



**FOR IMMEDIATE RELEASE**

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## **Loloi Debuts New Rifle Paper Co. Collections at Fall 2021 High Point Market**

**DALLAS (Oct. 18, 2021)** — Loloi announces it will introduce new collections in the Rifle Paper Co. x Loloi line during Fall 2021 High Point Market. The introductions will include three new rug collections as well as additions to several existing collections, along with various new pillow designs. The line will showcase in Loloi's High Point showroom, IHFC Design Center, Space 320.

The latest rug collections will include:

### **COSTA**

Crafted by artisans in India, the Costa Collection for Rifle Paper Co. x Loloi is braided of 100% jute and features an embroidered border with floral designs that are uniquely Rifle Paper Co. Costa is also GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

### **ARBORETUM**

Featuring designs of joyful creatures amongst iconic Rifle Paper Co. florals, the Arboretum Collection is hooked of 100% wool pile by skilled artisans in India. The bold over-sized motifs are accentuated by tone-on-tone color palettes that adds depth and dimension to every design in this GoodWeave certified Rifle Paper Co. x Loloi collection.

### **EDEN**

Thoughtfully designed with vintage inspired motifs and a classic color palette, the Eden collection is made cozy by a soft 100% polyester fiber that you can feel underfoot. Designed for Rifle Paper Co. x Loloi, Eden offers a playful yet refined element to any space.

In addition, several pillow designs in Anna Bond's iconic style will also debut, introducing a range of sizes and materials.

### **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" 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 located [here](#). For more information, visit: [www.loloirugs.com](http://www.loloirugs.com).