

THE ART UNDERFOOT

The Scarab launches new rug line

by LAURA LIEFF • photos by DOMINIQUE TAYLOR



HOME IS A CONCEPT THAT is important to everyone — both literally and figuratively as the word represents a physical place of comfort and a feeling of belonging. People have written songs about what it means to come home at the end of each day or even after being on the road for long periods of time. Famous quotes like “There’s

no place like home” and “Peace begins at home” resonate because everyone wants to have a safe place they come home to — and that’s what The Scarab has been creating.

More than 30 years of selling rugs crafted and designed by the best weavers in the world, The Scarab is adding to their repertoire by launching their own rug line. While they have always worked

with the best rug makers and have consistently offered the highest quality rugs, the team recently curated their own collection, called Private Label, that focuses on neuroaesthetic design. “We are pioneers of the rug business and the whole purpose behind our company, from the very beginning, has been to sell handmade natural pieces that have a story we can

incorporate into homes,” says co-owner Jane Rohr. “We’ve been working on this Private Label concept for a while and the first collection — the Natural Collection — is just the beginning.”

Featuring rugs that are all about creating a sense of home with the neuroaesthetic design approach in mind, the Natural Collection pieces help craft spaces that positively

influence emotional well-being, reduce stress and improve cognitive performance. According to Tara French — who handles buying, merchandising, and client/project management for The Scarab — the rugs are textured, organic, and durable. They are also at a more affordable price point because they are meant to withstand kids, pets, and everything that goes with living in your home. “We pride ourselves on creating ‘feeling at home’ and we’re taking it up a notch with these rugs because their textures make you feel comfy and cozy,” explains French. She goes on to say that the Natural Collection “blends earthy tones with modern sensibilities that complement any interior” and that the design philosophy behind them is that “each piece was thoughtfully created by skilled artisans using traditional weaving techniques, ensuring every rug is unique.”

Because the neuroaesthetic trend, focuses on “how the brain reacts to aesthetic experiences” and highlights the research that shows how living in a well-designed space can improve your quality of life, it aligns with what The Scarab has unwaveringly prioritized — being conscious of how people feel in their homes. Rohr says the Natural Collection is comprised of a selection of rugs curated by the team that represents this concept. She adds, “It’s also an accessible line that is easy to use in high traffic areas of homes made with the integrity The Scarab has consistently valued, which is offering high-quality, handmade pieces.”

Creative Journey

After over three decades in the business, Rohr emphasizes that The Scarab has continually been ahead of the curve. “Our journey of constantly being one step ahead and having pieces that surprise and excite our clients is a big part of what we do,” she explains. “We’re very moved by the variety of textures in this collection and it fills the niche that’s in high demand. These textures are versatile — meaning they go with any kind of design in your home. In short, they play well with others!”

Another feature that sets the Natural Collection apart is that



THE NATURAL COLLECTION PIECES HELP CRAFT SPACES THAT POSITIVELY INFLUENCE EMOTIONAL WELL-BEING, REDUCE STRESS AND IMPROVE COGNITIVE PERFORMANCE.

the team purposefully gathered unique tactile pieces with three-dimensional textures while keeping Vail Valley clients in mind. Scarab co-owner Larry Stone adds that listening to the preferences of their designers and clients is extremely important. “We are always paying attention to the loyal customers and talented designers we work with — especially when it comes to colors, textures, and designs,” he says.

The second collection under The Scarab’s Private Label is the Custom Collection, which focuses on pieces that lend themselves to clients’ individual styles. Rohr says that even though they have always customized rugs (including size, color and pattern), this collection is even more personalized because it’s comprised of designs that have never existed before. “It’s an opportunity to collaborate with our clients and create authentic pieces alongside them,” she explains. “They get to drive the process regarding color, design, size and pattern, so it’s completely out of the box.”

In the past, Rohr and Stone’s son Jasper used inspiration from graffiti art to create a rug design for clients who were looking for a specific look that matched their



Artisan weavers from across the world help create The Scarab’s earthy tones.

individual aesthetic. Rohr says that the team enjoys working with custom rugs to produce designs based on their clients’ taste that appeal to their personal stories.

Unique Favorites

While the Private Label line is new, and the team has gathered some of their favorite textures to introduce in conjunction with the current buzz of neuroscience, Rohr says that striving to inspire and create has been The Scarab’s mission since the beginning. “We are artists and creators and are very passionate about what we do,” she explains. “Now we are taking the next step and are continuing to collaborate on designs that are exciting and different.”

Rohr emphasizes that The Scarab has always carried the best rugs in the industry and that expertise and quality are paramount. “With our Private Label, we are putting our name on a neuroaesthetic design and 34 years of creating homes for people,” she says. Additionally, because The Scarab works with

weavers all over the world, the team continues to stay up-to-date with world events. She notes that representing art that comes from real places and real people is important, and collaborating with weavers from other cultures and countries gives those artisans a much-needed voice. “Since Covid, and the shift of events that have followed, the feeling of home has become even more important to everyone,” Rohr adds.

Both the Natural and Custom Collections are available at The Scarab and the team is already seeing that tapping into this type of creativity is garnering a positive response. Rohr, Stone, and French are thrilled to watch clients embrace the scientifically-proven neuroaesthetic approach to their homes through color, form, nature, tactility, and light. “Art is a souvenir of a journey well-traveled and we continue to be inspired to create handmade, beautiful pieces,” Rohr adds. “This new line provides that feeling of home while meeting our checklist of high standards. We’re excited to offer it to everyone.” **VVH**

