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## **SURYA KICKS OFF VIRTUAL LAUNCH OF SPRING 2020 INTRODUCTIONS**

*Interactive digital catalog, video gallery and virtual walk-throughs bring new products to life*

**CARTERSVILLE, GA (April 23, 2020)** -- Buyers and designers can now experience Surya's 900+ new rug and accessory introductions through the company's Spring 2020 virtual product launch. The comprehensive digital endeavor includes an interactive catalog of all new products debuting this Spring, a video gallery for featured collections, and Surya-led virtual walk-throughs covering product highlights, inspiration and trends for the season.

Surya's Spring 2020 Introductions catalog features 85 new rug collections, and significant expansions to the company's lighting, mirror and accent furniture offerings. Filled with inspirational lifestyle photography, close-up imagery and video features, the catalog brings new products to life for an elevated buying experience. Additionally, buyers and designers can click on any image in the digital catalog to view real-time inventory, access additional product resources, find pricing and place orders directly on [surya.com](http://surya.com). Surya is also inviting buyers and designers to sign up for virtual walk-throughs of the new product lineup, led by Surya's rug and accessories specialists in a webinar format.

"With the cancellation of markets this season, we wanted to ensure buyers and designers could access and experience our newest products from anywhere and in multiple formats. We have invested heavily in our digital strategy to make this possible, and I am excited to share the results with you," said Surya President Satya Tiwari. "Our selection of new products this Spring is a reflection of what's hot in the market right now. And, as always, we are bringing the latest looks in a variety of price points and styles."

Surya's new rug collections include a well-orchestrated mix of innovative modern options and timeless design classics in a variety of constructions, from fresh machine-woven options to luxurious hand knotted statement pieces. New rug collections include:

### **Royal**

The **Royal** collection, expertly hand-knotted by artisans in India, features a warm and sophisticated tonal palette. Made from 100% viscose, these rugs have a beautiful silky sheen with a delicate fringe border.

### **Sahara**

Hand knotted of 100% wool, the **Sahara** collection features soft pile, high low variation and a distinctive tassel fringe. This unique Moroccan-inspired collection is infused with rich texture and made by skilled artisans in India.

### **Lucknow**

The versatile hand-knotted **Lucknow** collection is made from a viscose/wool blend. It combines vintage and modern design elements in a mostly neutral palette with high low texture and a lustrous sheen.

### **Malaga**

The **Malaga** collection delivers high end contemporary charm with its Tibetan hand knotted construction. Delicately crafted in India of mostly wool yarns, the designs are dynamic and include subtle high low texture.

### **Machu Picchu**

The **Machu Picchu** collection includes Peruvian-inspired designs that feature unique natural textured yarns, with striped and organic motifs, and stitched patterns. This collection is hand woven from wool by master artisans in India.

### **Unique**

The **Unique** collection features center medallion and border patterns and is Inspired by antique one-of-a-kind designs. Hand tufted in India, these hand printed rugs are 100% polyester with a low pile.

### **Mirabel**

The machine-woven **Mirabel** collection is made in Turkey of 100% polyester and features a beautiful array of colors and subtle fringe detail, offering high perceived value with a sophisticated edge.

### **Laila**

Machine-woven in Turkey, the super soft **Laila** collection is made from 100% polyester and combines high low pile variation and eye-catching designs that blend sophisticated hues.

Surya's new lighting additions feature edited modern clean lines, as well as tried and true traditional silhouettes with contemporary inspired finishes. New lighting collections include:

### **Sannah**

The 5-light **Sannah** chandelier is a traditional style and features a beautiful antique bronze finish with adjustable hanging rod for added flexibility.

### **Seaham**

Clean lined with a beautiful brass finish, the **Seaham** collection features both pendant and wall sconce in brushed gold tone finish with clear glass shade.

Surya's new mirrors and wall decor include a contemporary hybrid of modern and luxe effects. Designs are an eye-catching mix of redefined materials and matte metals with detailed finishes.

### **Mysore**

The **Mysore** circular mirror is made with mango wood and gives an alluring dimensional effect. The lightly distressed finish enhances the beauty of the dark stained wood surface resulting in an attractive statement piece.

### **Genaro**

The modern 2-tone Genaro accent mirror can brighten up any wall with its beautiful gold detailing over a white honeycomb patterned base.

New accent furniture from Surya includes tables, stools, and benches classically designed from natural materials featuring wood-like textures and organic shapes.

### **Troyes**

The rustic **Troyes** end tables are made of kiln dried acacia wood, feature a unique textured wood grain design, and are available in two different color ways. The collection also includes 3pc nesting tables.

### **Roxeanne**

The Roxeanne collection includes ottomans and benches upholstered in plush, color saturated velvets with brushed gold tone metal legs or base.

### **Asmara**

The globally-inspired hand woven **Asmara** upholstered bench is available with black metal hair pin legs or dark wood base for a versatile stowing option.

Surya's newest pillows and throws spotlight high low detailing, tone on tone solids and wanderlust-inspired designs with vibrant color palettes and Surya's signature handcrafted appeal.

### **Pomtastic**

Crafted from 100% cotton with a plush knitted construction, the **Pomtastic** pillow collection showcases a simple ribbed weave and generous sized pom pom detailing to liven up any space.

### **Sambramba**

Hand embroidered of 100% cotton, the **Sambramba** pillow collection features meticulous hand work inspired by beautiful motifs from ancient Moroccan textiles.

### **Amarie**

This **Amarie** throw is made of brightly hued cotton and features artful embellishment and gorgeous decorative fringe.

Surya's Spring 2020 Introductions digital catalog can be accessed at [www.surya.com/new/spring2020](http://www.surya.com/new/spring2020).

For an up close and personal look at Surya's key collections for the season, please visit the video gallery at [www.youtube.com/suryasocial](http://www.youtube.com/suryasocial). Buyers and designers can also sign up for a virtual walk-through of the latest introductions at [www.surya.com/webinars](http://www.surya.com/webinars).

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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, Boston, Dallas, High Point, Mexico City, New Delhi, and Toronto. To learn more, visit [www.surya.com](http://www.surya.com).