



ILLULIAN®

LUXURIOUS CUSTOM HANDMADE RUGS

Menswear brand ISAIA chooses the luxury rugs by Illulian for its boutique at Frank Lloyd Wright building in San Francisco

Two exclusive rugs created by **Illulian** embellish **Isaia's** boutique, the iconic Naples-based luxury menswear firm, which opened its latest shop house in the historic *Frank Lloyd Wright Building*, at 140 Maiden Lane in San Francisco.

Formerly home to the V.C. Morris Gift Shop, the store - a true architectural jewel - boasts a space of 7.900 sq m, where **Isaia's** glamorous style perfectly match with the architectural elements of the historic building, whose spiral ramp portrays on a smaller scale the now legendary stairway theme that Lloyd Wright would later designed for the Guggenheim Museum in NYC. The result is a unique and high-end shopping temple enriched by customized furniture and vintage accessories. The **rugs by Illulian** are based on the drawings of interior designer Alberta Saladino with architect Martino Ferrari: a reinterpretation of motifs from the 50's readapted on a round shape to respect the sinuosity of the space designed by the famed architect.

Since its foundation **Illulian** has been esteemed an international icon of style and luxury for its gorgeous rugs. The Milan-based company has never stopped evolving through a process of uninterrupted growth, participating in great projects and collaborating with prestigious figures in the world of architecture, design, and fashion. **Himalayan wool**, **pure silk** and **vegetable colors** are the essential elements that contribute to giving any carpet a sophisticated appearance; soft chromatic details guarantee any environment an exclusive and elegant allure. Every rug is **completely customizable** in terms of size and color, in order to meet the specific needs of every international customer.

All the rugs by **Illulian** are knotted and carded by hand and can be made in two quality levels: **Platinum 120**, the most exclusive line is characterized by the use of top quality wool and silk and the extremely complex handcrafted process – with a stunning 180,000 knots/m² – that creates highly scenographic sculpted effects. **Gold 100** proposes rugs made from wool and silk, with a timeless charm and a density of 150,000 knots/m².

Isaia's boutique is the latest in a series of contract projects run by **Illulian**, including the City Life Zaha Hadid Residence in Milan, St. Regis in Florence, the new Palace of the Region in Milan and the luxury hotel Palazzo del Corso in Gallipoli.

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