



**FOR IMMEDIATE RELEASE**

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## **Loloi Debuts New Designs in the Loloi and Loloi II Collections for Spring 2023**

**DALLAS (April 21, 2023)** — Loloi is introducing several new rug collections within in its [Loloi](#) and [Loloi II](#) lines during the Spring 2023 High Point Market. The new collections will feature a wide range of styles and design assortments, ranging from muted, hand-woven neutrals to hooked floral designs, to vibrant and printed collections – all in a range of price points, offering something for everyone.

In addition to the rugs, Loloi will debut more than two dozen new pillows and poufs. Visitors to the showroom—located in the IHFC D320—can also shop for and find the latest one-of-a-kind collections in wall art as well as rugs, pillows, and poufs.

The new Loloi rug collections debuting at High Point include:

### **LOLOI**

#### **ELODIE**

The hand-knotted Elodie Collection uses space-dyed yarns to create dynamic variability in a range of heathered neutrals with a tone-on-tone design. Elodie is also uniquely textured and soft, made of 70% New Zealand wool and 30% nylon blended yarns. A luxurious area rug with a modern aesthetic, Elodie is a stunning centerpiece for living rooms, bedrooms, and offices. This collection is made in India and GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

#### **MANFRED**

Each area rug in the Manfred Collection is meticulously hand-knotted with a technique that creates a high-low texture, adding visual depth and movement. The rug's patchwork design is casually sophisticated, fitting into living rooms, bedrooms, and dens—anywhere a touch of texture is needed. This collection is made of 100% wool in India and GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

## **SONNET**

The Sonnet Collection is a versatile area rug with traditional motifs that appear to float and fade from the surface, the result of a new power-loomed construction that combines yarns of different textures. The rug is made of space-dyed polypropylene and polyester for a gradient range of colors that shift with the light. A hint of fringe in most sizes, combined with the meticulous design, makes it hard to tell that this rug isn't handmade.

## **LOLOI II**

### **DARBY**

The Darby Collection is a power-loomed area rug with a dimensional, ribbed texture that mimics the look and feel of a hand-knotted rug at a more accessible price point. The rug's neutral palette is sophisticated and versatile, fitting into contemporary living rooms, cozy bedrooms, and any room that needs a bit of texture. This collection is made of 100% durable polyester in Turkey and Oeko-Tex® certified, ensuring its materials don't contain harmful substances.

Along with these new intros, Loloi will also showcase its new Jean Stoffer x Loloi collection, debuting this April, along with new and newly shipping collections from its licensed lines with [Justina Blakeney](#), [Magnolia Home by Joanna Gaines](#) – both including new sustainable collections – and [Rifle Paper Co.](#) These can all be found in Loloi's showroom located in the IHFC Design Center, Showroom 320.

For news, design inspiration and other updates from Loloi, connect via Instagram by following @loloirugs or online at [LoloiRugs.com](http://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 six 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](http://www.loloirugs.com).