

NEW OLD FARMHOUSE IN IPSWICH | COASTAL INTERIORS IN SWAMPSCOTT

northshore home

SPRING 2022

Coastal Living



NORTHSHOREMAG.COM/NORTHSHOREHOME

COVER
STORY
Carpenter &
MacNeillie
Shingle-style
design on
the coast in
Annisquam



home

shop

ORIGIN STORY

ANTIQUÉ RUGS, A LONGTIME STAPLE OF
TRADITIONAL NEW ENGLAND HOMES, FIND
THEIR WAY TO THE NORTH SHORE, THANKS TO
A LOCAL COUPLE WITH SOCIAL MEDIA SAVVY.

By Marni Elyse Katz
Photographs by Autumn Aguilar

Owners Josh and
Lindsey Graziano
are the owners of
New England Loom.



SPRING 2021 95



Many of New England Loom's rugs come from wholesalers in Turkey.

LIKE ANY MILLENNIAL WITH AN EYE FOR DESIGN, Lindsey Graziano wanted her wedding décor to reflect her personal style. As a social media specialist and public relations manager at home retailer Wayfair, the North Shore native was no stranger to Instagram, Pinterest, and the art of the mood board. The bride's statement of choice? A path of antique oriental rugs leading to the tent in her grandparents' backyard in Westport, Massachusetts.

Lindsey and her now-husband, Josh Graziano, spent a year searching for a dozen authentic, vegetable-dyed, antique rugs. "There's a hunt to it, especially if you're looking for good deals," Lindsey says. "The real deals you find in person; we went to tons of antique stores and estate sales."

Following their 2015 nuptials, Lindsey posted snapshots of the rugs on Instagram in an effort to re-home them and recoup the cost. Friends and family



snapped them up within a day, which got her thinking. "I knew how much they were used in design—we used them as styling props all the time at Wayfair—and how tricky it was to find them around here," the soon-to-be entrepreneur says. "I thought, 'Maybe I could do this on a larger scale.'"

July marks the five-year anniversary of New England Loom. The venture started with a \$5,000 rug bundle purchase and an Instagram business account. "We had just bought a house the year before, so that was a big chunk of our savings," Lindsey says. "Our

SPRING 2022 97

heartwoodkitchens
Danvers, MA | 978.762.7472 | heartwoodkitchens.net

QUALITY SLEEP

starts with a quality mattress

CUSTOMER REVIEW

"Amazing. Excellent customer care. Hand made, reasonably priced, dreamy sleep." - Lauren R.



FEEL GOOD shopping local and **FEEL GREAT** getting your best night's sleep at an affordable price



We hand craft each mattress - since 1938!
VISIT our NEW location at the Shawsheen Plaza
(209 Main Street, Andover). www.portlandmattressmakers.com

shop

northshoremag.com/nshorehome/

Bernese mountain dog puppy, Mowgli, was our main marketing strategy; he got more engagement than the rugs."

It took a few months to sell that first batch, but business grew quickly, thanks to a boost from an Instagram mention by a popular DIY blogger. Within two years, Lindsey bid farewell to her full-time job to focus on sourcing rugs for the brand's 30,000 followers. (Josh, who handles the back end of the biz, followed suit in 2020.) Today @NewEnglandLoom boasts over 50K followers, and Mowgli still loves the limelight.

While the pair hit local antique stores and estate sales occasionally, they procure the bulk of inventory from Turkey. Wholesalers, mostly older men whose families have been in the rug trade for generations, send weekly pallets of vintage and antique oriental rugs in mint condition. "I look through hundreds of photos for every ten rugs I choose," Lindsey says. "Sourcing is the most time-consuming part of the business."

Once the rugs land in Wenham and Josh logs them in, Lindsey photographs and takes video from multiple angles, then promotes the beauties on Instagram with pertinent details, such as size, age, and origin. Every Sunday at 8 p.m., the new batch is available



The rugs are made with natural dyes.

Clean Air, Healthier Home.



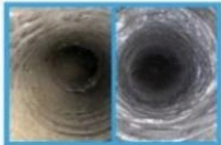
Without proper maintenance, your heating and cooling system can circulate dust (and mites), animal dander, pollen, and bacteria throughout the air that you and your family breathe at home.

Poor indoor air quality can trigger health issues including allergies, asthma attacks, skin rashes, and headaches.

Our air duct cleaning services improve your indoor air quality by removing harmful contaminants that collect over time.

Routine maintenance and clean ducts also help your HVAC system operate at peak performance — especially during extreme heat and cold outdoor temperatures. When pollutants accumulate, your system works harder to maintain your desired comfort level.

Watch a before & after video inspection of a duct cleaning on our website.



Ask about our indoor Air Quality Solutions that integrate air purification with ducted and ductless HVAC systems.

SEASHORE
COMFORT SOLUTIONS
HEATING • COOLING



Call: 978-381-4224

YOUR FULL-SERVICE HVAC EXPERTS:
INSTALLATION, SERVICE, REPAIR & MAINTENANCE

seashorecomfordsolutions.com

shop

northshoremag.com/nshorehome/



The shop also has other home goods such as pillows crafted from vintage rug fragments.

for purchase online; first come, first served. Given that every rug is a one-of-a-kind, non-refundable investment, Lindsey answers questions and even FaceTimes with folks. "People worry they won't love the rug once they get it, but they're always so much better in person," she says. "Nobody is ever disappointed."

Local shoppers who want to see and touch rugs in real life before committing can make an appointment to visit the couple's storefront on Main Street in Wenham. Mention what you're looking for and Lindsey will unfurl selections from her stock. "People come in with wallpaper swatches, a chair, or even china to lay out on top of the rugs," the proprietor says. The shop also showcases the brand's other wares, which include upholstered benches and pillows crafted from vintage rug fragments, plus shoes, weekender bags, and fanny packs made from vintage kilim rugs.

New England Loom is frequent host to designers too. Northshore designer Jen Dulac, who likens the shop to a Nantucket fisherman's cottage, brings clients to browse and



New England's Wide Plank Floor Specialist

Showroom: 119 Foster Street • Building 13 • Peabody, MA
781-595-7232 • www.saulnierfloors.com

Visit our
WIDE PLANK
FLOORING
showroom
today!



shop

northshoremag.com/nshorehome/



New England Loom is located in Wenham.

borrow. Currently, she's working with Lindsey to find a vibrant, multicolor stunner that will add warmth and richness to an open concept home in Marblehead. "I learned that he likes blues and camel tones, favors geometrics over floral motifs, and wants an even pile throughout," the designer says.

Many customers, Lindsey reports, start out with "tiny rugs." These brilliantly colored Turkish treasures measure around one and a half-by-three and a half- feet and are perfect in powder rooms or in front of kitchen sinks. "Once people experience the quality of these one-of-a-kind, handmade pieces, and how well they withstand wear, they're hooked," she says. "We call them the gateway rug." ■

newenglandloom.com