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Loloi Showcases New Justina Blakeney x Loloi Collections for Spring 2023 High Point Market

DALLAS (April 21, 2023) — Loloi announces it will debut two new rug collections by Justina Blakeney – including the collaboration’s first made with recycled materials – along with new pillow designs during the Spring 2023 High Point Market. The Justina Blakeney x Loloi collaboration will be featured in Loloi’s High Point showroom located in the IHFC Design Center, Showroom 320.

The season’s new rug collections are full of color and charisma, embracing the playful-boho aesthetic of the designer and business maven herself:

ARI

With playful, poolside graphics and colors, the indoor/outdoor Ari Collection embodies the maximalist style of designer Justina Blakeney. Not only is this area rug made for the outdoors, but it’s mindful of the planet too. This is Justina’s first rug collection made with recycled materials. The Ari Collection is jacquard woven of recycled polyester in India and GoodWeave certified, ensuring our commitment to ethical production and the support of weavers’ communities. Designed by Justina Blakeney for Loloi.

CURA

Interior designer Justina Blakeney’s hand-painted botanical artwork was the basis for the designs of the Cura Collection, which depict the flora and fauna of the jungle and the desert. Each area rug is hand-hooked of 100% wool by artisans in India, in a range of color palettes that are fresh, vibrant, and fun but still very much home-friendly. This collection is GoodWeave certified, ensuring our commitment to ethical production and the support of weavers’ communities.

These join two collections introduced last fall:

GOOD MORNING

The Good Morning Collection's abstract design is based on artist and collaborator Justina Blakeney's drawings, featuring interlocking shapes with bold outlines. In Justina's art, those shapes might be collages made of cutout paper, but here, they're printed on the rug with soft polyester fibers. Good Morning is available in a mix of colorful palettes that can fit into a range of living rooms, bedrooms, children's rooms, and more. Power-loomed of 100% polyester in Egypt. Designed by Justina Blakeney for Loloi.

VILLAGIO

The village cityscapes on Villagio Collection area rugs are based on original art by designer Justina Blakeney. Loloi partnered with weavers in India to transform Justina's linework drawings into colorful area rugs hand-tufted of 100% wool. They also employed a technique called "carving," shearing down the pile between each motif to create extra depth and texture. This collection is GoodWeave certified, ensuring Loloi's commitment to ethical production and the support of weavers' communities. Designed by Justina Blakeney for Loloi.

In addition, the collaboration will premiere a range of new pillow designs that embody Justina's signature joyful style through a fresh lens.

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.