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Loloi Launches Fall 2020 Virtual Market

Dedicated Web Page Features New Product Intros and Collaborations, Showroom Tours



DALLAS (October 13, 2020) — Premium textile leader [Loloi](https://www.loloirugs.com) announces it has launched its Fall 2020 Virtual Market for customers to explore the company's newest introductions in an interactive, online format. The Virtual Market offers an easy-to-view, visual presentation for those unable to attend the High Point Market in person or visit the Loloi showroom.

Available on Loloi's website at <https://www.loloirugs.com/collections/virtual-market>, the landing page features a complete video presentation of Loloi's full line up of Fall 2020 new introductions, including rugs, pillows, wall art, and for the first-time ever, poufs. It also includes new rugs and pillow designs from Loloi's licensed collaborations with Magnolia Home by Joanna Gaines, ED Ellen DeGeneres, Rifle Paper Co x Loloi, Justina Blakeney x Loloi, as well as the debut of its newest collaboration of rugs with Chris Loves Julia x Loloi.

The Virtual Market also features exclusive audio presentations by Joanna Gaines, Anna Bond, Justina Blakeney and Julia + Chris Marcum, speaking about their new products firsthand. Customers can also request a virtual tour of the showroom at their convenience.

According to Cyrus Loloi, Principal, all the product categories are consolidated on the landing page for ease of use, as well as an interactive user experience. Besides the video presentation, customers can browse the showroom via the 3D map, and they can shop all the new Fall 2020 products.

"We are excited to offer this very visual and inspirational view of our newest collections for customers that can't make it to High Point, or just want a more in-depth view of our offerings," said Loloi. "Having some of our licensed partners share their design inspiration offers a very personal view of their newest designs. Plus announcing a new line with Chris Loves Julia makes this a very full and exciting Market for Loloi. We believe there will be something for everyone to love this Fall."

While Loloi's showroom, IHFC D320, will be open during the High Point Market, appointments are highly recommended.

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. Call: [\(866\) 362-1424](tel:8663621424).