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CONTACT:

Jennifer Green

jgreen@liveecho.com

214-531-7868

Loloi Debuts 67 New Designs During Fall 2022 High Point Market

DALLAS (Oct 24, 2022) — Loloi is introducing 71 new rug styles within eight new collections in its [Loloi](#) and [Loloi II](#) lines during the Fall 2022 High Point Market. The new collections will feature a wide range of styles and design assortments, ranging from muted, hand-woven neutrals to hooked floral designs, to vibrant and printed collections – all in a range of price points, offering something for everyone.

In addition to the rugs, Loloi will debut more than two dozen new pillows and poufs. Visitors to the showroom—located in the IHFC D320—can also shop for and find the latest one-of-a-kind collections in wall art as well as rugs, pillows, and poufs.

The new Loloi rug collections debuting at High Point include:

LOLOI

ARDEN

The wide, heathered stripes of the Arden Collection give this neutral area rug an elevated look and feel. It is power-loomed with yarns that are intently shrunk, like one would find in pre-shrunk clothing, at different levels to create a subtle ribbing effect. Made of polyester and polypropylene in Egypt.

BELLADONNA

Unabashedly romantic, the Belladonna Collection is a large-scale floral rug with bold, colorful palettes. Hooked of 100% wool by artisans in India, Belladonna's plush pile allows the design's painterly details to stand out even more. This area rug collection is GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

DAPHNE

Meticulous hand-knotting gives area rugs in the Daphne Collection an incredible depth of color. Up close, you can see that each rug's color is made up of multiple tones that create abstract linear patterns and organic asymmetry. Made in India of 100% wool, Daphne is also GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

DOMINIC

The hand-knotted Dominic Collection features loose, freeform motifs that give the rug a sense of depth and romance. Dominic's shade-shifting palette is based on the horizontal lines of varying tones you'd encounter in antique Persian rugs. This GoodWeave certified collection is made of wool and cotton in India, ensuring our commitment to ethical production and the support of weavers' communities.

INDRA

The Indra Collection is a carefully distressed power-loomed rug that has a stately and elegant presence. The area rug's construction creates varying pile heights, which adds gentle texture and depth to the understated design. Made of durable polyester and polypropylene in Egypt.

LEVITT SHAG

The Levitt Collection has a shaggy texture that invites you to run your hands through its soft and plush pile. The area rug's design is modern and abstract, with the ribbed look of traditional Moroccan rugs. Machine-made of 100% polyester in Turkey.

LOLOI II

KAMALA

Add dynamic pattern to any room with the Kamala Collection, an area rug that creates visual interest without disruption thanks to its neutral palette. Kamala's design takes inspiration from Moroccan motifs—linear patterns, diamonds, broken checkerboards—and features them in modern colorways that are easy to design a room around. Power-loomed of polyester in Turkey.

ODETTE

With traditional motifs and design elements found in vintage Turkish Oushak rugs, the Odette Collection feels inherently tied to the past while made of materials for the present moment. Power-loomed of soft yet durable polyester, Odette area rugs are available in a wide range of colors. Odette can be a living room statement piece, a serene bedroom foundation, or an elegant entryway rug. Made in Turkey.

Along with these new intros, Loloi will also showcase its new [Angela Rose x Loloi](#) collection, debuting this October, along with new and newly shipping collections from its licensed lines with [Amber Lewis](#), [Carrier and Company](#), [Chris Loves Julia](#), [Justina Blakeney](#), [Magnolia Home by Joanna Gaines](#) and [Rifle Paper Co](#). These can all be found in Loloi's showroom located in the IHFC Design Center, Showroom 320.

For news, design inspiration and other updates from Loloi, connect via Instagram by following @loloirugs or online at 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 is headquartered in Dallas, with to-the-trade showrooms located [here](#). For more information, visit: www.loloirugs.com.