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**Loloi Debuts New Rug and Pillow Collections at High Point Market**

*Dallas-based manufacturer also hosts 10th anniversary party, Oct. 19*

**DALLAS (September 30, 2014) ―** This High Point Market, Loloi rounds out its 10th Anniversary year with the debut of 9 new rug and 46 new pillow collections, as well as an anniversary party not to be missed. From October 18-23, the Dallas-based manufacturer will celebrate its bold designs—as well as its 10th anniversary finale event—in its showroom, IHFC #D-320.

The rug collections debuting at Market include:

**Akina**

Hand woven in India of undyed wool, Akina offers intricate patterns in an array of grays, tans and browns. This gives the perfect natural foundation for rooms looking for an accent with tremendous versatility.

**Alexi**
The Alexi Collection from India has the perfect mix of textural detail, beautiful coloration and soft 100 percent wool fiber. Featuring transitional patterns and hooked and hand-tufted construction, it can blend seamlessly with a range of interiors while offering high low dimension.

**Celine**
Combining sophisticated tonal colors with geometric patterns, the Celine Collection is a great option for modern interiors. The collection is hooked in India of 100 percent wool, with high pile defining the pattern and adding texture.

**Istanbul**
The Istanbul Collection offers raw elegance and an organic feel for any room with warm, all-natural tones comprised of 100 percent jute. Intricately hand woven in India, it is available in simple geometric patterns.

**Nova**
Created in collaboration with Kris Ruff, the Nova Collection celebrates Ruff’s’ penchant for bright colors and graphic motifs. With nine hand tufted 100 percent wool rugs from India, the bold designs lend themselves best to contemporary interiors looking for a punch of color.

**Serena**Serena is hand knotted in India of 100 percent viscose from bamboo. Its simple shading and neutral colors provide a more subtle ambiance to any room.

**Tanzania**
Hand-knotted in India of a jute base and wool pile, the Tanzania Collection by Ernest Hemingway Lifestyles offers a subdued tribal feel with geometric motifs. The textural highs and lows loosely echo the stone paths and architecture of old world countries, and the variety of tonal options make it a seamless addition to any decor.

**Zadie**
A playful reinterpretation of the timeless zebra stripe, the Zadie Collection offers bright color options that are perfect for the outdoors. The collection is hooked in China of 100 percent polypropylene that’s meticulously treated to withstand UV rays and rain.

**Zulu**
The Zulu Collection is a modern interpretation of the chic safari zebra rug with an emphasis on exceptional comfort. Hand-tufted in India of 100 percent polyester, these plush, playful rugs feature an irresistibly soft texture, making for an ideal living room or bedside rug.

In addition to the rug introductions, Loloi will expand its Pillows Collection to add 36 new decorative pillows and 10 new indoor/outdoor pillows. Some of these collections include:

**Super Shag**
A polyester, long-lux shag pillow, available in red, silver, blue, brown, green and gold.

**Bohemian Chic**Featuring designs made from recycled sari silk and spaced dyed yarns, these ethnic patterns use both a warm orange and neutral color palette, as well as a bright blue-green palette.

**Coast Vibe**
As part of the company’s first “Bohemian Coastal” collection, this grouping takes a seaside palette and gives it a twist.

Buyers and press are also invited to attend Loloi in its showroom on Oct. 19 at 5 P.M as it celebrates its 10th anniversary finale event with a live band, dancing, catered food and an open bar.

**About LOLOI RUGS**

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 won two consecutive ARTS Awards for “Best Rug Manufacturer” in 2010 and 2011, 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 inDallas, with to-the-trade showrooms at: 295 Fifth Ave., New York, Showroom #1006 ● DallasMarketCenter, Suite #500 ● Las Vegas Market, Building B, Suite #480 ● High Point, IHFC Showroom #D-320 ● and AmericasMart, Atlanta, Showroom #4-D-2. For more information, visit: [www.loloirugs.com](http://www.loloirugs.com/). Call: (866) 362-1424.