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English Village Lane Introduces Worry-Free Guarantee for Custom Rugs

Luxury rug brand eliminates risk for trade professionals with an industry-first promise: love your custom rug or we will replace it.

HIGH POINT, NC — April 2026 — English Village Lane (EVL), a luxury rug brand built for consumers and designers, announced today the launch of its Worry-Free Guarantee, a program standing on the learned processes and pain points of designers over the past 4 years of being in business, instilling confidence in custom rug orders. Available through the brand's proprietary Loominary program, the guarantee delivers a simple promise: if the finished rug does not match the approved order, EVL will replace or remake it at no cost.

The program will be officially unveiled at High Point Market on April 29th, where designers can experience EVL's custom process firsthand and learn how the Worry-Free Guarantee is poised to change the way the trade sources rugs.

Solving the Biggest Pain Point in Custom Rugs

For years, ordering custom rugs has meant accepting a degree of risk. Color discrepancies, lengthy lead times and the inability to preview a finished product have left designers hesitant to specify custom pieces, even when their projects demand them.

"Designers shouldn't have to gamble on custom," said Angie Burge, Founder of English Village Lane. "Our goal is for every designer we work with to feel completely confident, from concept to final install."

The Loominary System: Precision by Design

The Worry-Free Guarantee is powered by EVL's Loominary system, a guided sourcing process that equips designers with professional-grade tools and expert support at every step. Upon enrollment, designers receive the EVL pom box, a curated kit of EVL's proprietary color poms that serve as the definitive color reference for each order. Designers select color, size and pattern with precision, enhancing their clients' experience and needs.

Each rug is hand-tied using a traditional Turkish knot for exceptional durability, then finished with a refined dyeing process that ensures color consistency and longevity. The result is a one-of-a-kind piece that reflects the designer's vision down to every detail.

How the Worry-Free Guarantee Works

If a finished rug arrives and the color does not align with the approved Loominary color poms, EVL will replace or remake the rug at no cost to the designer. The guarantee covers all made-to-order and custom rugs placed through the Loominary system.

For Design Your Own Rug (DYOR) orders, EVL's studio team conducts a complimentary in-studio review, providing feedback if any color selections may not translate as expected in the chosen construction. When designers follow EVL's expert guidance and the rug still falls outside the expected Loominary match, EVL puts the Worry Free Guarantee to work and makes it right.

More Than Rugs: Building Trust with the Trade

English Village Lane's mission extends beyond product. By eliminating risk and elevating service, the brand helps designers deliver exceptional results while strengthening their own reputations.

"Everything we do is rooted in attention to detail and trust," Burge emphasized. "We believe custom rugs should feel exciting—not stressful. When you trust the process, you can feel confident in the result, and we're here to stand behind it every step of the way."

See EVL at High Point Market

English Village Lane will showcase its custom capabilities and debut the Worry-Free Guarantee at High Point Market beginning April 25th, 2026. Designers are invited to experience the Loominary system, explore EVL's curated collections and discover a more reliable, elevated approach to sourcing custom rugs.

Visit EVL in the Textile Salon at booth G-7025.

About English Village Lane

English Village Lane is a luxury rug brand dedicated to innovation and unmatched attention to detail. Through its proprietary Loominary system, EVL empowers interior designers and trade professionals with the tools, guidance and confidence to source custom rugs seamlessly. Every rug is woven by the finest generationally trained artisans to reflect each designer's unique vision. To learn more, visit englishvillagelane.com.