Since the age of 4, Ben Soleimani has been driven by a lifelong love for creating and collecting the world’s finest rugs.

A Boundless Passion

Portraits by Alfred Yang
Words by Claudia Bauer
As Ralph Waldo Emerson stated, “A mind, consistency is the hodgskin of little minds,” but then he never encouraged anything like the expansive mind and prodigious talent of Ben Soleimani. Pride of vision. A singular focus. Less is more. If you’re Soleimani, those are words to live by.

“When you keep to your vision, and stay true to it, no one can take it from you.” says Ben Soleimani. “I cannot design anything I don’t love.” That vision, born years ago and nurtured for decades, has blossomed into a collection that reveals everything he believes in – rugs defined by clean lines, neutral colors, the finest natural materials and masterful craftsmanship. These qualities struck a chord with RH Chairman and CEO Gary Friedman in 2011. Since then their shared vision has resonated in creativity, and Soleimani’s creativity has expanded beyond anyone’s imagination. The culmination is a partnership with RH to design all of its rugs.

“Before, one could only get this quality of art at very specialized galleries or boutiques,” he says. “Now, because of their partnership, Soleimani’s RH rugs have found a new worldwide audience. "Gary and I understand quality the same way. And that understanding is what pushes me to try and create, what pile is right for the design,” he adds. When Soleimani teaches a class of hand-spun wool or hand-knotted pile, he feels the connection to rug making’s millennia of history and he assumes the presence of those artisans who came before him.

The season, the new collection highlights the use of natural fibers, something Soleimani passionately embraces. The uses words like “true,” “real” and “unrestricted” when describing his affinity for all things naturally formulated in every stage of production, he selects, fine-tunes and layers each element to create the effect he desires. One of the many points of quality that he insists on is using old methods of spinning and dying. “When sheep are just shorn, the wool’s dying. “When sheep are just shorn, the wool’s dying. When they’re just shorn, the wool’s dying. When sheep are just shorn, the wool’s dying. When sheep are just shorn, the wool’s dying. When sheep are just shorn, the wool’s dying. When sheep are just shorn, the wool’s dying. When sheep are just shorn, the wool’s dying. When sheep are just shorn, the wool’s dying. When sheep are just shorn, the wool’s dying. When sheep are just shorn, the wool’s dying. When sheep are just shorn, the wool’s dying. 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