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Loloi Unveils New Collections During Spring High Point Market

DALLAS (April 1, 2022) — Loloi is unveiling four new rug collections along with multiple new pillows and poufs within its Loloi and Loloi II lines during the Spring 2022 High Point Market. The new collections will feature a breadth of styles and design assortments, ranging from muted, hand-woven neutrals to vibrant and printed collections – all in a range of price points, offering something for everyone.

Visitors to the showroom can also shop for and find the latest one-of-a-kind collections in wall art as well as rugs, pillows and poufs. Loloi's newly expanded High Point showroom now has new entrances, which has allowed for expansion of the one-of-a-kind rug and pillow assortments.

The new Loloi rug collections debuting at High Point include:

LOLOI**ANISSA**

The Anissa Collection features a loose diamond pattern reminiscent of Moroccan rug design, adding dimension and playfulness to any space while also working as an unexpected neutral. Hand-knotted of wool in India, this collection is also GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

EMILIA

Rugs in the Emilia Collection have a slightly raised design that brings texture and depth to any room, while organic and painterly lines create a feeling of casual warmth. This collection is hand-knotted of wool in India and is GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

LOLOI II**ELYSIUM**

Area rugs in the Elysium Collection have a loose and dreamy botanical design with a beautifully faded old-world feel. This collection is power-loomed in Egypt of 100% polyester face.

SORRENTO

Rugs in the Sorrento Collection feature an intricate pattern that creates a focal point in any room. Careful fading adds a warm, vintage quality that feels lived in without any actual wear and tear. Power-loomed in Turkey of 100% polyester pile, the Sorrento Collection is also Oeko-Tex® certified, ensuring the rug's materials don't contain harmful substances.

Along with these new intros, Loloi will also showcase new and newly shipping collections from its licensed lines with Amber Lewis, Carrier and Company, Chris Loves Julia, Justina Blakeney, Magnolia Home by Joanna Gaines, Rifle Paper Co. and ED Ellen DeGeneres. These can all be found in Loloi's showroom located in the IHFC Design Center, Showroom 320.

For news, design inspiration and other updates from Loloi, connect via Instagram by following @loloirugs or online at LoloiRugs.com.

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 is headquartered in Dallas, with to-the-trade showrooms located [here](#). For more information, visit: www.loloirugs.com.