



TURQUOISE MOUNTAIN

Handmade Carpets from
Afghanistan





Who we are

Turquoise Mountain was founded in Afghanistan in 2006 by HRH The Prince of Wales to rebuild historic communities and generate incomes through heritage and craft.

Since then, we have restored 150 historic buildings in the old city of Kabul, trained over 6,000 artisans, treated almost 136,000 patients at our clinic, and curated major international exhibitions around the world, from the Museum of Islamic Art in Doha to the Smithsonian in Washington D.C.

We have also worked with five-star hotels and prestigious retailers around the world, including the Four Seasons and Connaught hotels, Kate Spade, Bloomingdales, Holt Renfrew, Asprey, Fortnum & Mason, and The Conran Shop.

We now support craftswomen and men in Afghanistan, Myanmar, and the Middle East.

Our carpet catalogue can be viewed at [catalogue.turquoisemountain.org](https://www.turquoisemountain.org). To find out more, or to discuss making custom designs and commissioning volume orders, please contact Sanjay Purohit at sanjay@turquoisemountain.org.

Carpets from Afghanistan

Carpet weaving is at the heart of Afghanistan's heritage. Fine, long-fibre Ghazni wool, natural vegetable and mineral dyes, skilled hands, and a variety of regional weaving techniques lend a unique character to Afghan-made rugs. Four decades of conflict, however, have left the country virtually inaccessible to international buyers. Afghan producers have worked in isolation, cut off from developments in production standards. Turquoise Mountain is working to break this isolation and connect Afghan weavers with buyers globally.





What we do

We offer custom-made carpets from Afghanistan, made by the most talented Afghan carpet producers and weavers. Our team are on hand at every stage of the production process, from wool procurement and colour-matching to washing and finishing, ensuring that our customers receive the highest quality rugs. They can also help clients with the design process, and we have a range of in-house designs to choose from. Through our community programmes, we are also able to guarantee fair wages and working conditions for our supported weavers.

Our carpet catalogue can be viewed at catalogue.turquoisemountain.org. To find out more, or to discuss making custom designs and commissioning volume orders, please contact Sanjay Purohit at sanjay@turquoisemountain.org.

Left: Creative Matters Inc. partnered with Turquoise Mountain for the production of 101 rugs for the Shinola Hotel in Detroit. Gabbeh carpet designed by Gachot Studios and developed by Creative Matters Inc., wool warp & weft

“Turquoise Mountain was the perfect partner for this project,” Carol Sebert, President, Creative Matters Inc.

Our track record

Turquoise Mountain works with industry leading wholesalers and top retailers such as Christopher Farr, Matt Camron Rugs, Eliko, Creative Matters Inc, Oritop, Steelcase, Nomad Rugs, Keababian, Rica Basagoiti, and Robyn Cosgrove. Together, we create high-quality Afghan rugs. We have also produced carpets for international exhibitions, from the Milan Triennale to the Freer & Sackler Gallery at the Smithsonian Museum in Washington D.C.

Right: Chan Chan carpet by Christopher Farr, wool warp & weft

“All of us at Christopher Farr are very proud to be collaborating with this exemplary organisation on their ambitious new carpet project and to also be supporting them in their wider objectives now and long into the future,”
Matt Bourne, Co-founder, Christopher Farr.

