



SPRING 2024 COLLECTION

NEW MOON™

THE WORLD'S FINEST TIBETAN RUGS



For Immediate Release

PRESS INQUIRIES:  
Alissa Pinck  
alissa@spreadpr.net  
917.968.8644

## New Moon Rugs Releases Its Spring 2024 Collection

**February 2024 (Wilmington, DE )** - New Moon Rugs is pleased to present its Spring 2024 collection, featuring nine new patterns in two groupings. The luxury Tibetan rug offerings include archival elements originally designed by New Moon's founder John Kurtz. The collection will debut at High Point Furniture Market in April 2024.

"Our spring launch can really be broken down into two collections, one inspired by nature and the other a bit edgier, a little rock and roll," explains Erika Kurtz, New Moon's lead designer and John's eldest daughter.

With the Inspired by Nature group, which includes Cloudveil, Quill, Cirrus, Kristal, Mahiki and Plumage, Erika brings the outdoors inside, incorporating natural elements to add serenity and a calming touch to any space. The Rock 'n Roll group, which includes Note Scura, Lamorte and Python, pushes the boundaries of what New Moon has offered in the past. The designs incorporate artistic components from John Kurtz's original artwork. Using her father's creation as the inspirational starting point, Erika added original elements to create rich and vibrant imagery for the floor. These dynamic designs with their bold color palettes will be the real star of any space.

After launching at High Point this spring, the collection will be available through New Moon Rugs' two locations as well as through their website at [newmoonrugs.com](http://newmoonrugs.com).

### ABOUT NEW MOON

Founded by artist and renowned rug historian John Kurtz and led by his daughter Erika since 2004, New Moon Rugs are crafted with the highest standards of workmanship and responsible design. Made by Tibetan artisans using the time-honored tradition of 'true' Tibetan weaving, in which each successive row of knots is locked into place by pulling alternate rows of warps forward on the loom, New Moon rugs truly last for generations.

New Moon is a founding member of Goodweave, a global nonprofit working to end illegal child labor and offer educational opportunities for children in India, Nepal and Pakistan.

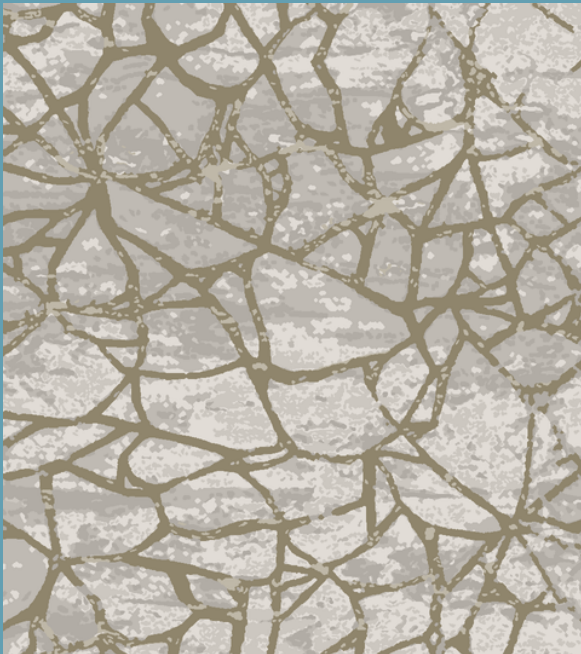
SPREAD  
COMMUNICATIONS

SPRING 2024: INSPIRED BY NATURE



**PLUMAGE**

Birds of a feather! An artful plumage of abstract feathers weave together a myriad of rich colors and textures. Woven with Tibetan wool, Chinese silk and natural nettle fibers, this rug is an artful play on color and texture. This coloration features shades of taupe, khaki, ivory, brown, charcoal, blue, violet, mauve, paprika, tangerine, gold, maize, eggplant and stone. This piece has been crafted by hand in true 100 knot quality.



**KRISTAL**

Crackling icebergs shifting in the sea creating an overlapping mosaic of layered colors and pattern. The ivory, platinum and silver Tibetan wool background is accented with khaki and sand Chinese silk and Tibetan wool. This piece has been crafted by hand in true 100 knot quality.

**PRESS INQUIRIES:**

Alissa Pinck

alissa@spreadpr.net or 917.968.8644

SPREAD  
COMMUNICATIONS



# NEW MOON™

THE WORLD'S FINEST TIBETAN RUGS

## SPRING 2024: INSPIRED BY NATURE



### CLOUDVEIL

Rivers and mountains meander across the field in this abstract design. The platinum field in Tibetan wool is accented by design elements in blended shades of silver Chinese silk. This piece has been crafted by hand in true 100 knot quality.



