FOR IMMEDIATE RELEASE

CONTACT:

Jennifer Green

jgreen@mbapr.com

214-521-8596

**Loloi to Debut 6 New Rug Collections at Atlanta Market, July 8-15**

***Intros to include innovative, colorful designs from all over the world***

**DALLAS (July 2014) ―** Loloi’s summer is heating up with the introduction of 6 new collections just in time for The Atlanta International Gift & Home Furnishings Market. Taking place July 8-15in its recently expanded showroom, #4-D-2, the new rug designs offer a variety of materials, construction and color palettes, ranging from traditional to classy contemporary.

The collections debuting at Market include:

**EDEN**Hand-tufted in China of 100 percent polyester, this collection combines bold, over-scale design with a soft color palette. All seven designs are enhanced by a hand-carved finish around the edges of the pattern and a plush surface.

**ELTON**Designed to look like a modern version of yesterday’s classics, this collection features an intentionally distressed pattern that matches well with contemporary to transitional spaces. It is a blend of polypropylene and polyester for great durability and easy maintenance.

**PANACHE**
Distinguished by its textural effects and mix of fibers, this collection looks and feels like no other geometric patterned rug. The base of each rug is hooked with wool for natural comfort, while the design is a raised pile of viscose that shines beautifully.

**SIERRA**With fashionable and vibrant color combinations, this collection takes a cosmopolitan look at southwestern inspired designs. It is power loomed in Egypt of 100 percent polypropylene for exceptional durability, color fastness and stain resistance.

**STEPHANIE**An instant upgrade for rooms ranging from modern to sophisticated, this bold and tonal collection is hooked in India of 100 percent wool. Each design is featured on a high-low pile for a sense of dimension and textural interest.

**VISTA**Power loomed in Egypt of a 100 percent polypropylene fiber, this collection offers striking patterns inspired by ethnic textiles. All nine designs share a color palette of desert hues like rust, taupe and more, easily matching any décor.

Loloi’s 14,000 square foot showroom, located on the fourth floor of Building 1 at AmericasMart, allows the manufacturer to display its growing collection of rugs and pillows during Market. It will also stay open for daily buyers.

To see news, decorating tips and other updates from Loloi Rugs, connect via Facebook ([www.facebook.com/loloirugs](http://www.facebook.com/loloirugs)), Pinterest ([www.pinterest.com/loloirugs](http://www.pinterest.com/loloirugs)), or the company website, [www.LoloiRugs.com](http://www.LoloiRugs.com).

**About LOLOI RUGS**

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 won two consecutive ARTS Awards for “Best Rug Manufacturer” in 2010 and 2011, 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 RUGS is headquartered inDallas, with to-the-trade showrooms at: 295 Fifth Ave., New York, Showroom #1006 ● DallasMarketCenter, Suite #500 ● Las Vegas Market, Building B, Suite #480 ● High Point, IHFC Showroom #D-320 ● and AmericasMart, Atlanta, Showroom #4-D-2. For more information, visit: [www.loloirugs.com](http://www.loloirugs.com/). Call: (866) 362-1424.