



**FOR IMMEDIATE RELEASE**

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**Loloi Launches New Justina Blakeney x Loloi Collections  
at the Fall 2021 High Point Market**

**DALLAS (Oct. 18, 2021)** — Loloi announces it will showcase three new rug collections along with new pillow designs by Justina Blakeney during the Fall 2021 High Point Market. As one of Loloi's licensed collaborations, the Justina Blakeney x Loloi collection will be featured in Loloi's High Point showroom located in the IHFC Design Center, Space 320.

The new rug collections to debut include:

**BUENA ONDA**

With its whimsical shapes and vibrant strokes of color, the Buena Onda Collection is a playful addition to any space. Designed by Justina Blakeney for Loloi, each piece is masterfully hooked of wool by skilled artisans in India. Buena Onda is also GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

**PISOLINO**

Add personality to a living room, patio and kitchen alike with this collection of illustrative tropical motifs. Created in collaboration with Justina Blakeney, the Pisolino Collection is power-loomed of 100% polyester pile in vibrant colors.

**RONNIE**

The Ronnie Collection features abstract and geometric freehand art that adds interest and texture to any space. Ronnie's soft, not-too-high pile is power-loomed of polypropylene and polyester in Turkey. Designed by Justina Blakeney for Loloi.

In addition, the collection will premier a range of new pillow designs and sizes that embody Justina's signature boho style, but with a fresh approach.

**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).