### QUILL

Birds of a feather, layered in a perfect contemporary abstraction. Woven in Tibetan wool with accents in Chinese silk, this modern design blends subtle shades of dark brown, brown, grey, platinum, taupe, dusty mauve, khaki, warm tan and stone. This piece has been crafted by hand in true 100 knot quality.

PRESS INQUIRIES:

Alissa Pinck

[alissa@spreadpr.net](mailto:alissa@spreadpr.net) or 917.968.8644

SPREAD  
COMMUNICATIONS

SPRING 2024: INSPIRED BY NATURE



**CIRRUS**

Like water passing over stone in a river bed, a contemporary design with a calming and ethereal quality. The Tibetan wool background is highlighted with accents in Chinese silk, featuring hues of ivory, taupe, grey, silver and grey-blue. This piece has been crafted by hand in true 100 knot quality.



**MAHIKI**

Bring the outside in with this serene pattern that translates the beauty of the natural world into artistry for the floor. Woven in Tibetan wool with accents in Chinese silk, this modern design blends calming hues of ivory, platinum, pale grey, silvery blue, grey-blue, taupe, charcoal, rich brown, dark grey, cocoa brown and silver. This piece has been crafted by hand in true 100 knot quality.

**PRESS INQUIRIES:**

Alissa Pinck

[alissa@spreadpr.net](mailto:alissa@spreadpr.net) or 917.968.8644

SPREAD  
COMMUNICATIONS



SPRING 2024: ROCK 'N ROLL



**NOTE SCURA**

In the darkness of night, moody creatures come to life. Woven with Tibetan wool and Chinese silk accents, this coloration features tones of red, yellow, black, magenta, blush, teal, sapphire blue, charcoal grey, dark grey, stone grey silvery light blue and plum. This piece has been crafted by hand in true 100 knot quality.



**LAMORTE**

The human form, stripped down to it's simplest, most raw form. Woven with Tibetan wool and Chinese silk accents, this coloration features shades of cobalt blue, yellow, black, mint green, platinum, silvery blue, magenta and blush. This piece has been crafted by hand in true 100 knot quality.

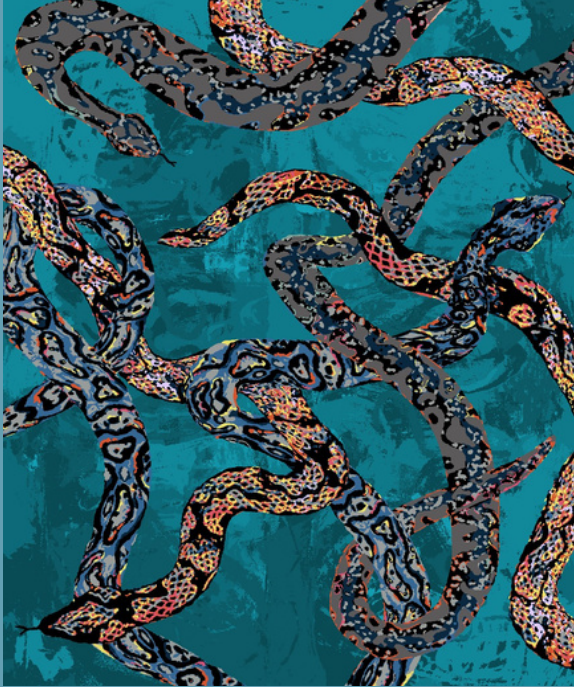
PRESS INQUIRIES:

Alissa Pinck

[alissa@spreadpr.net](mailto:alissa@spreadpr.net) or 917.968.8644

SPREAD  
COMMUNICATIONS

SPRING 2024: ROCK 'N ROLL



**PYTHON**

The jungle comes to life with inter-woven pythons layered in a myriad of rich and saturated colors. Woven in Tibetan wool with accents in Chinese silk, this contemporary design blends bold shades of teal, navy, grey, gold, fuchsia, red, cobalt blue, blue-green, black, silver, pale violet and dusty rose. This piece has been crafted by hand in true 100 knot quality.

All rugs in the collection are available in standard sizes: 4' x 6", 5' x 7', 5' x 8', 6' x 9', 8' x 10', 9' x 12', 10' x 14', 12' x 15', 12' x 16', 12' x 18' and 13' x 18' as well as runners. Rugs can also be customized by size, shape and color.

**PRESS INQUIRIES:**

Alissa Pinck

[alissa@spreadpr.net](mailto:alissa@spreadpr.net) or 917.968.8644

SPREAD  
COMMUNICATIONS