



**FOR IMMEDIATE RELEASE**

CONTACT:

Jennifer Green

[jgreen@liveecho.com](mailto:jgreen@liveecho.com)

214-531-7868

## **New Chris Loves Julia x Loloi Collection Includes First Ever Pillow Designs**

**DALLAS (Oct. 18, 2021)** — Loloi today announced a new collection for the Chris Loves Julia x Loloi collaboration, which includes first-ever pillow designs. The new designs will debut during Fall High Point Market in Loloi's showroom, IHFC Design Center, Space 320.

The Chris Loves Julia x Loloi collaboration features multiple collections that are as affordable as they are beautiful. The new collections launched at High Point Market this fall include:

### **POLLY**

Hand-tufted of wool and jute pile, the Polly collection for Chris Loves Julia x Loloi brings a fresh take on modern yet classic designs. With striking gridded designs toned down by a neutral color palette, Polly is a timeless choice for any room. Polly is also GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

### **PILLOWS**

The launch of the Chris Loves Julia x Loloi pillow collection includes seven designs – the first for the line. Ranging in sizes and materials, the pillows feature comfortable blends of polyester, cotton and rayon, and are available in a range of neutral and deep fall tones.

These designs join several other introductions made earlier this year at the launch of the collaboration, including:

### **JULES**

Highly durable and smooth underfoot, the Jules Collection captures the classic spirit of the Chris Loves Julia x Loloi rug collaboration. Power-loomed of 100% polyester pile in China, each Jules piece is printed using advanced rug-making techniques, offering a beautiful vintage look. Plus, the low pile is easy to vacuum and will never shed—ideal for your busiest rooms.

### **ALICE**

Inspired by the classic Moroccan rug, the Alice Collection is a product of collaboration between Chris Loves Julia x Loloi. Durable, graphic, and soft underfoot, Alice features a high-low texture with warm earthy colors. Power-loomed in Turkey of 100% polyester pile, each rug is finished by a subtle fringe.

### **ROSEMARIE**

Vibrant yet classic, the Rosemarie Collection is one of the signature rug collections in the Chris Loves Julia x Loloi launch. Power-loomed in Egypt of polypropylene and polyester pile, Rosemarie draws inspiration from antique rug designs, mixed together with bold, unexpected color combinations. Each piece is soft, highly durable, and never sheds, making Rosemarie as functional as it is beautiful.

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**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](#). For more information, visit: [www.loloirugs.com](http://www.loloirugs.com).