**Loloi Introduces Nine New Collections at Atlanta Market Jan. 7-10**

**DALLAS (Dec. 15, 2014) ―** Loloi is beginning the New Year by debuting nine new rug collections at The Atlanta International Gift & Home Furnishings Market. Taking place Jan. 7-10, 2015 in Showroom #4-D-2 at AmericasMart, these collections include rugs from China and India made of microfiber polyester, jute, wool/viscose and rich cowhide fibers.

According to Cyrus Loloi, the company’s principal, Anastasia, one of the new collections, is “*Stunning*. It’s truly one of the best I’ve seen.” The showcased collections include:

**Anastasia**Power loomed in Egypt of polypropylene and polyester, Anastasia gives the appearance of being a fine rug made by hand. Its ornate traditionals distressed and full of character are modernized by illuminating color-ways. As durable as it is easy to care for, the intricate detail, luster of colors and unbeatable price point establish the value of this collection.

**Cyrus**
Hand-knotted in India, it offers a series of beautifully distressed sumacs crafted of 100 percent hand-spun viscose from bamboo. The luxe look is softened by intentional breaks in the pattern so that each piece appears like a well-worn antique, offering a statement piece for rooms of any dimension.

**Imperial**
This collection finds inspiration from fine traditional rugs, while updating the design, feel and color for modern interiors. It is expertly hand-knotted in India and shines of elegant hues like silver, slate, taupe and dune thanks to its 100 percent hand-spun viscose from bamboo. As one of the smoothest fibers available, this rug irresistibly silky underfoot.

**Kiara**These plush animal print rugs are hand-tufted in India of 100 percent microfiber polyester with a thick 1.5 inch pile that’s amazingly soft. Blending comfort and affordability with a modern appeal, Kiara makes it easy to add an exotic and luxurious feel to any home.

**Kingsley**
Inspired by well-worn antiques, this collection features traditional designs in subtle, sophisticated colors. Hand-knotted in Pakistan of 100 percent wool, each piece undergoes an antique washing and sun-drying process to fade the designs.

**Nomad**
With rich colors, ethnic patterns and an earthy 100 percent jute fiber, this collection from India pays homage to tribal design while updating the look for today's interiors. The thick, hand-knotted pile and bold design make for an eyecatching centerpiece in any room*.*

**Orian Shag**
A luxe, head-turning series of shag rugs, Orian is hand-tufted in China of 100 percent polyester for great durability and exceptional softness. The densely-packed yarns also make Orian a wonderful spot for bare feet.

**Promenade**
Hand stitched in India of 100 percent authentic cowhide, Promenade is a contemporary version of the timeless cowhide rug. The modern collection offers patterns that range in graphic designs with a strong contrast of light and dark hides, and the durable cowhide fiber makes this collection ideal for rooms with high foot traffic.

**Rhodes**
A remarkably simple yet successful design, this collection pulls together any living space. It balances color and proportion while establishing a strong ground to build a room around or to serve as the missing piece to any home furnishing puzzle. With its fine striped lines and subtle texture found within its cut loop construction, it is tufted in India with 100 percent wool.

Also taking place at 5 p.m. on Jan. 8 in Loloi’s showroom is a party featuring live entertainment, catered food, wine and cocktails. Visit [http://www.americasmart.com/rug/january-home-gift-market#](http://www.americasmart.com/rug/january-home-gift-market) for more information about this event and other Market happenings.

**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.