

PERSIAN RUGS



Persian Rugs bring two known faces, Ian and Ali, who used to be in perhaps the best Canadian indiepop band of these times: The Airfields. This is their new project and they don't disappoint! Joining them are Matt on drums and Kaye on vocals. Their shiny and luminous guitars over dreamy girl vocals recall the halcyon days of indiepop, of obscure acts like Girl of My Best Friend or Friends of the Family, or even some bright moments of Sarah Records. Bouncy and catchy, "Always All" is already a favorite single this year. Just pure pop bliss! Can't miss it. It also includes a code to download both songs on the record, plus two exclusive ones! Don't miss it!

So, roughly ten billion lo-fi, garage rock tunes have hit the blogosphere in the past few years. Of those, let's say 50 of them have had sunny, enjoyable melodies that cause head bobbing and toe tapping. Numbers like that, made up as they are, should mean that a song like "Always All" from Ontario's Persian Rugs should pass by with barely a notice. Somehow, though, the solid songcraft, those gritty guitars, and the evocative, stretched out vocals still manage to engage and interest. When you're able to stand out in a crowd this big, it means you're doing something right. - Prefix

This winsome cut (and, at the moment, sole tune) from Ontario indie pop three-piece Persian Rugs is labeled on the band's MySpace as a "4-track demo"; even if there's a cleaner-sounding version coming down the line, "Always All"s melody shines through the tape hiss enjoyably. - Pitchfork

Poppy and predictable probably, but insanely catchy and a nice little lo-fi gem. I couldn't find much info on Persian Rugs except that they're based in Toronto. The main chord progression is very reminiscent of Sonic Youth's iconic "Daydream Nation" (in a good way), and the vocals are similarly slightly out of tune (but also in a very good way). - Sapphic Lasers



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ALWAYS ALL
I HAVE BEEN ASSURED

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