



**FOR IMMEDIATE RELEASE**

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## **Loloi Unveils 8 New House Brand Collections During Fall High Point Market**

**DALLAS (Oct. 18, 2021)** — Loloi is unveiling seven new rug collections along with multiple new pillows and poufs within its Loloi and Loloi II lines during the Fall 2021 High Point Market.

These, along with new collections from its licensed lines with Amber Lewis, Carrier and Company, Chris Loves Julia, ED Ellen DeGeneres, Justina Blakeney, Magnolia Home by Joanna Gaines and Rifle Paper Co. will showcase in Loloi's High Point showroom located in the IHFC Design Center, Space 320.

The new Loloi-brand rug collections include:

### **ADRIAN**

With versatile, warm-color palettes and vintage-inspired designs, the Adrian Collection is reminiscent of high-end traditional rugs at an affordable price. Adrian is power-loomed in Turkey of 100% polyester pile.

### **BONNEY**

Featuring timeless and classic designs, the Bonney Collection is power-loomed in Turkey of 100% polyester pile. Offered in a wide range of sizes as big as 11'6" x 15'5", Bonney makes it easy to select the perfect rug for any sized room.

### **CECELIA**

Hand-tufted of 100% wool pile in India, the Cecelia Collection displays pronounced visual depth through the use of tone-on-tone pattern. With five distinct color variations of a traditional motif, Cecilia offers multiple options for a classic foundation. Cecilia is also GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

### **JAMIE**

Hand-loomed in India of jute, polyester and other fiber pile, the Jamie Collection is casually elegant with a mix of abrash colors for a warm and inviting ambiance underfoot. Jamie is also GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

### **NEDA**

With a blend of warm and cool tonal hues, mix of modern and geometric designs, the Neda Collection offers an option for all styles. Power-loomed in India of 100% polyester pile, Neda features a variation in pile height and texture in each piece.

## **RAINIER**

Power-loomed of 100% polyester pile in Egypt, the Rainier Collection features neutral hues and contemporary patterns. Rainier is an indoor/outdoor collection, specially treated to withstand rain, sunshine, and other outdoor elements.

## **REYLA**

The Reyla Collection offers a series of understated neutrals that feel at once fresh and timeless. Expertly hand-knotted by artisans in India, the naturally multicolored yarn produces a heathered look, making this rug the perfect addition in any room. Reyla is also GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

## **VANCE**

Power-loomed of 100% polypropylene pile in Turkey, the Vance Collection offers a diverse array of patterns. From modern to traditional, bold to subtle, Vance is one of our most versatile collections yet.

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

## **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" 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).