

FOR IMMEDIATE RELEASE

CONTACT:

Jennifer Green

[jgreen@burns-360](mailto:jgreen@mbapr.com)

214-521-8596 x103

**Loloi Announces Collaboration with Rifle Paper Co.**

*First rug and pillow designs from renowned stationery*

*and lifestyle brand to debut at High Point*

**DALLAS (Sept. 17, 2018) —** Loloi has announced a new collaboration with international stationery and lifestyle brand Rifle Paper Co. This first-ever collection of rugs and pillows for Rifle will debut at the Fall High Point Market (October 13-17, 2018) in Loloi’s showroom, IHFC D320, and will be available to consumers immediately following on riflepaperco.com as well as in select retail locations nationwide.

The illustrations of Rifle Paper Co. co-founder and chief creative officer Anna Bond will be brought to life in a series of original designs inspired by the aesthetics of antique Persian carpets, lush gardens and vintage patterns. Her iconic floral patterns like Juliet Rose and Wildwood are also present in the collection, while her treasured travel art prints will come alive in new throw pillow designs.

“Rifle Paper Co. x Loloi is a line that looks totally fresh and different from anything we’ve done before,” said Cyrus Loloi, Principal. “As huge fans of Anna Bond and the Rifle Paper Co. aesthetic, we've genuinely enjoyed the collaborative process with their talented team. And this fall is only the beginning—expect lots of new rugs and pillows for years to come.”

The featured rug collections to debut this fall include:

**Les Fleurs Collection**

Featuring designs reminiscent of the iconic Rifle Paper Co. aesthetic, the Les Fleurs Collection is a soft, 100 percent wool collection carefully crafted by artisans in India. A fresh take on florals, the bold and over-scaled motifs are accentuated by hours of hand-carving, creating depth and dimension.

**Nairi Collection**

Vintage meets modern in the highly durable and well-designed Nairi Collection for Rifle Paper Co. x Loloi. Power-loomed in Turkey of polypropylene and polyester, this collection features a soft pile that doesn’t shed, and is stain-resistant, fade-resistant and colorfast. And with a broad range of sizes including runners, there’s a piece for any and every room.

**Palais Collection**

Bold and bright, the Palais Collection for Rifle Paper Co. × Loloi grounds any space with whimsical motifs and playful colors inspired by Anna Bond’s illustrative artwork. Each piece is printed on a soft polyester base, ensuring comfort underfoot, colorfastness, and stain-resistance.

“When thinking about rugs and pillows, my goal was to create designs that brighten up the home by bringing in unique colors and patterns,” explained Anna Bond. “The pieces in the Rifle Paper Co. × Loloi collection are meant to be enjoyed for years to come, so it was important to me that the designs are not only beautiful but also well-crafted and made to last.”

For news, decorating guidelines and other updates from Loloi, connect via [Facebook](http://www.facebook.com/loloirugs), [Instagram](http://www.instagram.com/loloirugs), or online at [LoloiRugs.com](http://www.loloirugs.com).

**About LOLOI RUGS**

Founded in 2004, Loloi Rugs is a family-owned company that designs and manufacturers rugs, pillows and throws for the trade. Under the expert design direction of founder Amir Loloi, Loloi has achieved tremendous growth, introducing thousands of products, investing in multiple distribution facilities, and earning the respect and business of retailers and designers throughout the nation. Additionally, Loloi has earned the ARTS Award for "Best Rug Manufacturer" in 2010, 2011, 2015, 2016 and 2018.

LOLOI RUGS is headquartered in Dallas, with to-the-trade showrooms at: [295 Fifth Ave., New York, Showroom #1006](https://maps.google.com/?q=295%20Fifth%20Ave.,Â New%20York,%20Showroom%20#1006&entry=gmail&source=g) ● Dallas’ World Market Center, Showroom 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: [(972) 503-5656](tel:(866)%20362-1424). 

**###**