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## **Chris Loves Julia x Loloi Collection Makes High Point Debut**

**DALLAS (June 5, 2021)** — Loloi’s Chris Loves Julia x Loloi collaboration will make its High Point Market debut in Loloi’s newly expanded showroom located in the IHFC Design Center, Space 320. It features multiple collections that are as affordable as they are beautiful.

“Julia and Chris Marcum inspire a loyal community of the home-obsessed, taking millions of people online behind the scenes and into their home,” said Cyrus Loloi, Principal. “Now for the first time ever, we have teamed up to create Chris Loves Julia x Loloi, a new collaboration that is fresh, honest and creative.”

The Chris Loves Julia x Loloi High Point launch includes:

### **JULES**

Highly durable and smooth underfoot, the Jules Collection captures the classic spirit of the Chris Loves Julia x Loloi rug collaboration. Power-loomed of 100% polyester pile in China, each Jules piece is printed using advanced rug-making techniques, offering a beautiful vintage look. Plus, the low pile is easy to vacuum and will never shed—ideal for your busiest rooms.

### **ALICE**

Inspired by the classic Moroccan rug, the Alice Collection is a product of collaboration between Chris Loves Julia x Loloi. Durable, graphic, and soft underfoot, Alice features a high-low texture with warm earthy colors. Power-loomed in Turkey of 100% polyester pile, each rug is finished by a subtle fringe.

### **ROSEMARIE**

Vibrant yet classic, the Rosemarie Collection is one of the signature rug collections in the Chris Loves Julia x Loloi launch. Power-loomed in Egypt of polypropylene and polyester pile, Rosemarie draws inspiration from antique rug designs, mixed together with bold, unexpected color combinations. Each piece is soft, highly durable, and never sheds, making Rosemarie as functional as it is beautiful.

### **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 located [here](#). For more information, visit: [www.loloirugs.com](http://www.loloirugs.com). Call: [\(866\) 362-1424](tel:8663621424).