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**Loloi Introduces New Rug and Pillow Collections at High Point**

*Dallas-based manufacturer premiers assortment of rugs, pillows, and throws*

**DALLAS (April 14, 2018) —** Loloi announces several new rug collections along with various pillow and throw styles during the Spring High Point Market. Ranging from tonal to bold and bright colorways, along with a range of weaves and materials, the new Loloi collections bring expertly crafted design to any space.

Also debuting at High Point, Loloi will showcase new introductions from its Magnolia Home by Joanna Gaines, ED Ellen DeGeneres and Justina Blakeney x Loloi collections.

These exclusive collections will showcase at the upcoming spring High Point Market in Loloi’s showroom, IHFC Design Center, Space 320.

The featured rug collections from Loloi include:

**Cascade**

Fluid in design and awash with color, the Cascade Collection features textural strokes reminiscent of natural topographies. Power-loomed in Turkey, Cascade artfully pairs viscose and polyester fibers for a high-end appearance, minus the high-end price.

**Landscape**

Power-loomed in Turkey of 100% polypropylene, Landscape features a plush, durable pile designed to withstand heavy foot traffic in any room for years to come. The abstract patterns are an ode to our favorite natural terrains, and are brought to life with an earthy palette that’s timeless, yet entirely of-the-moment.

**Nadia**

Colorful, durable, and affordable, Nadia is our contemporary take on a classic. Power-loomed in Turkey of 100% polypropylene, Nadia boasts a worry-free pile that’s stain-resistant, fade-resistant, colorfast, and doesn’t shed. Available in sizes for any room, including round shapes and runners.

**Kayla Shag**

Exceptionally soft, Kayla Shag features a voluminous pile that adds instant comfort to any space. Power-loomed in Turkey of 100% polyester, Kayla Shag is available in a timeless palette of neutrals.

In addition, new collections from the Winter Markets making their debut in High Point include:

**JULIAN**

A loose grid of lines crisscross the refined Julian Collection by Loloi, creating an eye-catching grid that modernizes the traditional designs. Hooked in India by skilled artisans, each design is crafted of 100% wool which provides warmth and comfort underfoot.

**SOJOURN**

A product of original illustration, the hand-loomed Sojurn Collection by Loloi recalls tribal design influences with an earthy color palette that elevates its surroundings. Crafted in India of viscose and wool, the exquisitely textured pile is a testament to the months of skilled craftsmanship required to create each rug.

**URBANA**

Modern and refined, the Urbana Collection's sumptuous pile has a luxurious luster that shifts in changing light. Each piece is hand-loomed in India by master artisans of viscose, wool and cotton. By Loloi.

**VESTIGE**

Hand-knotted in India of 100% viscose, the Vestige Collection by Loloi recalls ancient khotan rugs in an updated color palette. Soft underfoot, the silken yarns temper the graphic motifs to create a versatile foundation.

**ZEHLA**

Richly colored and contemporary in design, the head-turning Zehla Collection by Loloi revitalizes traditional patterns into modern foundations. Even better, the 100% polypropylene fiber is extremely durable, soft, and lends a subtle luster. Power-loomed in Turkey in a variety of sizes for any room.

For news, decorating guidelines and other updates from Loloi, connect via [Facebook](http://www.facebook.com/loloirugs), [Instagram](http://www.instagram.com/loloirugs), or online at [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 been inducted into the ARTS Awards Hall of Fame, winning five ARTS Awards for “Best Rug Manufacturer” in 2010, 2011, 2015, 2016 and 2017, 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 in Dallas, with to-the-trade showrooms at: [295 Fifth Ave., New York, Showroom #1006](https://maps.google.com/?q=295%20Fifth%20Ave.,Â New%20York,%20Showroom%20#1006&entry=gmail&source=g) ● DallasMarketCenter, Suite 506 ● 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.

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