



## **Leading Antique Carpet Dealer Cites Boom in Internet Sales**

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Internationally-recognized antique rug expert Jan David Winitz today said that an increasing amount of his sales of investment-quality, art-level Oriental pieces are being completed over the Internet. The rugs and carpets, primarily from the 19th century, frequently sell for hundreds of thousands of dollars.

"Having been in the business for nearly three decades," said Winitz, who owns and operates Claremont Rug Company, "we have seen a dramatic turn in how our clientele shop for their collections."

His Claremont store, called by the Financial Times of London "one of the world's best sources of antique carpets," houses his extensive inventory. However, he notes, that two-thirds of his clients are "not local" to his California locations. "Many of them have never been to our gallery," he said.

"Our clients are incredibly busy and have multiple residences. For these reasons, they often purchase rare rugs from us by using our Internet gallery, from our extensive catalogue and home presentations."

Fortuitously, it was one of his clients, John Warnock (then chairman of Adobe Systems) who suggested that the Internet might provide a means for Claremont's busy clients to view inventory and gather information on the rugs and carpets.

"He was absolutely correct," Winitz said. "When selections are made, we often bring the carpets and rugs to the client's home for viewing. We complete many full-home furnishing projects without the clients ever having come to the store," he said.

That being said, Winitz has noticed that many of the art-level pieces that he sells are going into private museums or are being stockpiled by a growing group of connoisseurs. "Some of our clients are asking

us to hold many of their rugs in our warehouse for future use," he said.

Winitz, author of "The Guide to Purchasing an Oriental Rug," heads an international team of expert buyers who continually review private collections and estates and purchasing rugs and carpets directly for clients and for the inventory of his two galleries. Claremont ([www.claremontrug.com](http://www.claremontrug.com)) currently has more than 3000 rugs and carpets in its collection.