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Loloi Introduces New Magnolia Home by Joanna Gaines Collections at the Spring 2022 High Point Market

DALLAS (April 1, 2022) — Loloi will introduce new rug collections as well as pillow and throw designs for the Magnolia Home by Joanna Gaines line at the Spring 2022 High Point Market in their showroom, IHFC Design Center, Showroom 320.

Crafted by Loloi in varying styles and materials, additions to the Magnolia Home by Joanna Gaines rug collections feature moody, earth-toned rugs, including:

COOPER

What can't jute do? The versatile, sustainable fiber rug provides a neutral backdrop to any room, making it a timeless choice for a range of decor styles. The Cooper Collection for Magnolia Home by Joanna Gaines can shine on its own or be the base for a layered look, bringing a hint of nature and texture wherever it's needed. Crafted by Loloi.

GLORIA

Area rugs in the Gloria Collection for Magnolia Home by Joanna Gaines take inspiration from beautiful Indian block printing traditions and are hand-tufted of wool in India. The bold, large-format print is available in seven sophisticated earth-toned colorways. This collection is also GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities. Crafted by Loloi.

LAURA

Area rugs in the Laura Collection for Magnolia Home by Joanna Gaines have an elegant, romantic motif reminiscent of vintage French carpets. The vines' diamond pattern creates subtle symmetry, while careful use of white space keeps the pattern from feeling too busy. Hooked of wool in India, this collection is also GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities. Crafted by Loloi.

Along with the new rug collections, Magnolia Home by Joanna Gaines will also debut 13 new pillows, 1 floor pillow, and 9 new throws this season.

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 is headquartered in Dallas, with to-the-trade showrooms located [here](#). For more information, visit: www.loloirugs.com.