

FOR IMMEDIATE RELEASE

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**Loloi Introduces New Additions to ED Ellen DeGeneres Collection**

*Premiering stunning assortment of rugs and pillows at Spring High Point Market*

**DALLAS (April 10, 2018) —** Loloi will introduce new rug and pillow designs for the ED Ellen DeGeneres collection during the April High Point Market. Crafted in styles as personable and unique as Ellen herself, the collection brings a warm and livable aesthetic to any room in the home.

These exclusive collections will showcase April 14-18 at the Spring High Point Market in Loloi’s showroom, IHFC Design Center, Space 320

Loloi’s debut of three new rug collections for ED Ellen DeGeneres include:

**ARTESIA:**

Inspired by tile patterns and geometric shapes, the Artesia Collection is hand-tufted by skilled artisans in India of wool and viscose. The neutral palette is offset by strong, angular designs and a subtle sheen that immediately bring depth and interest to each piece. Crafted by Loloi for ED Ellen DeGeneres.

**OAKDELL:**

Expertly hand-woven in India of wool and polyester, the Oakdell Collection offers a series of understated neutrals in a timeless flatweave construction. The naturally multicolored yarn is accented by loop edge stitching and corner tassels. Crafted by Loloi for ED Ellen DeGeneres.

**RODEO:**

Earthy neutrals and varying weave depths come together in the Rodeo Collection for ED Ellen DeGeneres. Hand-woven of viscose and wool by master artisans in India, each piece features high-low construction with both loop and cut pile, creating visual interest that resonates in today’s interiors. Crafted by Loloi for ED Ellen DeGeneres.

For news, decorating guidelines and other updates from Loloi, connect via [Facebook](http://www.facebook.com/loloirugs), [Instagram](http://www.instagram.com/loloirugs), or online at [LoloiRugs.com](http://www.loloirugs.com).

**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 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 at: [295 Fifth Ave., New York, Showroom #1006](https://maps.google.com/?q=295%20Fifth%20Ave.,Â New%20York,%20Showroom%20#1006&entry=gmail&source=g) ● DallasMarketCenter, Suite 506 ● 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](tel:(866)%20362-1424). 

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