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Loloi Debuts New Collections at the Spring 2021 High Point Market

DALLAS (June 5, 2021) — Loloi is debuting four new rug collections along with multiple new pillows and poufs within its Loloi and Loloi II lines during the Spring 2021 High Point Market. These, along with new collections from its licensed lines with Rifle Paper Co., Chris Loves Julia, Magnolia Home by Joanna Gaines, ED Ellen DeGeneres and Justina Blakeney will showcase in Loloi's newly expanded High Point showroom located in the IHFC Design Center, Space 320.

The new Loloi-brand rug collections include:

ATLAS

The Atlas collection showcases striking contemporary patterns with a sophisticated color palette. Bold yet approachable, Atlas' muted linear designs create a sense of refined movement.

CLEMENT

Hand-knotted of 100% wool pile by artisans in India, the Clement Collection brings a touch of antique beauty into your home. Each piece features a classic motif with an inspiring color palette that is sure to elevate any space.

CASSANDRA

Durable and soft, the Cassandra Collection is power-loomed in Turkey of 100% polypropylene pile. With versatile color palettes and vintage-inspired designs, Cassandra is reminiscent of high-end traditional rugs but at an affordable price.

ESTELLE

Power-loomed of polypropylene and polyester pile, the Estelle Collection offers an option for all design styles. Estelle's diverse collection of patterns are paired with a muted foundation and hints of bold color to create a subtle yet striking statement.

For news, decorating guidelines and other updates from Loloi, connect via Facebook, Instagram, or online at LoloiRugs.com.

ABOUT LOLOI

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" and one for "Best Outdoor Manufacturer," and one 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 located [here](#). For more information, visit: www.loloirugs.com.