

Tradition Meets Quality at AZADI Fine Rugs

Written by Christina Silvestri

For more than 200 years, AZADI Fine Rugs has been a leading international purveyor of quality antique, tribal and contemporary rugs.



Photo by Scott Sandler

The family-run business is owned and operated by David Neishabori, who has made Scottsdale AZADI's home base for the past 20 years.

Following a rich history of tradition and authenticity, Neishabori prioritizes the needs and desires of the customer first and foremost.

"Rugs are like art – you either connect with them or you don't," Neishabori said. "Whether it's an investment piece, family heirloom or just for décor, we are dedicated to finding out what the client's needs are and make them a reality."

The history of AZADI Fine Rugs dates back six generations in Neishabori's family to 1790 in northwest Persia. Neishabori's father brought the family business to the U.S., where Neishabori then took AZADI Fine Rugs public in 1995.

"The rug is the foundation of any home," he said. "This is what we've done for 219 years ... you're buying from a family tradition and we get to share that experience with you."

All of the rugs are completely handmade, with the majority being produced and imported from Turkey. Other specialty rugs include a variety of antique and contemporary Navajo rugs.

Neishabori said that one-of-a-kind investment rugs and rugs with a modern or contemporary design are the most popular among customers.



David Neishabori of AZADI Fine Rugs. Photographed by Scott Sandler

"From an investment point of view, people seem to be more aware that antique rugs have more value on a consistent basis year after year, regardless of any recession," he said. "A rug is like old wine – you know its value and quality from far away."

Conscientious customers can be assured that no child labor is involved in the production of any AZADI rug. AZADI Fine Rugs is a proud certified member of the GoodWeave organization, which works to end child labor in the handmade rug industry and offers educational opportunities to children in weaving communities throughout Southeast Asia.

If an abstract fine Serapi rug or intricately patterned antique Bidjar carpet doesn't pique your taste, customers can opt to create their own custom rug design.

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"We feel our clients have worked very hard we want to give them that authentic service with a very unique and beautiful rug that really enriches their life," Neishabori said. "That's my mission and that's what we do – to share 219 years of tradition."

For more information, please visit www.azadifinerugs.com.