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**Safavieh Launches Exclusive Linen Collection with Libeco**

**at Las Vegas Furniture Market**

 *August 3, 2015 (New York, NY)* - Safavieh, home furnishings company, will be unveiling a brand new collection of armchairs with luxury manufacturer Libeco Belgian linen at Las Vegas Market. Libeco is one of the finest linen producers in Europe, with a heritage of over 150 years. Safavieh, who just celebrated their Centennial, is the perfect partner for a new couture collection. The chairs are strikingly modern and luxuriously textured, sure to be a stylish addition to any living room, bedroom or office. The partnership was established in Belgium, where Safavieh has just founded their new European headquarters, setting up manufacturing and distribution channels that now serve the continent and beyond. The company is quickly expanding its market and operations throughout Europe and Asia, which have been places of design inspiration for the home furnishings brand for over a century.

 “It’s a big year for Safavieh, and we are looking to make a big impact at Vegas Market,” said Jonathan Yaraghi, the Creative Director of Safavieh. “We want to show the evolution of our brand into a global business. We have amazing new product in our couture line, our Dream mattress line, which we launched here in January, continues to thrive, and our wholesale business is growing exponentially. We are a brand with a global reach and this is the market to make that known.”

 Safavieh has grown into a powerful brand that keeps expanding with innovative new products and designs that resonate with the global consumer. They are now the largest importer of rugs into the US, and project annual earnings of more than $300 million this year.  “We take influences from all over the globe and follow fashion trends that we then weave into our design process. At the same time we have been growing our partner networks and warehouse management so that we can better serve our customers.”

 Safavieh will also be showcasing a sensational art installation of chairs representing pieces from past and current collections. The giant ring is meant to represent their new global positioning, as well as their ability to think outside the box. The 2,000 lb. spectacle is being installed in their Vegas showroom, destined to become the talking point of Fall Market.

**About Safavieh**

Since its inception in 1914, Safavieh has grown from a luxury rug company to a sophisticated furniture empire, with manufacturing facilities on three continents and global distribution. Known for their heritage and craftsmanship, their mission is to lead with innovation while preserving centuries-old traditions. Safavieh drop-ships thousands of products daily to customers in all 50 states, as well as Canada, South America, Europe and Asia. Safavieh products are available direct to consumers through their many online retail partners, Safavieh showrooms, and furniture dealers nationwide. Safavieh focuses their research and development on creating the highest quality products within a broad range of budgets.

Safavieh has collaborated on exclusive lines with designers Thomas O’Brien, Jamie Drake, and Thom Filicia, as well as celebrities Martha Stewart and Isaac Mizrahi. In 2012, they successfully launched the coveted Ralph Lauren rug collections by Safavieh.