



**FOR IMMEDIATE RELEASE**

CONTACT:

Jennifer Green

[Jennifer.green@liveecho.com](mailto:Jennifer.green@liveecho.com)

214-498-8547

## **Loloi Announces New Collaboration with Jean Stoffer**

*First Rug, Pillow Collaboration for Renowned Designer*

DALLAS (April 17, 2023) [Loloi](#) announces the launch of its newest collaboration with nationally renowned interior designer Jean Stoffer, known for her timeless style and warm personality. Jean has built a business with her family and has a notable following on social media @jeanstofferdesign via her hit TV show, [The Established Home](#), on the Magnolia Network, and through her book, [Establishing Home: Creating Space for a Beautiful Life with Family, Faith and Friends](#).

In her first rug and pillow collaboration, Jean's classic style and design sensibility shines in the collection she has created together with Loloi. The line includes two high-quality handmade collections and two accessibly priced, durable power-loomed rug collections, as well as an array of handcrafted pillows – all with a distinctly timeless color palette.

"Jean is someone we have followed at Loloi and have loved the thoughtful attention to detail and classical design sense she brings to everything she does," said Cyrus Loloi, Principal. "We're so excited to now be collaborating with her and know the design community and consumers alike will love the new line."

The new Jean Stoffer x Loloi rug collections include:

### **BRADBURY**

The Bradbury Collection has small-scale motifs that, combined with the rug's vibrant and varying colors, create eye-catching dimension in the room. Bradbury echoes the look of traditional rugs but comes alive in fresh, modern palettes that balance energetic bright tones with softer, distressed ones. The use of drop-stitching throughout the pile adds even more texture, as does fringing on both edges. Power-loomed of polypropylene and polyester in Egypt and Oeko-Tex® certified, ensuring its materials don't contain harmful substances.

## **CORNWALL**

Hand-woven of jute and wool, the Cornwall Collection has a natural, organic look with a clean and classic striped design. This area rug collection is an elegant neutral that styles easily in a range of living rooms, bedrooms, dining rooms, and even mudrooms. Soft, earth-toned colors complement the rug's natural materials and aesthetic. Made of jute and wool in India and GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

## **HENDRICK**

The Hendrick Collection is a beautifully textured wool area rug with an elevated ease reminiscent of a cozy handmade sweater. The rug is very plush underfoot, making it equally welcome in bedrooms and living rooms. The hand-woven weave pattern adds dimension while the rug's color palette is soft, neutral, and serene. This collection is made of 100% wool and GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

## **KATHERINE**

Beautiful, dynamic colors and textured pile combine in the Katherine Collection, an incredibly versatile area rug in a range of neutral palettes. Katherine is power-loomed with a specialized technique that gives the pile an organic dimension—slightly ribbed—creating an elevated look that blurs the line between machine-made and handmade rugs. Made of 100% polyester in Turkey and Oeko-Tex® certified, ensuring its materials don't contain harmful substances.

In addition to her rug collections, the new pillows in the Jean Stoffer x Loloi line feature cotton and cotton-blend designs in a range of sizes and colors that complement the rug collections.

To see the full collaboration, visit: <https://www.loloirugs.com/collections/jean-stoffer>

## **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 six ARTS Awards for "Best Rug Manufacturer" and one for "Best Outdoor Manufacturer," and one 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).