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## **Loloi Intros New ED Ellen DeGeneres Collections at Spring 2021 High Point Market**

**DALLAS (June 5, 2021)** — Loloi is introducing two new rug collections for the ED Ellen DeGeneres x Loloi line at the Spring 2021 High Point Market. The new collections bring a warm, earthy and livable aesthetic to any room in the home and will be showcased at Loloi's newly expanded High Point showroom located in the IHFC Design Center, Space 320.

The new rug collections include:

### **MELROSE**

Muted in tone but sparing no detail, the Melrose Collection features strong, angular designs that bring interest to each piece. Power-loomed of 100% polypropylene pile in Turkey, Melrose is constructed with the durability to withstand foot traffic. Crafted by Loloi for ED Ellen DeGeneres.

### **TOULOUSE**

Hand-woven by skilled artisans in India, the Toulouse Collection showcases a series of understated neutrals that deliver the perfect foundation for a contemporary look with minimalist appeal. Crafted by Loloi for ED Ellen DeGeneres.

These collections join two additional collections introduced recently, including:

### **ALAMEDA**

Power-loomed of 100% polyester pile, the Alameda Collection displays a textured pile that adds interest amongst muted tones. Alameda is designed to withstand foot traffic and thoughtfully finished with a stitched border. Crafted by Loloi for ED Ellen DeGeneres.

### **MAR VISTA**

Hand-woven of 100% wool pile by skilled artisans in India, the Mar Vista Collection is reminiscent of mid-century modern geometric designs, adding interest amongst understated neutrals. Crafted by Loloi for ED Ellen DeGeneres.

### **ABOUT LOLOI**

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" and one for "Best Outdoor Manufacturer," and one 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](#). For more information, visit: [www.loloirugs.com](http://www.loloirugs.com).