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FOR IMMEDIATE RELEASE

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## Nourison Home Introduces New Handmade Calvin Klein Rugs

SADDLE BROOK, NJ — October 13, 2023 – Leading floor covering and home accents manufacturer Nourison Home today debuts Calvin Klein’s Spring 2024 area rugs. Artistically woven utilizing time-honored techniques, each rug is rich with texture and is a testament to the skill and dedication of Nourison Home’s skilled artisans. Thirteen styles are being introduced across five collections. Colors range from soft creams to warm neutrals to complement a range of interior design styles.

“Every rug is meticulously hand crafted to showcase the artistry of each weaving technique and express the minimalist style that Calvin Klein is known for,” said Alex Peykar, co-founder of Nourison Home. “Across collections, the harmonious combination of color, texture and design are curated to elevate a range of living spaces and complement every lifestyle.”

The five new collections include:

**Abrash** rugs are woven from space-dyed wool yarns, and display a unique texture with color movement across each piece.

**Architectura** rugs are woven in the Tibetan method from wool yarns and tip sheared to provide multiple textures for a dimensional effect.

**Billows** is a collection of ultra-plush rugs, woven from dense wool, that provide a cozy foundation for any room.

**Spun** rugs are simply elegant. Handwoven from hand-spun wool in tonal colors for a subtle but luxurious look in any space.

**Wander** rugs are a masterpiece of texture, flat-woven from wool and viscose yarns, with a “wandering” pattern across each rug.

The collections will be available in Spring 2024. Nourison Home is currently accepting orders. Each rug is handmade and is available in sizes ranging from 5’x7’ to 10’x14’, with select styles also available in custom sizes. For more information, please visit [www.nourison.com/calvin-klein](http://www.nourison.com/calvin-klein) or contact your Nourison Home sales representative.

### About Nourison Home

Nourison Home is a leading global floor covering company that produces extensive collections of area rugs, broadloom carpet, and home accessories at multiple price points from low to mid-market to luxury. Nourison Home is one of the few fully vertically integrated companies in its segment, overseeing almost every aspect of the manufacturing process. As a result, the company boasts exceptional speed-to-market, shipping more than 95 percent of its product orders within 48 hours. The focus on customer service has helped Nourison Home become a valued partner within the home furnishings and hospitality industries to both retailers and interior designers. Nourison Hospitality offers high-quality textile floorcovering products in support of a



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wide range of hospitality and commercial projects including world-class hotels and resorts, casinos, multi-family residences and country clubs.

Nourison Home was founded in New York by brothers Alex, Steven, and Paul Peykar in 1980, and remains a family-owned company. Its product assortment includes licensed collections from well-known brands such as Calvin Klein, Inspire Me! Home Decor by Farah Merhi, Nicole Curtis, Waverly, Christopher Guy, and more.

For further details, visit [www.nourison.com](http://www.nourison.com).

#### **About Calvin Klein**

*Calvin Klein* is one of the world's leading global fashion lifestyle brands with a history of bold, non-conformist ideals that inform everything we do. Founded in New York in 1968, the brand's minimalist and sensual aesthetic drives our approach to product design and communication, creating a canvas that offers the possibility of limitless self-expression. The *Calvin Klein* brands – *CK Calvin Klein*, *Calvin Klein*, *Calvin Klein Jeans*, *Calvin Klein Underwear*, and *Calvin Klein Performance* – are connected by the intention and purpose of elevating everyday essentials to globally iconic status. Each of the brands has a distinct identity and position in the retail landscape, providing us the opportunity to market a range of universally appealing products to domestic and international consumers with a variety of needs. Our products are underpinned by responsible design, high-quality construction, and the elimination of all unnecessary details. We strive for unique and dimensional pieces that continuously wear well and remain relevant season after season. Global retail sales of *Calvin Klein* products were approximately \$9.3 billion in 2022.

*Calvin Klein* continues to solidify its position as an innovator of emerging digital platforms and modern marketing campaigns. PVH acquired Calvin Klein in 2003 and continues to oversee a focused approach to growing the brand's worldwide relevance, presence, and long term growth.

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