

IN CONVERSATION: LUXURY REDEFINED

Moattar

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As interior accessories go, rugs tend to be a favorite to source for designers and homeowners alike. A piece of art, a sound barrier, a tactile experience and a visual finishing touch, rugs are truly capable of pulling a room together. And for 63 years, Moattar has been the Southeast's trusted source for the best selection of antique, reproduction and contemporary rugs.

Q&A

What does luxury mean to you? Luxury exists at the intersection of objective and deeply personal. At its core, it must be rooted in integrity; it's about materials of substance, craftsmanship of the highest order and a clear sense of intention. This creates an inherent authenticity that transcends trends.

What do today's clients value most for their home? First and foremost, people want real materials. It's because they are seeking spaces that feel both deeply personal and effortlessly livable. There is a shift away from purely decorative interiors toward environments that balance beauty with a sense of ease and authenticity. Comfort is no longer an afterthought, so the materials need to be real and durable. At the same time, there is a renewed appreciation for pieces with provenance, where beauty is informed by history, artistry and material richness.

Talk about the process of specifying a rug. Typically, designers will start with the rug and move up, as it is harder to change out rugs versus fabrics. We see it as the foundation of the room.

How does your firm embody luxury? Through a reverence for craftsmanship and a discerning eye for quality. Whether sourcing a centuries-old antique or developing a modern piece inspired by traditional techniques, we prioritize integrity of material and artistry.

What is trending in your region? We are seeing renewed interest in antique and vintage rugs, as well as modern designs that draw inspiration from historical motifs but are reinterpreted with a lighter, more contemporary hand. In general, homeowners are moving away from overly matched interiors in favor of spaces that feel collected and nuanced.

What role does your work play in a design? At its best, design is an evolving dialogue between past and present. Our goal at Moattar is to honor that dialogue by bringing forward pieces that carry history while seamlessly integrating into the way we live today.



TOP Suspended above the Atlanta skyline, Jason Moattar's living room is grounded by the Hi Lo rug in Mineral from Moattar, a pair of lounge chairs by Coup Studio from R HUGHES and the Jasper sofa from Dixon Rye.
BOTTOM In Moattar's guest suite, a Kars Tribal rug from Moattar introduces subtle pattern and texture.
PHOTOGRAPHY DIEGO VICENTE



BIBAKABAD 12'8" X 19'11"

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