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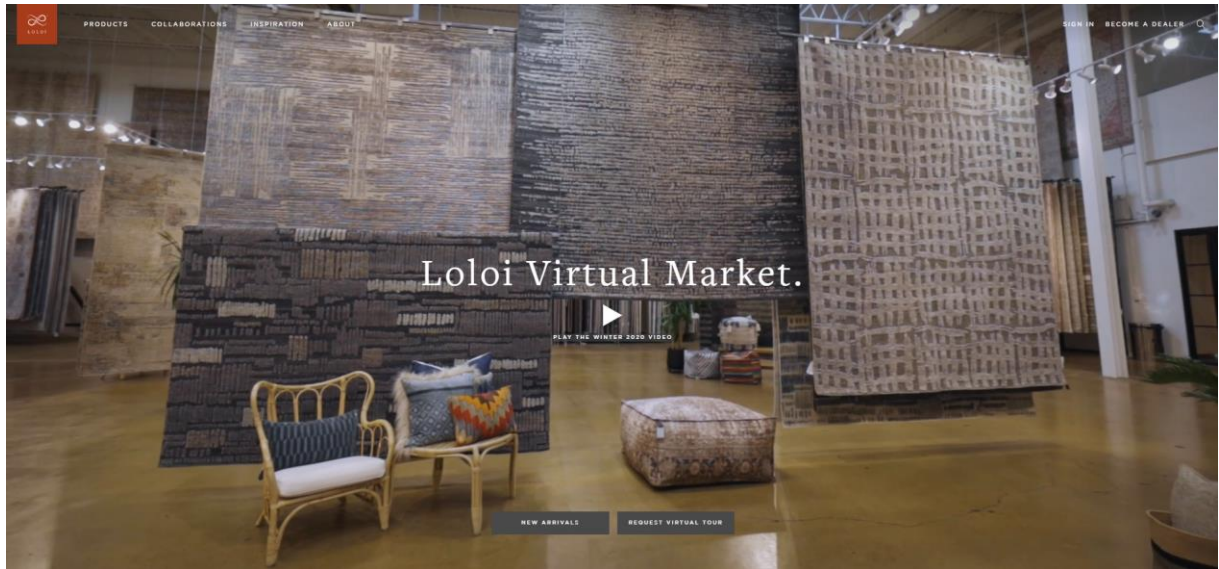
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Loloi Launches Winter 2021 Virtual Market

Dedicated Web Page Features New Product Intros and Showroom Tours



DALLAS (Jan. 25, 2021) — Premium textile leader [Loloi](https://www.loloirugs.com) today launched its Winter 2021 Virtual Market for customers to explore the company's newest introductions in an interactive, online format. The Virtual Market offers an easy-to-view, visual presentation for those unable to attend the Dallas or Las Vegas Markets in person or visit the Loloi showroom.

Available on Loloi's website at <https://www.loloirugs.com/collections/virtual-market> and running throughout the spring, the landing page features a complete video presentation of Loloi's line up of Winter 2021 new introductions, including 11 new rug collections from the Loloi and Loloi II brands.

According to Cyrus Loloi, Principal, all the new introductions are linked from the landing page for ease of reference and for more information on each design. Besides the video presentation, customers can shop all the new collections and schedule a personalized virtual tour.

"Our Virtual Market last fall was a big hit and we wanted to offer it again for the winter markets," said Loloi. "This format gives buyers the option to watch a showroom video presentation safely and online on their own time, or they may request a tour in real-time, led by a Loloi sales representative. Either way, it's a convenient format for viewing the latest collections until we can all safely get back together in person."

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 been inducted into the ARTS Awards Hall of Fame, winning five ARTS Awards for "Best Rug Manufacturer" in 2010, 2011, 2015, 2016 and 2017, 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 located [here](https://www.loloirugs.com). For more information, visit: www.loloirugs.com. Call: [\(866\) 362-1424](tel:8663621424).