



## **FOR IMMEDIATE RELEASE**

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## **Loloi Hosts Virtual Trunk Show for Retail and Design Customers**

*Event Runs Through Sept. 6 and Features Immersive Virtual Showroom, Personal Tours*

**DALLAS (Aug. 24, 2020)** — Premium textile leader [Loloi](http://www.loloirugs.com) announces it has launched a “Virtual Trunk Show” for customers to explore the company’s latest offerings in an interactive, online format.

Accessible on Loloi’s website – [www.loloirugs.com](http://www.loloirugs.com) – the event will run Aug. 24-Sept. 6, and will include an immersive 3D showroom experience from the Loloi Found & Made showroom in the Dallas Design District. The event offers customers an opportunity to browse the latest one-of-a-kind rugs, pillows and wall art, and includes a 15-minute video where Cyrus Loloi, Principal, and Steve McKee, Vice President and General Manager, tour the showroom to highlight products in more detail.



Through the 360-view virtual tour, guests can “wander” through the showroom and can click on products to reveal product information, images and pricing. It also features the ability to request Zoom tours with a sales rep for a more personalized experience.

“Our Virtual Trunk Show is a new, exciting way for us to stay engaged with our customers and show them our very finest one-of-a-kind textiles”, says Cyrus Loloi, Principal. “We decided not to attend Las Vegas Market for the health of our customers and staff, so this is an innovative and safe alternative. While it is almost impossible to replace the in-person showroom experience, we believe customers will enjoy the convenience and most importantly, inspiring products, within our Virtual Trunk Show.”

### **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 at: [295 Fifth Ave., New York, Showroom #1006](#) • DallasMarketCenter, Suite 506 • Las Vegas Market, Building B, Suite #480 • High Point, IHFC Showroom #D-320 • and AmericasMart, Atlanta, Showroom #4-D-2. For more information, visit: [www.loloirugs.com](http://www.loloirugs.com). Call: [\(866\) 362-1424](tel:8663621424).