



FOR IMMEDIATE RELEASE:

*Minneapolis, MN—September 24, 2014—*Julie Dasher Rugs will be exhibiting for the very first time at Highpoint Market in Highpoint, NC in October. The company was founded by Julie Dasher out of a passion for rug design. With over 350 rug designs in the collection, each design can be custom-colored and sized with distribution to the trade only. Designers have been commenting that Julie Dasher's designs are the freshest and most unique designs they have seen in 10 years. Leading up to Highpoint market, the company has been featured by a number of publications and media organizations.

COVER magazine, the highly-regarded international floor coverings magazine, selected JDR's *Lily Pad* design as one of 3 rugs to feature in their Highpoint Preview.



Lily Pad

JULIE **DASHER** RUGS



CUSTOM-DESIGNED // HAND-MADE RUGS // juliedasherrugs.com



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Big names, big show

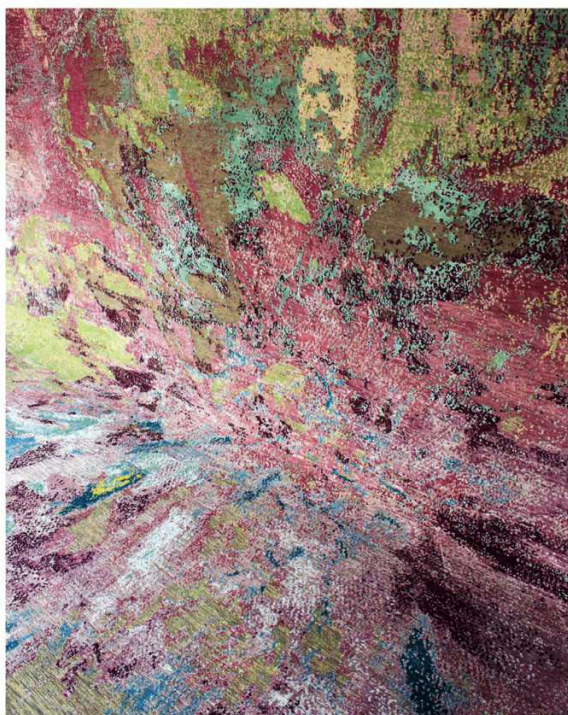
The autumn edition of High Point Market – the largest show of its kind in the world – is bursting with products, buyers and exhibitors

THE SECOND HIGH POINT

Market of the year will take place in the familiar surroundings of North Carolina. From 18–23 October, 180 buildings around 164 South Main Street will be part of the event. High Point is the largest furnishings industry trade show in the world,

with over 75,000 buyers attending twice a year. Over 100 countries are represented, and 2,000 exhibitors will be introducing thousands of new products.

An impressive number of familiar names will participate, including Amadi Carpets, French Accents,



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01 *Neela rug*, Feizy Rugs

02 *Lily Pad rug*, Julie Dasher Rugs

03 *Ikat Louise rug*, NuLoom



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New Moon, New England Collection and Art Resources. Tamarian and Jaipur will be bringing their latest rug designs, exhibiting alongside rug retailers Eliko Rugs, Feizy Rugs and nuLoom. C.R. Laine and Eastern Accents will present their Fall Collection of fabrics with a distinctive oriental feel. Among several fabric and furniture retailers showing at the event, Dallas Saunders Studio is notable for printing cheerful artistic designs on its textiles.

Acting as a perfect entry point for old hands as well as newcomers to the market, the show is sure to offer inspiration for anyone looking for ideas that are fresh and on-trend. *RH*

www.highpointmarket.org



The distinct advantages that Julie Dasher Rugs brings to the marketplace are:

Colorful, fresh, unique designs.
Direct link to suppliers in Nepal, Turkey and India.
All custom, no stock, limited overhead which yields competitive price points.
Excellent lead times.
Outstanding quality and boutique custom service.

Product Details:

Handmade artisan rugs designed by Julie Dasher, Founder and Lead Designer.
Fully custom in size, color and pattern.



