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Loloi Relaunches Magnolia Home by Joanna Gaines x Loloi Collaboration with New Sustainable, Machine-Washable Collections

DALLAS (March 13, 2023) — [Loloi](#) today announced the relaunch of its Magnolia Home by Joanna Gaines x Loloi collaboration, featuring a new evolution of the collaboration's products and availability.

The relaunch will include four new rug collections and more than a dozen new pillows. Two of the collections represent the collaboration's first-ever machine-washable rugs, and one is manufactured with polyester from recycled plastic—a meaningful step towards more sustainable manufacturing.

"We're excited for the relaunch of Magnolia Home by Joanna Gaines x Loloi, which has been a fan favorite since we first introduced the collaboration," said Cyrus Loloi, Principal. "This relaunch will introduce a more sustainable story for the collection, with a focus on eco-conscious design."

The new Magnolia Home by Joanna Gaines x Loloi collections will include:

ASHBY

Hand-tufted of 100% wool, the Ashby Collection from Magnolia Home by Joanna Gaines x Loloi is a standout neutral area rug. The process of hand-tufting creates a ribbed texture that's naturally complemented by the design's subtle stripes. Ashby has an elevated yet casual presence that would be right at home in living rooms, bedrooms, and offices in a range of traditional and modern aesthetics. This collection is made in India and GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

BANKS

The Banks Collection is a **truly machine-washable rug**—a first for both Magnolia Home by Joanna Gaines and Loloi. Power-loomed of 100% polyester, area rugs in the Banks Collection can be machine-washed and either hung or laid out to dry. With a vintage-inspired design in sumptuous and saturated colors, Banks is an elegant centerpiece that can work with many rug pads, in any room. This collection is Oeko-Tex® certified, ensuring its materials don't contain harmful substances.

MILLIE

The Millie Collection from Magnolia Home by Joanna Gaines x Loloi is based on floral designs and motifs found in vintage Turkish Oushak rugs. The area rug's muted colors create an over-dyed effect that softens the lines in the design, making it an easy piece to pair with a range of furniture and other patterns. It is power-loomed of space-dyed polyester for exceptional durability. Millie is also Oeko-Tex® certified, ensuring its materials don't contain harmful substances.

SINCLAIR

The Sinclair Collection is power-loomed of **polyester made from recycled plastic** —a first for both Magnolia Home by Joanna Gaines and Loloi. Sinclair area rugs have incredible softness and durability comparable to classic power-loomed rugs, while also reducing waste in their production. **This collection is also machine-washable**, making it an ideal rug in high-traffic living rooms, hallways, entryways, and children’s rooms. The design features antique motifs with intricate details and slight distressing, creating a sophisticated, storied feel.

The new pillow introductions feature 11 cotton-blend designs and come in a range of sizes including 18"x18", 13"x21" and 22"x22".

Loloi will showcase the Magnolia Home by Joanna Gaines x Loloi collaboration at the Spring 2023 High Point Market, April 22-26, in their showroom, IHFC Design Center, Showroom 320. During the event, Joanna Gaines will participate in a panel discussion in the High Point Theater on Saturday, April 22 at 2 p.m.

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.

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