rug collections by type of weave or construction in the region best-suited to each particular design. Safavieh is an established producer in the major rug weaving centers of the world, including India, Turkey, China, Tibet, and Nepal, where many of our relationships are ongoing for over 25 years.

FURNITURE AND ACCESSORIES

Our furniture and accessory designs also dictate production locations. Upholstery, indoor case goods and lighting are crafted by specialty producers throughout China. Hand-forged iron pieces, reclaimed wood furniture and outdoor furniture are produced in Southeast Asia. Artisans produce our decorative pillows in Panipat, India.

Commitment to Quality: Safavieh sets and monitors standards that assure consistency throughout our global network resulting in our leadership in programmed collections for the most discerning customers.

Commitment to Workers: We provide fair wages to offer a better lifestyle to weavers who would have no other means of income without our rug business. As market trends changed, we've retrained weavers to produce hand-tufted and power-loomed rugs, ensuring that they continue to work, and that our standards for artistry are maintained.





Map Key:

- Warehouses
- Rug Production
- Furniture & Accessories

SAFAVIEH'S WORLDWIDE NETWORK

STATE-OF-THE- ART LOGISTICS SYSTEMS

Safavieh is recognized as innovator in logistics for in E-commerce, and pioneered in our product categories with state of the art systems for the new online economy. Sophisticated, informed consumers have come to expect immediate delivery of home furnishings products and fashion choices in design and color. And that is what Safavieh delivers. We work hand in hand with retailers in all distribution channels to maximize e-commerce sales with more offerings than possible in brick and mortar formats.

In addition, we have trail-blazed with furniture designs that correspond to a cutting-edge drop ship model to provide quick ship deliveries on immediate fashion and high end looks. The combination was revolutionary in our industry.

10,000,000 FEET OF WAREHOUSE SPACE

Advanced logistics have significantly increased customer loyalty to Safavieh and its retailer partners, and support our mission of excellence. We offer superior customer service to 500-plus retailers throughout the U.S. and Canada. Our products are also sold in South America, Europe and Asia.

Safavieh products ship out of strategically located distribution centers totaling 10,000,000 square feet of warehouse space. Distribution centers are located in New, York, New Jersey, Pennsylvania, Georgia, Indiana, Houston (coming spring '23), California, Canada and Belgium.

DIRECT SHIPMENTS TO THE END CONSUMER

Logistics solutions are specifically tailored to customer distribution channels: Big Box, Mid-Size, Catalog, Clubs and e-Commerce. Safavieh manufacturers over 140,000 design SKUS for indoor and outdoor home decorating. And we distribute thousands of products per day directly to individual retailer doors and consumer households.

Indeed, Safavieh’s unique ability to develop, produce and distribute the right product at the right time separates us from the competition. Time-sensitive, service-critical logistics keep us at the forefront of consumer buying habits and delivery expectations.





SAFAVIEH

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