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**New Collections and Big Celebrations Mark Loloi’s 10th Anniversary**

*Dallas-based manufacturer to host anniversary party at High Point Market, Oct. 19*

**DALLAS (September 19, 2014) ―** For Loloi, this year marks a milestone: they’ve been at the helm of the home textiles and rug industry for 10 years. To celebrate, the Dallas-based manufacturer is hosting its “10th Year Anniversary Finale” during the High Point Market. Festivities will take place Oct. 19 at 5 p.m. in its showroom, IHFC D-320.

In true “red carpet” style, the party will include an Oscar’s-style photo wall, a grand cake display and festive décor. Additionally, catered food from Painted Plate, a live band, dancing and open bar will give guests a chance to eat, drink and reminisce all evening long.

“Ten years ago, we had a vision of building a company that had exquisite collections, superior customer service, loyal customers and exceptional employees. We are excited this vision has become a reality,” said Amir Loloi, company founder and president. “We wanted to celebrate our 10 years of success with those who made our company what it is today. It hasn’t always been easy, but it has *always* been worth it. We’re looking forward to 10 more years—and beyond—working alongside one of the best teams in this growing industry.”

Over the years, Loloi has made some prominent strides in the rug and home accessory market. These include, but are not limited to:

**2004**

* Nominated for the 16th annual ARTS Awards—its first year in business!
* Partners with a high-end home accents company; moves to an 8,000-sq.-ft. showroom in High Point.

**2005**

* Wins its first award—The Atlanta Visual Display Award for Outstanding Showroom.

**2006**

* Wins the “Buyer’s Choice” and “Best of Show” awards at Atlanta’s 2006 America’s Most Magnificent Carpets Awards.
* Debuts its first licensed line, the Rosewood Collection, by acclaimed designer Jessica McClintock.
* Ships at more than a 92-percent fill rate within 30 days of a customer’s order.
* Creates in-house design department and completes a new, 60,000-sq.-ft. warehouse.
* Forms in-house IT department to manage integration of new technologies. It also launches a B-2-B website to serve its continually growing customer base.

**2007**

* Opened a new 4,000-sq.-ft. showroom at the Las Vegas World Market Center.
* Doubles size of Atlanta and Dallas showrooms to cater to designers and furniture stores.
* Grand opening of its 10,000-sq.-ft., to-the-trade showroom in Dallas.
* Launches groundbreaking indoor/outdoor rugs with its second licensed line, Ernest Hemmingway.

**2008**

* Releases its annual catalog filled with full-color, lifestyle photography.
* Opens a new factory in partnership with China.
* Announces its second High Point showroom, D-320.

**2010**

* Initiates its first comprehensive consumer ad campaign.
* Grand opening of its state-of-the-art, 120,000-square-foot world headquarters in Dallas.

**2013**

* Launches pillow line to round out its offerings in bold and colorful home décor.

To keep up-to-date on news, decorating tips and other updates from Loloi, connect via Facebook ([www.facebook.com/loloirugs](http://www.facebook.com/loloirugs)), Pinterest ([www.pinterest.com/loloirugs](http://www.pinterest.com/loloirugs)), or the company website, [www.LoloiRugs.com](http://www.LoloiRugs.com).

**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 won two consecutive ARTS Awards for “Best Rug Manufacturer” in 2010 and 2011, 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 inDallas, with to-the-trade showrooms at: 295 Fifth Ave., New York, Showroom #1006 ● DallasMarketCenter, Suite #500 ● Las Vegas Market, Building B, Suite #480 ● High Point, IHFC Showroom #D-320 ● and AmericasMart, Atlanta, Showroom #4-D-2. For more information, visit: [www.loloirugs.com](http://www.loloirugs.com/). Call: (866) 362-1424.