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**Loloi Announces New Justina Blakeney x Loloi Collections
at the Spring 2021 High Point Market**

DALLAS (June 5, 2021) — Loloi announces it will showcase five new rug collections along with new pillow designs by Justina Blakeney during the Spring 2021 High Point Market. As one of Loloi's licensed collaborations, the Justina Blakeney x Loloi collection will be featured in Loloi's newly expanded High Point showroom located in the IHFC Design Center, Space 320.

The designs will include:

AYO

Created in collaboration with designer Justina Blakeney, the Ayo Collection combines her iconic style, bright colors, and a premium texture that instantly adds personality in any space.

CHAYA

Designed in collaboration with Justina Blakeney, the Chaya Collection brings an artful interpretation of the Hamsa symbol to any room. Symbolizing protection, good health and happiness, Chaya is sure to bring good vibes to any space.

OPTIMISM

Featuring illustrative tropical motifs that are uniquely Justina Blakeney, the Optimism Collection for Justina Blakeney x Loloi is hand-tufted of 100% wool pile by skilled artisan in India.

YESHAIA

Created in collaboration with Justina Blakeney, the Yeshaia Collection is power-loomed in India. Muted in tone but sparing no detail, Yeshaia features strong, architectural designs that bring interest to each piece, and in turn, each space.

SELBY

Elevate any space, from the entryway to the kitchen, with this eclectic and youthful collection by Justina Blakeney x Loloi. Exotic in design and earthy in tone, the Selby Collection is hooked of 100% wool pile by skilled artisans in India.

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.