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# Fashion-forward, Artisan-based

ASID sits down for a Q&A with Surya on the rug company's dedication to skillful artisans.

**A**n ASID Premier Partner, Surya is a brand that excels at merging form with function, translating leading trends into fashion-forward products across a range of styles – all while maintaining a dedication to craftsmanship. Below, ASID discusses Surya's core values and how it works to incorporate local artisans to design a crafted product from the ground up.

**ASID: Can you explain the history of your company and the range of your products?**

**SURYA:** In 1976, a chance encounter in North India between a buyer from Federated Group (now Macy's) and Surya Tiwari led to the creation of Surya Rugs, which started out as a small supplier of hand-knotted rugs. Realizing that it

was critical to have more direct contact with customers, Surya Tiwari established a division in the U.S. in 1986 and appointed his son, Satya, as president in 2006. Like his father, Satya continues to push the boundaries of the home decor industry by continually investing in people, products, technology, and infrastructure to address customer pain points and to help customers succeed, including the opening of Surya's corporate headquarters and one-million-square-foot distribution center located in White, Georgia.

**What does artisanal mean to you and why is it important to Surya?**

**SURYA:** Surya's roots are grounded in quality artisanship. The company got its start selling a selection of handcrafted rugs in northern India. Today, Surya's handcrafted products are made with skill and passion by more than



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