



**FOR IMMEDIATE RELEASE**

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## **Loloi to Unveil New Rifle Paper Co. x Loloi Collection + Pillows for Spring 2023 High Point Market**

**DALLAS (April 21, 2023)** — Loloi is introducing new designs in the Rifle Paper Co. x Loloi collaboration during Spring 2023 High Point Market. The introductions will include one new rug collection and various new floral pillow designs. The line will showcase in Loloi's High Point showroom, IHFC Design Center, Showroom 320.

The new rug collection features bold florals in Anna Bond's signature style:

### **COURTYARD**

The Courtyard Collection by Rifle Paper Co. x Loloi combines the lifestyle brand's unmistakable florals with an unbelievably soft fabrication. The hand-painted design is printed onto a micro-fiber cut-pile rug base that captures every detail of the artwork on buttery soft and exceptionally durable polyester. The range of colors in this collection includes elegant neutrals and patinaed vintage tones, all of which have a light-catching sheen that amplifies the depth of the design.

It joins a new collection introduced last fall:

### **PROVENCE**

Area rugs in the Provence Collection by Rifle Paper Co. x Loloi are inspired by vintage French fabrics with repeating floral patterns in gently faded colors. Power-loomed of polypropylene and polyester in Egypt, this rug is especially durable in busy living rooms, while it also makes a lovely addition to bedrooms, children's rooms, and hallways.

New pillow designs also complement the latest rug collections and feature a range of prints, sizes, and materials.

## **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 six 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).