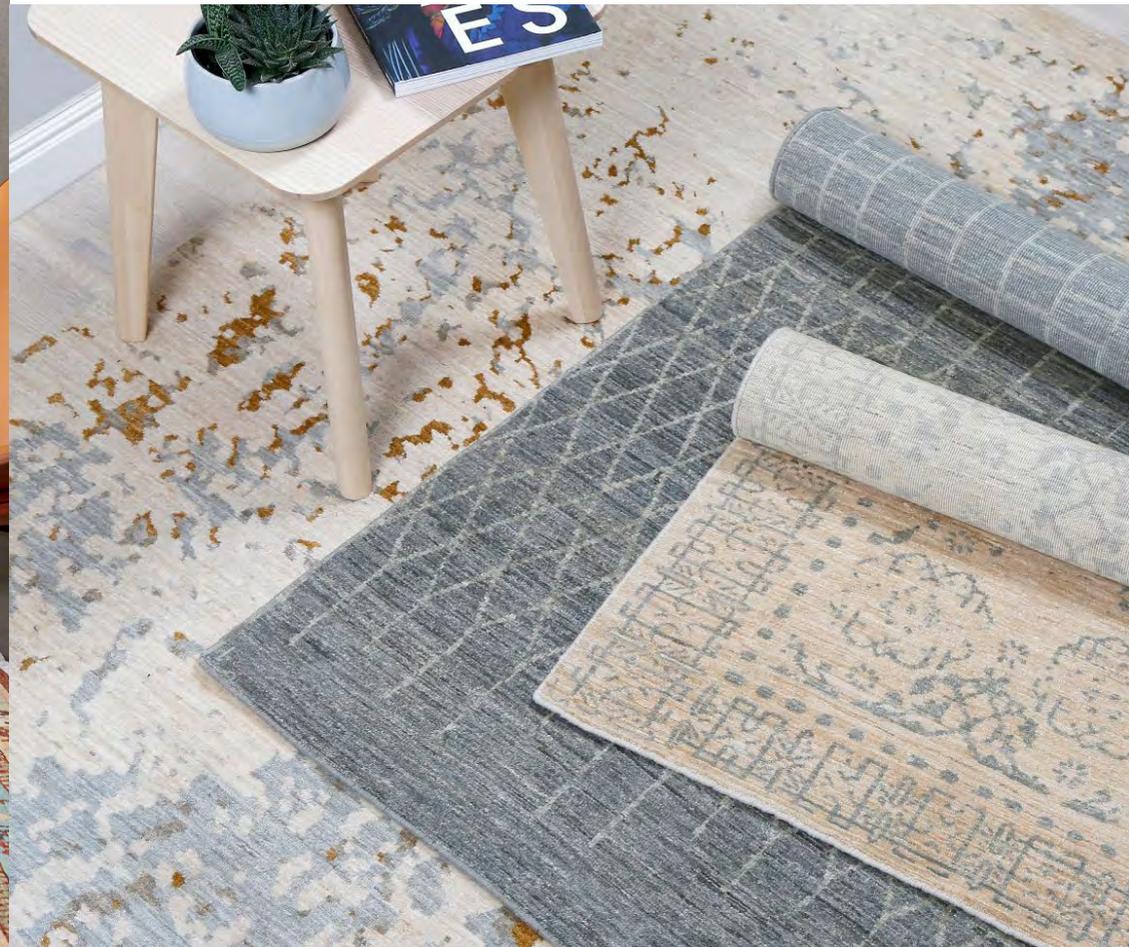




Browse our carpet designs at
catalogue.turquoisemountain.org.

Below, from bottom to top: Rust carpet;
Drift carpet; Aura carpet; all cotton warp &
wool weft

Left: Botch carpet, cotton warp & wool weft



Ghazni wool

Our supported carpet producers use locally sourced wool from Ghazni province. Ghazni wool is one of the best types of wool for carpet weaving; it is the purest possible shade of white, a blank, soft and oily canvas for natural dyes. Our carpet producers source from reliable suppliers and have trained wool spinners to spin the yarn to optimally absorb the dye.





Dyeing, washing & finishing

Our producers can match colours with ARS 1200, Pantone, and our own colour chart consisting of 250 colours. They have been trained in mixing dyes, and dyeing wool in order to achieve lustre and depth of colour, as well as an abrash look. All our washing and finishing is done on-site and we offer a range of washes, including normal soft soap wash, antique wash, semi-antique wash, and silver wash. We also offer four different types of finishes: high pile, medium pile, low pile, and zero pile.



The team

Sanjay Purohit is Turquoise Mountain's Director of Carpet Sales. Based in New Jersey, Sanjay oversees client relationships and drives Afghan carpet sales internationally. He brings over 26 years of experience working with rug suppliers and manufacturers around the world. His previous roles include Chief Executive Officer of Zollanvari USA, a position he held for 14 years, Vice President, Sales and Marketing, at OBEETEE, and National Sales Manager at Woven Legends.
sanjay@turquoisemountain.org

Bulent Ozozan is Turquoise Mountain's Technical Expert. He has over 30 years' experience in the carpet industry and was a board member of Turkey's Organization of Carpet Exporters for 16 years. He has worked in Afghanistan for nine years with producers all over the country to improve their technical capacity and their ability to meet international orders. He was previously international production manager at Woven Legends, supervising production in hundreds of weaving centres across eastern Turkey.

Yama Noory is Turquoise Mountain's Production and Sampling Manager. He has over a decade of experience implementing development projects funded by USAID and DfID, among others, in rural Afghanistan, working closely with SME's on value-chain development. Since April 2018, he has brought his knowledge of value-chains and economic growth-related activities to Turquoise Mountain's carpet programme.





Social impact

Turquoise Mountain is creating jobs for thousands of weavers, most of whom are women and all of whom earn at least 10% above the market rate. We also partner with Label STEP, a Swiss non-profit organisation who ensure a comprehensive set of fair trade standards, including good working and living conditions, fair wages, the prohibition of child labour, and environmentally friendly production. Through our partnership with Label STEP we offer access to health services, we host group meetings to discuss women's rights and international labour standards, we ensure children are able to attend school, and we help female weavers to contribute to their community through their work.



“I was selected as a Weaver Representative and it was a new world for me... As a group leader I provided awareness raising to 40 other women and I felt like I became stronger day by day,”
Khairul Nesa, Weaver Representative and Production Supervisor, Qaleen Bafan.



turquoisemountain.org | [@turquoisemountain](https://twitter.com/turquoisemountain) | sales@turquoisemountain.org

Turquoise Mountain Trading Ltd (company no. SC487651) is wholly owned by Turquoise Mountain Trust and trades in support of its parent charity's objectives. Turquoise Mountain Trust is registered in Scotland as a charity no. SC037343 and as a company no. SC299579. Registered office: Prince's Exchange, 1 Earl Grey St, Edinburgh EH3 9EE