



For Immediate Release

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New collections from industry leader, Loloi Rugs, now GoodWeave certified

WASHINGTON, Oct. 13, 2020 – [Loloi Rugs](#), a design leader and [GoodWeave](#) licensee, has released its fall rug collections carrying the GoodWeave® certification label. All its handcrafted collections made in India, such as Helena, Rayan, and Nala, display the label which provides assurance the rugs were produced without child, forced or bonded labor.

Loloi's partnership with GoodWeave highlights the importance of a child-labor-free supply chain and will have a significant positive impact throughout the industry. Loloi is educating the marketplace about the need to eliminate child and worker exploitation in global supply chains by highlighting its commitment on its [website](#), catalogue and other communications, as well as labeling certified products.

"Weaving communities in India have been making rugs for generations and have a deep sense of pride in their craft. Without them, none of this is possible, and we are pleased to be partnering with GoodWeave to offer assurance that children and workers are protected. This is especially important now given the increased risks the COVID-19 crisis has created for these vulnerable populations," said Amir Loloi, founder and owner of Loloi Rugs.

"We are thankful for Loloi's partnership and support," said GoodWeave International CEO Nina Smith. "Their reputation and reach will lead to significant impact. Given these challenging times, it is truly wonderful to see the strong personal commitment of Loloi's leadership to making a difference in the lives of workers and artisans in weaving communities."

Loloi joins more than 170 other import and retail brands selling GoodWeave certified rugs and home textiles around the world. Together with its company partners, GoodWeave has rescued more than 7,600 children from labor, and provided education to them, as well as more than 30,000 other children at risk of exploitation in weaving and stitching communities. For more information, visit [Loloi's profile page](#).

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About GoodWeave International

GoodWeave—a nonprofit organization founded in 1994 by Nobel laureate Kailash Satyarthi—is the leading global institution working to end child labor in global supply chains through a market-based system and holistic approach. We bring visibility to global supply chains; protect informal and marginalized workers; provide assurance that products are free of child, forced and bonded labor; and restore childhood to vulnerable children. Look for the GoodWeave® certification label on carpet and home textile products. Learn more at www.goodweave.org. Connect with us on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#).

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. For more information, visit: www.loloirugs.com.

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