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Press Release Distribution Report

March 10, 2026

Company Name

Restoration and Renovation

Address 1

Natwa, Ghosiya Bazar, Bhadohi,

Address 2

Uttar Pradesh, 221306, India

phone

918960750335

Email

support@restorationandrenovation.com

Country

India

City

Bhadohi

State

Uttar Pradesh

Website

<https://restorationandrenovation.com/>

Distribution Report

Restoration and Renovation Strengthens Its Presence in the U.S. Market with Premium Wool Rugs and Luxury Handmade Collections

Date Submitted: 2026-03-10

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1

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Your Submitted Press Release

Bhadohi, Uttar Pradesh, India, 10th Mar 2026 - Restoration and Renovation continues to expand its footprint in the U.S. home décor market by offering a refined collection of handmade rugs that blend craftsmanship, modern design, and lasting quality. Known for its artistic approach to rug making, the brand is gaining recognition among homeowners and interior designers seeking **premium wool rugs USA** that combine luxury with everyday functionality.

As interior trends increasingly focus on individuality and comfort, rugs are no longer considered just floor coverings. They have become essential design elements that shape a space's mood and personality. Restoration and Renovation addresses this shift by delivering thoughtfully designed **luxury handmade rugs** that elevate living rooms, bedrooms, offices, and creative spaces with colour, texture, and artistic detail.

Addressing the U.S.A. Niche in the Premium Home Décor.

The home decoration sector of the U.S. has experienced steady growth, and consumers are more focused on quality rather than quantity. It can be seen that there is a preference for using handcrafted products using natural materials that are durable, sustainable, and attractive. Restoration and Renovation, in turn, are aimed at making high quality wool carpets that customers of the USA can use as long-term and fashionable as possible.

All the rugs are made from 100 percent natural wool or mixed sustainable fibers. The artisan nature of the service guarantees that no two rugs are the same since each product has a distinct personality. This detailing captures the interest of the decor buyers who seek authenticity and artisanal qualities instead of the mass-produced ones.

An edited collection of luxury handmade carpets.

The catalogue of the brand also contains a significant diversity of designs, which can be both modern and classic. The collection starts with contemporary abstracted patterns and vintage floral patterns.

Unexpectedly shaped artistic carpets.

- Floral and botanical wool carpeting.
- Statement rugs (inspired by animals).
- Minimalistic geometrical designs.
- Old-fashioned Oushaks and Persians.

These designs enable homeowners and designers to pursue daring visual ideas without sacrificing elegance. By focusing on high-end handmade carpets, the company can ensure that every product not only enhances interior design but also provides comfort and warmth in daily living spaces.

Why Wool Rugs are still a high-end product.

Wool has remained one of the most sought-after materials in the luxury rug market for its natural properties and long-lasting performance. Restoration and Renovation collections of Premium wool rugs in the USA are also meant to provide many advantages, including:

- Natural insulation to control the temperature.
- Very strong resistance to wear and tear.
- Plush and soft to tread upon.
- Easy to maintain and stain-resistant.
- Green and biodegradable material.

They are useful in high trafficked rooms like living rooms and halls, making wool rugs an ideal investment as well as a luxury item in bedrooms and personal places.

Modern Style Made Easy

Restoration and renovation realize the fact that contemporary houses need decoration that is both beautiful and functional. All the rugs will be made to fit the modern lifestyle, with versatility in both purpose and look. These luxury handmade rugs fit well in small apartments or large family homes, whether they are minimalistic or of any other interior theme.

The different sizes, colour options, and customization options enable it to get the purchasers their ideal rugs that suit the dimensions of the intended room and design taste. The versatility of the brand is particularly attractive to interior designers and homeowners who want to find personalized solutions for decoration.

Be Customer-Centered and Quality-Oriented

Quality control is a central area of focus for Restoration and Renovation. All rugs are inspected prior to shipment, with due consideration given to the consistency of texture, colour, and finish. Customer satisfaction is driven by the brand's quality craftsmanship, with customers often citing the durability and softness of products and their visual similarity to online offerings.

Customer experience is also supplemented by:

Within the major regions, free shipping is available.

Open prices and no fee baits.

Safe online checkout system.

30-day hassle-free money-back warranty.

Customer support services are reactive.

These characteristics enhance credibility and reduce uncertainties among the online purchasers of high-end wool carpets in the USA.

Cultivating Sustainable and Ethical Practices

In addition to design and quality, Restoration and Renovation encourages ethical crafts through the backing of the traditional communities of rug-makers. The artisan method of production contributes to the support of artisanal craft and promotes the responsible acquisition of natural resources. This strategy will have a strong appeal to the eco-sensitive consumers who want luxury handmade rugs that will resonate with the values of sustainable living.

The sustainability of the brand contributes value to its products and brand image in the long run in a market where ethical consumption is gaining more and more importance.

Establishing a Powerful Presence in the U.S. Market

As the demand for handmade decoration products continues to grow in the United States, Restoration and Renovation is set to be a major participant in the high-end rug market. The increase in the customer base of the brand is a shift to investment in the decor, which also provides emotional and practical value.

Through its blend of old-fashioned crafts and contemporary aesthetics in design, the company has succeeded in building upon its customer base, whose needs are statement pieces that leave a mark in the competitive interior design industry. The growing product line of premium wool rugs in the USA will guarantee that a variety of design requirements is achieved in homes as well as in the business premises.

About Restoration and Renovation

Restoration and Renovation is a multinational eCommerce brand that offers handmade woolen carpets, combining traditional craftsmanship with modern design. The brand is a variety of floral, abstract, animal, and geometric rugs created of natural fibers and provides a high level of quality, durability, and artistic beauty in the interior.

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