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## **Loloi Announces New Rug and Pillow Designs in the Chris Loves Julia x Loloi Collection**

**DALLAS (Sept. 12, 2022)** — Loloi today announced three new rug collections and six pillow designs for its long-standing Chris Loves Julia x Loloi collaboration. Available today at retail stores and through online merchants, the new designs offer a breadth of trend-focused styles and fabrications, in sophisticated color palettes that create a striking showpiece in any space.

The new collections from Chris Loves Julia x Loloi are affordable yet stunning and made with quality constructions that bring elevated, every-day living to the forefront of the collaboration. The collections debuting include:

### **CHRIS**

The Chris Collection in the Chris Loves Julia x Loloi collaboration has the laid-back, sunny disposition of the co-creator it's named after. A fresh take on the classic stripe pattern, each design features a soft, multi-tonal color palette. Hand-tufted of 100% wool in India, this collection is also GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

### **FRANCIS**

It's no coincidence that the pattern of the Francis Collection for Chris Loves Julia x Loloi may remind you of tilework—it's based on favorite flooring patterns of the couple, from tilework to parquet flooring. Hooked of 100% wool, the diamond and grid patterns soften and create a relaxed feel that's still visually striking. The Francis Collection is made in India and GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

### **HUMPHREY**

Area rugs in the Humphrey Collection for Chris Loves Julia x Loloi prove that stripes and plaid never go out of style in the right color palette. With modern tones and the extra-plush CloudPile™ construction, these rugs are as inviting and long-lasting as your favorite plaid button-down. The Humphrey Collection is power-loomed of 100% polyester pile.

There are also six new pillow designs for the collaboration, which beautifully coordinate with the new rug design.

"The new collections in our Chris Loves Julia collaboration pull in some of the latest trends in home decor, including plaid and wood/tile flooring patterns," said Cyrus Loloi, Principal. "These new designs are very fresh

and on-trend while also offering a timeless appeal. We're so excited to bring this collection to our designers and customers."

The new collection will also debut at the Fall High Point Market in October. In celebration of the launch, Loloi will host an afternoon barbecue-style event, "**All the Fixins with Chris and Julia**", on Monday, Oct. 24 from 3-5 p.m. in their showroom, IHFC D320. Inspired by Chris's love of cooking, guests are invited to a "cookout" featuring Carolina-style barbecue and all the fixings, while having a chance to meet the beloved couple behind the Chris Loves Julia brand. Open to all market attendees, guests can also browse the latest designs from the Chris Loves Julia x Loloi collaboration while enjoying a casual, fun afternoon.

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#### **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 is headquartered in Dallas, with to-the-trade showrooms located [here](#). For more information, visit: [www.loloirugs.com](http://www.loloirugs.com).