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Step into Morry's Oriental Rug Bazaar, 5623 H Street, Sacramento, and meet Morry Baghestanian himself — a kind and patient man who is happy to teach new customers how to choose the perfect rug for their home or business.

A fixture in East Sacramento for the past 24 years, Morry's Oriental Rug Bazaar is filled from floor to ceiling with every type of rug from the traditional hand knotted variety to contemporary machine-made rugs. Owned and operated by Morry and his son, Kamran Baghestanian, the store offers carpets from every region in the world including the Far East, Middle East, Europe, and North and South America.

When a new customer enters the store, Morry and Kamran try to educate the customer first. They start by asking a series of questions to help the customer pick the right carpet that will meet their needs and fit their budget. Will the rug be in a high traffic area? Are there children or animals? Does the customer redecorate frequently or is he or she looking for a heritage piece that can be passed on to future generations?

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ARTICLE PAMELA BAKER | PHOTOGRAPHY PROVIDED



## MORRY'S ORIENTAL RUG BAZAAR

A PARTNERSHIP FOR GIVING BACK  
TO THE LOCAL COMMUNITY



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Locally Owned (CONTINUED)



Photo courtesy Morry's  
Oriental Rug Bazaar

## HOW IT ALL STARTED

Morry got his start 55 years ago when he learned the craft from his father, Mohammed, who, in turn, learned the trade from his father, Mousa. Traveling to the old world bazaars of Tehran and Hamedan, Persia, Morry learned the intricacy of knot making, developing his expertise and ultimately establishing his own bazaar in the Persian capital. Following the Iranian Revolution, Morry made his way to the United States, where he settled in Sacramento operating as an importer furnishing the finest rugs to designers, furniture stores and other carpet dealers. According to Kamran, Morry's expertise is so fine-tuned, he can tell, based on the pattern, weave, knots, colors and material, where a rug originated from and sometimes even the region and village.

Kamran, now the fourth generation in his family to carry on the rug business, started interning at the age of 15 at Scofield's furniture store in Sacramento. While still in college, Kamran opened his own Oriental rug store and in 1998, established a large and successful home furnishing showroom in Lodi called Classic Living, featuring a beautiful selection of rugs, of course, to complement any home or office need.

With the recession taking its toll on the home furnishing business, Kamran decided to close his business, return to his roots in Sacramento, and work with his father again, doing what the





Photo courtesy Morry's Oriental Rug Bazaar

family has done so well since the late 1800s. With the economy improving and furniture sales increasing, in May of this year Kamran opened his newest venture — Urban 57 Home Décor and Design. Just a stone's throw from the rug store, Kamran keeps busy between the two locations.

#### GIVING BACK

But it's not just about selling rugs and furniture. Over the years, Morry and Kamran have generously given back to the local community that has supported their business so well. Often approached by local charities and fund raising organizations, the Baghestanians are happy to donate a special rug or gift certificate for merchandise, rug cleaning or rug repair. Not only have Morry and Kamran developed a special business partnership as father and son, but that partnership also extends to giving back to the local community.

For example, among many worthwhile causes they support Capital Public Radio, CASA for children, B Street Theatre and even a recent local campaign to build a dog park in the community. Kamran, a self-professed dog lover, recalls that particular fund raising effort as one of his favorites.

"We love to help out in the community to help reach their goal. Why wouldn't we get involved? It's a win-win situation," says Kamran. "I believe giving makes the giver feel good and somehow it will come back to you 10 times."

Morry and Kamran have been serving the Sacramento region for so many years, they now have three generations of customers coming to them for rug purchases, cleaning and repair. Each generation may have different needs and desire different looks, all easily met by Morry and Kamran's expansive selection of rugs and prices to match every budget.

So next time you are in East Sacramento, visit Morry's Oriental Rug Bazaar and discover this no-pressure mecca of handcrafted carpets. Walk around the dizzying array of carpets that cover the floor and line the walls. Who knows? You might even find yourself taking home a special treasure to brighten up your living room and enjoy for a lifetime.

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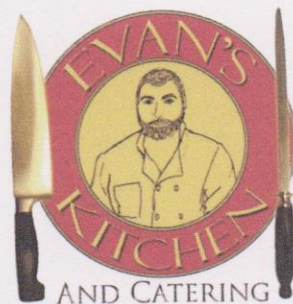
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