



# BEVERLY HILLS

*ROY AKIROV has been in the flooring business since 2004 when he and a number of partners formed ESB Flooring in Kingsbury, London. In 2010, Akirov moved to the US and in 2014 he launched Rhodium Floors and opened its flagship store on West Hollywood's Melrose Avenue, only metres away from the Pacific Design Center.*

**Q You supply quality floors to high net worth individuals worldwide. Which kind of products do you offer and why are they special?**

We simply source the finest materials and handpick samples from all over the world. We travel extensively to research the market and try to bring our customers unique, bespoke and inspiring flooring solutions. Our collections include reclaimed wood, natural stones and metals, slabs, decorative cement and Rhodium Floors exclusive products.

**What is your typical customers and how much does your flooring cost?**

I deal mainly with private designers and architects for HNW clients, but when its bespoke - just like a dress or suit the client makes an appointment to come in and review their options and play a big part of the creation. Prices start from £9 per sqft and there is no cap limit, for instance we recently had a client who requested an historic floor from an estate to be refilled into basket weave patterns with Calcutta squares interweaved at £48 per sqft.

**What are the current trends in the business?**

Sometimes, clients walk in to our showroom with all sorts of ideas and inventions and we have to make it work. For the better part the US market are going wider on the plank sizes and longer, 10-12" wide is not unheard of and lengths of up to 20 feet at times. This is not the most practical of concepts

because very few mills are able to work on such sizes but we always manage to satisfy our clients needs no matter what it takes. The turn around of items in our showroom is seasonal whereby we create new displays - much like a fashion store, so clients are always on their toes not knowing what to expect the next time they visit the Gallery.

**Can a floor enhance or influence a luxury interior?**

Yes, we find that many of today's modern buildings have monotonous magnolia walls and plain interiors and therefore colours have to appear on furniture and floors. This is the first thing that people see when they enter a property. Therefore we can create unique patterned floors that shift the focus and grab attention.

**What is your vision for Rhodium Floors?**

To keep our clients coming back to us. I really aim for innovation and keeping up with European trends which are approximately 5 years ahead of US trends, hence I travel to Europe sourcing samples and attending interior shows. We are best known for our custom made floors and therefore we will always have that client walk in who just wants something out of the ordinary. We are very fortunate that many leading suppliers compete to showcase their selected items within our showroom space.

For more information visit:

[www.rhodiumfloors.com](http://www.rhodiumfloors.com) and [www.decoracementus.com](http://www.decoracementus.com)

