

Keeping a Father's Palos Verdes LEGACY Alive...

Art Oriental Rug, 40 Years in the South Bay



www.artorientalrug.com



Devora and Norel with their mother, Minoo with employees of over 20 years, Otoniel and Gabriel



Quality Rugs make a statement in any home

If you live in Palos Verdes, you have probably driven by this store on Hawthorne hundreds of times. I discovered **Art Oriental Rug** 12 years ago right after we moved into our new home on Via Mirabel.

I was quickly educated on the craftsmanship and quality of the rugs in their store. Our family purchased 3

of these rugs. The beautiful colors and designs inspired the rest of the decorating that was done in our home.

Recently I stopped in after hearing that they may be closing their doors. I was greeted by Norel, the daughter of the original owner Eli, who immediately welcomed me with a big engaging smile. I had always remembered the warm greeting and authentic experience received stepping into their beautiful showroom years ago. I was pleasantly surprised to see that after many years it still felt the same.

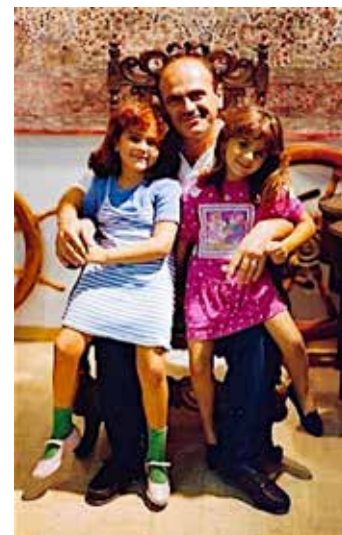
-PV Resident and Area Director of *Lunada Bay Living*, Kristin Borden

Art Oriental Rug Co. was founded in 1978 in the heart of the South Bay in what was once the small charming town of Torrance. *The original founder and Palos Verdes resident was the affable Persian businessman, Eli Ebriani, who many knew and loved. He ran the business for 30 years until his unfortunate sudden passing ten years ago.* After his passing stories poured in from our clients of how friendly and kindhearted a man he was says **his daughter, Norel. His wife Minoo** was faced with a hard decision of keeping the business alive or selling it. Ten years later she still runs the place with her daughter, Norel.

With regards to closing the store Norel says that her mother, Minoo, often weighs a sense of pressure to close the business because she wrestles to reingrain what contemporary rug buyers do not necessarily look for today—quality. The rug market fluctuates and is unpredictable.

Norel, on the flipside, wants to keep the rug shop alive as well as her father's legacy.

She constantly faces a battle with her mother to stay in business.



Norel and Devora Ebriani with their beloved father and PV Resident Eli Ebriani

She tells us about her ideas about how to make the business thrive by creating a cultural collaborative space while keeping the rug store in the backdrop because, she says *"let's face it, everyone who's experienced the richness of being surrounded by handmade rugs simply loves that atmosphere. The beauty of one hand-made piece can inspire its viewer to reexperience the extravagant history that is intertwined with every warp and weft. We love that rugs are living pieces of art and we have a strong desire to share our passion with everyone!"*

We asked Norel what we could do to help keep her Father's legacy alive and she told us...

"Stop by the showroom and say hello...we will teach you a bit more about the extravagant history in these living pieces of art and the lasting investment that your own family can pass on through the generations!"

Art Oriental Rug is located at:

24415 Hawthorne Blvd.

Torrance, CA 90505

Store Hours:

Mon-Thurs 10:00-6:00

Friday 10:00-4:00

Saturday Closed

Sunday 11:00-4:00

Tel: 310-373-7373



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Torrance, CA 90505