Rings of Roses
Room designed by Martha O'Hara Interiors



Highpoint TWITTER CHAT

On Wednesday, September 17, 116 furniture fans gathered on Twitter to preview the new looks for Fall Market. Entries came from major brands, such as Bernhardt, Noir and Worlds Away, as well as super-stylish relative newcomers Dunes and Duchess, **Julie Dasher Rugs** and Jaxon by Victoria Richter. Out of 249 submitted entries, the Decor Mentor team selected 45 that really caught our collective eye.

<http://www.highpointmarket.org/email/20140925-SeptEnews3>

Home Furnishings News

Featured Julie Dasher Rugs in their Highpoint Newsletter

<http://hfnmag.com/floor-covering/julie-dasher-rugs-exhibit-high-point/>

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Highpoint location:

Suites at Market Square / M-1044

Social Media Links:

www.facebook.com/JulieDasherRugs
<https://twitter.com/rugdesigner>
www.linkedin.com/in/juliedasher/
<http://designingrugs.blogspot.com/>
<http://www.asidmn.org/>
http://www.goodweave.org/spotlight_det.php?cid=88&interview_id=87
<http://www.houzz.com/pro/jdasher/julie-dasher-rugs>
<http://www.pinterest.com/jdasher31/>

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GOODWEAVE FOUNDER WINS NOBEL PEACE PRIZE—October 10, 2014

Oslo, Norway

http://www.goodweave.org/news_detail.php?cid=6&news_id=574

Contact: Caroline Turnbull at Caroline@GoodWeave.org or 202.234.9050

Goodweave Licensee Spotlight: JULIE DASHER RUGS

(a licensee donates a percentage of their profits each quarter to Goodweave)

For Julie Dasher, founder and lead designer of Julie Dasher Rugs, shifting careers 7 years ago from human resources consultant to rug designer wasn't that big of a leap. "In my soul, I was an artist," she says. "For years, I had spent my free time making crazy quilts from fabric scraps I collected at our design center in Minneapolis. Composition and creating beautiful shapes was my passion." Julie's love of quilt patterns, her lifelong passion for textiles and an abiding respect for craftspeople brought her simultaneously to rug design and GoodWeave.

Julie credits her daughter Lily for helping point her company in GoodWeave's direction. After watching a YouTube video of children weaving rugs, the mother-daughter pair decided that it would be "really cool to help stop child labor." Julie laments, "It just breaks my heart thinking of children Lily's age on the loom for thirteen hours a day." Julie holds a master's in business administration and understands the marketing benefit of



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GoodWeave membership. "Marketing research does indicate that more people are loyal to a brand if the product is produced in a socially conscious way," she argues.

Julie's company specializes in custom, hand-knotted Tibetan wool and Chinese silk rugs crafted in Nepal. In addition to custom coloring and sizing her patterns into custom rugs, Julie also works with interior designers to help them develop private label collections. "My mind is always spinning with ideas," she says. "Long before I had any thought of going into the rug business I kept a sketch book with rug designs." Some of those designs, such as "Bar Chart Bliss," which is in striped jewel tones, come from her years of quilting. "The stripe reminds me of a quilting technique called strip piecing," she explains. Other rug designs are influenced by her travels to destinations such as Ephesus, Turkey, where she visited traditional weavers and watched people harvest silk from cocoons. A recent favorite design, featured on a "loom" rug in her showroom, combines a "wedding ring" quilt pattern with a lotus flower.

Although Julie is rooted in tradition, she favors a "transitional style" that is at home in traditional or modern settings. "I love for the rug to be the focal point of the room. The rug is the star," she says.

As the company boasts over 350 rug designs, clients have many options to choose from. They can also commission a custom design as did a recent client who has a Ph.D. in neuroscience. "I hadn't worked with shapes like mitochondria and DNA double helix before, but they are certainly great inspirations for a fun rug design," she said. Find out more at www.juliedasherrugs.com, or visit Julie's blog www.designingrugs.blogspot.com.

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