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**Loloi to Debut 14 New Rug Collections at High Point**

***Intros to Include 50 New Pillow Designs***

**DALLAS (March 2014) ―** Loloi continues its 10th Anniversary year at High Point Market, with the debut of 14 new rug designs that offer a variety of materials, construction and color palettes, ranging from traditional to classy contemporary. The new designs will debut in Loloi’s showroom, IHFC #D-320.

Some of the newest collections debuting at Market include:

**Edge**

The Edge Collection is designed to bring an all-natural feel into any space. These earthy rugs are hand woven in India of alternating strips of leather and jute for a unique tactile feel. Available in four neutral colors that make an easy addition for any décor.

**Dawson**

Featuring the finest New Zealand wool and touches of viscose for luxurious shine, the Dawson Collection is both ultra-comfortable and sophisticated. These plush, tonal rugs pair effortlessly with surrounding decor while offering a luxurious presence of their own. With colors like Platinum, Slate, Silver, and Champagne, this collection is a prize for any room.

**Goodwin**

The Goodwin Collection goes bold with big graphic patterns. Power loomed in Turkey of 100 percent polypropylene, this collection features amazing color fastness from the resilient fiber and unparalleled durability from the densely packed yarns. Available in scatter, regular, round, and runner sizes.

**Juniper**

The kid-friendly Juniper Collection adds a pop of color to any room. This collection blends vivid colors with sophisticated, yet playful, patterns like zigzags, diamonds, sweet florals and more. Power-loomed in Egypt of 100 percent polypropylene, Juniper rugs are easy to clean and color fast so they are perfect for kids' rooms or anywhere you want to smile.

**Vincent**

Hand knotted in India of 100 percent wool by skilled artisans, the Vincent Collection offers the look of a well-worn antique rug in a modern day color palette. Each exquisite piece undergoes a weeks-long antique washing process which fades the pattern and color beautifully. And with sizes ranging from 2 x 3 to 13 x 19, Vincent fits right at home in any elegant room setting.

In addition to the rug introductions, Loloi will expand its Pillows Collection to add 50 additional designs to this growing category for the company. The new pillows tap into a variety of themes such as:

* **New traditions** –by pairing traditional color palettes with new modern designs partnered with contemporary base colors like taupe and gray
* **New textures** – by incorporating chunky textures such as braids, weaves and ultra shags in friendly palettes like teal and taupe or coral and gray
* **New tones** – by using mixed and matched taupe, gray, black and white in sleek contemporary designs

Market attendees and members of the media are also invited to Loloi’s 10th anniversary party on Sunday, Apr. 6 at 5 p.m. in their showroom. Guests will be treated to a full bar, hors d'oeuvres and live music by Jaxon Jill, to help celebrate the company’s 10 years of success.

**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 won two consecutive ARTS Awards for “Best Rug Manufacturer” in 2010 and 2011, 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 inDallas, with to-the-trade showrooms at: 295 Fifth Ave., New York, Showroom #1006 ● DallasMarketCenter, Suite #500 ● 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.