

Q&A

Sacco Carpet expands social reach to target affluent consumers

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By JEN KING

Sacco Carpet surveys the world to ensure the quality of its carpets and rugs to supply design firms superior products that fit the lifestyle of ultra-high-net individuals.

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While working with the industry's leading designers, Sacco relies heavily on word of mouth and networking via trade shows rather than large-scale advertisements to reach potential consumers. The standard of its socially-responsible products is supported by the essential relationship with consumers that extends from initial design specifications to final installation.

“Initially, what was crucial to Sacco was finding a product line that was unique and to accomplish this, I spent considerable time in India and Nepal,” said Marc Sacco, founder of **Sacco Carpet**, New York.

“Later, we built a relationship with a mill in South Africa to produce our mohair carpet line,” he said. “These have become our leading product line.”

“While Sacco was growing, the hospitality market was going through a revolution. High-end, handmade carpets were now being considered for restaurants instead of cheaper nylons. We then started a restaurant project with Adam Tihany, and the Per Se became our

first of many.”

Sacco Carpet manufactures carpet in the United States, Britain, Brazil, Argentina, South Africa, Turkey, Thailand, Nepal, India and China where traditional weaving techniques are used. Mr. Sacco personally travels to these working mills to ensure quality of material used and the end product.



In this Q&A, Mr. Sacco took time to discuss his career, trends in home interiors and the state of the luxury interiors category. Here is the dialogue:

How did you enter the high-end carpet industry?

I actually started selling carpet in Johannesburg when I was 18 years old.

I used to drive around my old Volkswagen looking for houses under construction. I would then go onto the construction site, introduce myself to the project manager and sell collections of high-end broadloom carpets out of my trunk.

Upon arriving in the United States, I began my career at Rosecore. There, Jack Soskin taught me the art of the sale.

I then moved onto Stark Carpet, where I worked for 15 years as a salesperson. It wasn't until I visited Turkey with my friend Bota Osbek and witnessed their magnificent woven patterns and colorways that I decided to start my own company.

Sacco Carpet opened its doors on September 10, 2001 in SoHo, an auspicious time in history indeed.



Sacco Carpet, Tribeca Residence (Design Credit: LVM Inc. and Photographer Credit: Larah V Moravek)

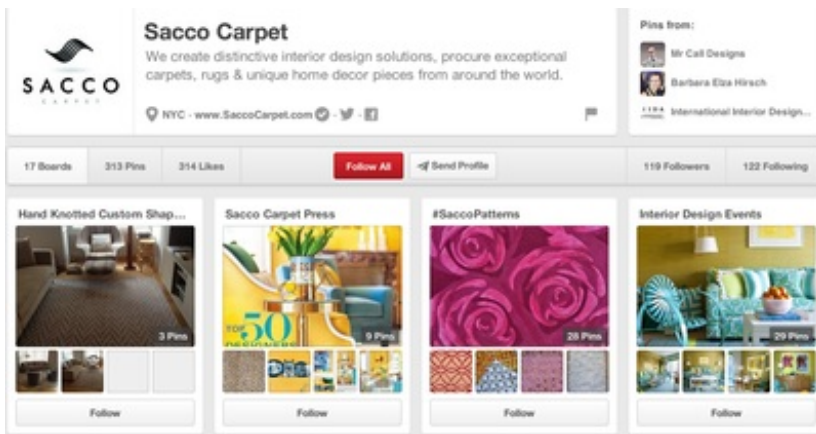
Sacco Carpet often relies on word of mouth to reach consumers, rather than traditional advertising. How has Sacco benefited from this?

Yes, we rely greatly upon word of mouth advertising.

We build our account base one account at a time, with access to in-house services like art and installations. We believe this has been the driving force behind our loyal client base and they are kind enough to voice their approval.

In an ever-increasing digital world, does Sacco have plans to expand its advertising?

We are continuing to build our social media presence on the Web, through Facebook and Instagram and other visual aids. We think reaching out in this way is more intimate. We are able to cater our content to our client's interests on a revolving basis.



Sacco Carpet's Pinterest board

Can you describe the average Sacco consumer? What are their wants and needs?

The average Sacco client is someone looking for a completely tailored experience.

Our in-house client services allow us to control the entire process from realization to installation.

Our clients also understand quality. Our handmade carpets are some of the most well-made carpets in the world, woven with care, knot by knot.

What is the procedure for appointment-only client meetings?

When a client would like to view our showroom, they can call ahead and speak directly with a salesperson. They will be able to talk about their needs and wants, so that their first visit is personalized and efficient.

What can Sacco provide that differs from other high-end rug brands?

Sacco offers unique handmade lines that we source from all over the world.

Our range of materials and constructions is unparalleled in the industry. From there, we work closely with our clients to develop these products and we're able to do the rest.



Sacco Carpet, Daniel Restaurant, New York (Design Credit: Tihany Design and Photographer Credit: Marc Sacco)

What are Sacco's core values and why are these important to ultra-high-end-worth

individual?

We believe in providing a superior product. To this end, we travel the world in search of world-class weavers who take immense pride in their craft and abilities.

We sell to those who are able to support this craft and continue the legacy of this superb product.

Above all we care about service. We believe in treating our entire team with equal respect, while creating an environment where creative energy is free to flow.

Where do you see the luxury interiors industry headed?

The luxury interiors industry is becoming a community more focused on the highly skilled artisan, more appreciative of the quality of handmade products, traditional, luxurious, rich in texture, with a natural appeal. The same can be said for modern pieces where natural, rustic materials are mixed with naturally lustrous raw silks.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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