

Introducing Eteria: A Curated Online Vintage Rug Boutique With Designer Expertise To Guide Your Purchase



New York, New York City, Mar 25, 2021 ([Issuewire.com](https://www.issuewire.com)) - Meet [Eteria](https://eteria-home.myshopify.com/), an online shop of vintage handcrafted rugs designed to take the guesswork out of heirloom rug shopping. Founded by [Ursino Interiors](#), a full-service national interior design firm, Eteria offers clients a curated selection of rugs that have been hand-picked by a trained interior designer, rug shopping tutorials, and a flexible exchange policy to ensure clients find the perfect rug to create an inviting, inspired space. The initial collection is available starting today at <https://eteria-home.myshopify.com/>.

All rugs featured on Eteria are vintage, meaning at least 50 years old, and hand-knotted by artisans who have been practicing their craft for generations in traditional rug markets including Iran, Turkey, and Afghanistan. The rugs are 100% wool, making them extremely durable and appropriate for high-traffic areas, and formal or informal settings alike. The rugs come in a variety of sizes from runners to large area rugs, and range in price from \$1,400 to \$7,500. Since each rug is unique, followers will be notified of new rug drops on the [@EteriaHome](#) Instagram account every six to eight weeks.

“The inspiration for Eteria actually came from our Instagram community,” says Maureen Ursino, Eteria founder, and principal designer at Ursino Interiors, “when we’d post a design project on [@UrsinoInteriors](#), we’d get bombarded with questions about the rugs, “what is that rug,” “can I buy one,” “how did you pick the rug,” and on and on. It made me realize that people are interested in vintage rugs, but unless you have grandparents with great taste who are passing them down, or you’re a designer with trade access to rug sellers, you don’t know where to begin. I thought, not only can we provide access, but maybe we can take it one step further.”

Ursino personally selects each rug for the shop, so clients can be assured their rug was chosen by a trained interior designer. In addition to the rugs, Eteria offers design tutorials on color and size, and care and storage education to guide clients in the shopping process. Eteria also provides a flexible return policy, which is unique in the online rug market. “Vintage rugs are beautiful, they add soul to a room, but they’re an investment,” says Ursino. “Photos are helpful, but you really need to see them in your space. Art galleries offer an option to test artwork in space, and a vintage rug is truly art for your floors. So we offer an exchange policy where people can notify us within a few days of receiving the rug if it doesn’t work for space and we’ll work to find the right rug. We want clients to welcome a vintage rug into their home they can cherish for many years or even generations to come.”

To learn more about creating an inviting, inspired space with a vintage rug, or to shop the Eteria curated rug collection visit <https://eteria-home.myshopify.com/>.

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About Eteria

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About Ursino Interiors

Ursino Interiors is a full-service residential interior design studio, specializing in creating fresh, authentic, and livable homes for clients and their families. Founded by Principal Designer Maureen Ursino, the firm works to achieve a balance between traditional and modern elements, and tailors spaces to tell each client’s unique story through curated textures, tones, and materials. The studio collaborates with architects and builders to guide our clients through the selection of architectural finishes, execute on custom details, and most importantly, ensure that the homes we create are both

functional and beautiful.



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Source : Eteria Home

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