



**FOR IMMEDIATE RELEASE**

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**Loloi Introduces New Magnolia Home by Joanna Gaines Collections  
at the Fall 2021 High Point Market**

**DALLAS (Oct. 18, 2021)** — Loloi will be showcasing new collections for the Magnolia Home by Joanna Gaines line at the Fall 2021 High Point Market in their showroom, IHFC Design Center, Space 320.

Crafted by Loloi in varying styles and materials, additions to the Magnolia Home by Joanna Gaines rug collections include:

**SADIE**

Simple in design yet bold in color, the Sadie Collection for Magnolia Home by Joanna Gaines displays a modern color palette with a textured construction that is handwoven of 100% polyester pile in India. Crafted by Loloi.

**CALEB**

Designed in collaboration with Magnolia Home by Joanna Gaines, the Caleb Collection combines a timeless palette with a plaid-inspired, crisscross motif. Handwoven of 100% wool pile, Caleb's tone-on-tone colors are paired with subtle fringe to set the scene for a cozy and inviting space. Caleb is also GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities. Crafted by Loloi.

**LOGAN**

Designed in collaboration with Magnolia Home by Joanna Gaines, the Logan collection's linear designs add movement and interest while its neutral tones create warmth and coziness. Crafted by Loloi.

**ABOUT LOLOI**

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 located [here](#). For more information, visit: [www.loloirugs.com](http://www.loloirugs.com).