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**SURYA'S SPRING INTRODUCTIONS TO INCLUDE HUNDREDS OF MACHINE-MADE RUGS WITH A FRESH AESTHETIC**

*With over 40 new collections in a variety of constructions, the company continues to add breadth and depth at all price points*

**CARTERSVILLE, Ga.** (April 7, 2017) – Surya will debut more than 350 rugs at the upcoming High Point Market, including an expanded selection of value-priced, machine-made rugs and a wide range of luxe, hand-knotted rugs. Many of the new rugs offer fresh interpretations of classic patterns such as center medallions, kilim, paisley, and florals with color combinations varying from mixed neutrals to bright, vibrant hues, reflecting the popular ‘updated traditional’ style.

Surya’s machine-made rug offering continues to grow in response to the increasing demand for fashionable rugs at affordable prices. Innovations in technology and the manufacturing process have enabled Surya to more easily and efficiently replicate high-end looks.

“We are always seeking ways to innovate our design, sourcing and manufacturing processes in order to deliver more value to our customers,” said Satya Tiwari, president of Surya. “Our new machine-made collections provide a handcrafted artisan look for budget conscious yet fashion forward customers. We hope to continue to build upon the recent success we have experienced with top-selling collections such as Harput, Anika and Germili.”

A few notable machine-made collections to debut this spring include:

**Love**

The Love collection has 20 power-looped rugs with traditional bohemian patterns that are updated with thick, plied yarn in vivid shades of fuchsia, turquoise, tangerine, yellow, and greenery as well as long, braided fringing.

**Jolene**

Versatile for indoor and outdoor use, the bright and bold Jolene collection features a high-low pile, adding textural dimension to the varying patterns such as classic paisleys and modern mosaic geometrics.

**Masala Market**

A beautiful mixing of luminous yet highly durable yarns, the Masala Market collection displays traditional center medallion patterns in updated color palettes of rich rust, blues and greens combined with warm neutrals.

### **Ayasofya**

For a subtler aesthetic, the low-pile Ayasofya collection offers traditional patterns in a neutral color palette of cream, taupe, gray, and navy with a luxurious sheen.

Surya is also introducing a number of new handmade rugs at the spring High Point Market. Many of these collections are created with innovative materials or assembled using alternative construction methods.

### **Claude**

The Claude collection is hand-knotted (loomed) with hard twist, wool yarn, adding casual sophistication to the visual appeal of the rugs.

### **Amsterdam**

In a nod to tradition, the Amsterdam collection is hand-woven on a jacquard loom, allowing for its intricately detailed, bohemian kilim and center medallion designs. A bonus for this collection is that there are four coordinating poufs available.

### **Klein**

The charcoal and denim color mixture of the durable, hand-loomed Klein collection provides a luxurious yet understated, complimentary foundation for a room's overall design aesthetic.

### **Elixir**

Hand-knotted Elixir collection has classic center medallion and "Tree of Life" patterns in classic hues of soft blues, yellows and reds with fringing that further caters to the traditional aesthetic.

In addition to rugs and accessories, Surya will also spotlight four new trends within curated lifestyle vignettes located throughout the showroom. High Point Market attendees are invited to explore all of Surya's latest offerings at Showplace 4100, which will be open daily from 8 a.m. to 8 p.m., beginning Friday, April 21. All products displayed will be ready to ship within the spring market season. For more information on events and experiences at the Surya showroom, please visit [www.surya.com/market-events](http://www.surya.com/market-events).

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### **About Surya**

Surya is the premier one-stop source for coordinating home accessories for a broad range of lifestyles and budgets. An expert at translating the latest apparel and interior design trends, Surya artfully combines color, pattern and texture to offer more than 60,000 fashion-forward products, including rugs, pillows, throws, wall decor, accent furniture, lighting, decorative accents, and bedding. The brand also provides innovative display, merchandising and training solutions to support retailers in successfully promoting and selling home accessories. Surya has showrooms in Atlanta, Dallas, High Point, Las Vegas, Mexico City, New Delhi, and Toronto. To learn more, visit [www.surya.com](http://www.surya.com).

