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Loloi Launches New Rifle Paper Co. Collections at Spring 2021 High Point Market

DALLAS (June 5, 2021) — Loloi announces it will debut new collections in the Rifle Paper Co. x Loloi line at the Spring 2021 High Point Market, including four new rug collections and various new pillow designs. The line will showcase in Loloi's newly expanded High Point showroom located in the IHFC Design Center, Space 320, and will include the following new rug collections:

ATELIER

There's no better way to usher in the season than fresh florals from Rifle Paper Co. x Loloi's Atelier Collection. Power-loomed of 100% polyester face in China, Atelier is a scatter series that makes big impact anywhere.

COTSWOLDS

Power-loomed in China, the Rifle Paper Co. x Loloi Cotswolds Collection offers enchanting colors and charming designs creating depth and dimension in every piece. Thoughtful construction makes this collection durable as it is beautiful.

HOLLAND

Vintage meets modern in the highly durable and thoughtfully designed Holland Collection for Rifle Paper Co. x Loloi. Power-loomed in Turkey of polyester pile, this collection features a soft pile that doesn't shed, and is stain-resistant, fade-resistant and colorfast.

MEADOW

Reminiscent of fresh blooms in spring, Meadow is power-loomed in Turkey on a soft 100% polyester face base. This collection is sure to be a favorite thanks to its beautiful design combined with its construction, resulting in shed-free durability as well as affordability.

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 five 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.