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Loloi to Introduce 19 New Rug Collections at High Point Market

Dallas-based manufacturer to introduce new rug designs April 16-20

DALLAS (April 2016) — Loloi is debuting a variety of new rug collections, including everything from power-loomed, vibrant, water color inspired rugs to hand-woven rugs in natural, earthy palettes. Additionally, Loloi will debut 8 new collections this spring in collaboration with Magnolia Home by Joanna Gaines. Loloi will showcase all of its unique designs at High Point Market from April 16-20 in its showroom, IHFC D-320.

The featured collections include:

Carrick

Hand woven in India of 100% Jute the Carrick collection delivers raw elegance in 5 different designs. It is fashionable and perfect-for-in home use.

Dreamscape

This gorgeous collection features colorful watercolor designs that are sure to be a crowd pleaser. Dreamscape is power loomed in Egypt of 100% polypropylene and is durable for long term use in high traffic areas.

Elliot

Hand loomed in India, this wool & viscose from bamboo collection effortlessly injects beauty into your home with its subtlety in color and pattern. Each design within this collection will outlast trends and continue to be a statement piece for years to come.

Finley

This luxurious two-toned faux fur closely replicates a true animal fur with its dyed tips and faux suede back. The Finley collection, made in China of acrylic, will soften any room with its natural looking colors.

Gerald

Hand-woven in India of 100% jute, the Gerald Collection features an uneven chevron pattern against a series of earthy striated colors. The jacquard weave adds a subtle, but noticeable texture, and a generous fringe enhances the casual beauty of the collection.

Juneau

The Juneau collection is available in 6 different patterns featuring a variety of designs. It is hand-tufted of wool and viscose allowing the raised wool pattern to really pop against the contrastingly low wool.

Porter

The beauty of the Porter Collection is in the rich subtleties. Meticulously hand loom knotted in India, this series enjoys the natural striations of bamboo and wool, which offers visual interest and a character that lends no two pieces alike. The result is a soft, yet still noticeable collection that's as

durable as it is refined.

Reverie

Hand knotted in India of 100% viscose from Bamboo, the Reverie Collection elevates your living space with subtle patterning hidden within a traditional sumac weave. Offered in soft neutrals and blues, each piece within this collection evokes a sense of calming elegance.

Transcend

The Transcend collection expertly marries the tradition of hand knotted rugs with modern and textural patterns. Made in India of 100% viscose from bamboo, Transcend instantly transforms your living space into a work of art with elegant touches of color and movement.

Viola

Add a vibrant dose of color with the Viola Collection, which features a spray dying technique that creates a tonal fluidity in the pattern. The soft and knobby pile comes from the 100% wool yarn, hooked by artisans in India.

Quinn

Hand-knotted of 100% jute, the Quinn Collection is available in 4 colors. The solid gradients of each rug are staples in any room, complementing subdued design or anchoring colorful and eye-catching design.

Loloi is also hosting their annual showroom party at 5:00 p.m., Sunday April 17th in Loloi's showroom D-320. For news, decorating guidelines and other updates from Loloi, connect via Facebook (www.facebook.com/loloirugs), Pinterest (www.pinterest.com/loloirugs), or the company website, www.LoloiRugs.com.

About LOLOI RUGS

Founded in 2004, LOLOI has become a fashion leader specializing in medium- to high-end area rugs in every style category, and a premium producer of textiles. Under the expert direction of area rug veteran Amir Loloi, the company has won six ARTS Awards: four for "Best Rug Manufacturer" in 2010, 2011, 2015 and 2016, one in 2012 for "Best Outdoor Manufacturer," and one in 2013 for "Green Manufacturer." Its eight America's Magnificent Carpets Awards and three Atlanta Visual Display Awards for sophisticated showroom design attest to the company's commitment to innovation and quality.

LOLOI RUGS is headquartered in Dallas, with to-the-trade showrooms at: 295 Fifth Ave., New York, Showroom #1006 • DallasMarketCenter, Suite #500 • Las Vegas Market, Building B, Suite #480 • High Point, IHFC Showroom #D-320 • and AmericasMart, Atlanta, Showroom #4-D-2. For more information, visit: www.loloirugs.com. Call: (866) 362-1424.