



DEL MAR PLAZA
SEASIDE SPLENDOR

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DEL MAR PLAZA WELCOMES PARSA TO ITS SELECTION OF LUXURY SHOPS

New Home Boutique to Specialize in Handcrafted Persian Rugs and Décor

SAN DIEGO, Calif. – October 17, 2013 – Parsa Rug Gallery, a designer home and rug boutique, will open its first U.S. location in the Del Mar Plaza this November.

Parsa's collection of rugs represents the most refined works of contemporary Persian rug-making. Employing detailed craftsmanship, alluring colors and rich patterns, the rug collections that will be offered at Parsa are a gorgeous addition to any home. In addition to rugs, Parsa will offer a selection of home décor pieces including vintage handicraft lamps and collections of fine accessories from around the world.

Persian designer, Mino Yashin, is the artist behind Parsa and its eclectic collections. Having lived in various cities around the world, Yashin has developed a unique sense of style and design. For 10 years Yashin operated a gallery in Tokyo, also called Parsa, where she adopted new designs for silk rugs.

“The Japanese have a deep silk culture – like we Persians also do. I bring a wide range of experience with different global consumer tastes,” Yashin says, “Here in Del Mar I will tailor my wool & silk collection of rugs carefully to suit the local community, offering many contemporary designs.”

The 700–square–foot boutique will complement the elegance of the Del Mar Plaza. Resembling a luxurious European marketplace, the plaza’s outdoor selection of shops and restaurants are accompanied by a panoramic ocean view.

“I felt a connection to the Del Mar Plaza immediately. It’s a dream coming true to open up my store here,” said Yashin, “Homes in Del Mar are spacious and beautiful. It’s a very special corner of the earth.”

Parsa will hold a Grand Opening event for the store in November. For more information, visit www.delmarplaza.com

About Del Mar Plaza

Located in the beautiful coastal village of Del Mar, California, Del Mar Plaza is an open–air shopping and entertainment destination. Featuring a mix of unique retailers, ocean–view restaurants, and top of the line services, Del Mar Plaza draws locals and tourists from all over the country and the world. With iron work and tiled fountains, cobblestone laid pathways, and ocean views, Del Mar Plaza features an atmosphere reminiscent of a European marketplace. For more information, visit www.delmarplaza.com

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