

OBEETEE

Obeetee: A Tradition of Excellence Since 1920

~ Visit the Newly Remodeled Showroom: IHFC, Hamilton Wing, #H-312

Ribbon Cutting Saturday, April 13, 11:45 am ~

HIGH POINT, NC, April 13, 2024 – Obeetee, a world leader in hand-woven carpets with a focus on the environment and sustainability since 1920, is front and center at the High Point Furniture Market this spring in IHFC, Hamilton Wing, #H-312. The showroom has been newly remodeled and will be a permanent space for the company and its expansive offerings. There will be a ribbon cutting on April 13 at 11:45 am and all are welcome. On display will be new additions to their handmade and power-loomed designs.

Highlights of the introductions include six collections – one hand-knotted and five hand-tufted – that embrace the company's signature artistry and craftsmanship with a fresh and modern twist. Inspirations range from heritage rug designs like the Oushak and Heriz to Swedish vintage textiles and the groovy spirit of the 1970s. They come to life in an intriguing interplay of textures, patterns and colors.

"We are excited to present our newest collections at High Point this market and are confident the quality and trend-forward designs as well as the customization options we offer will resonate strongly with customers," said Stephen Hoberman of Obeetee, Inc. (Obeetee North America).

Sienna Collection: This hand-knotted collection is meticulously crafted using Sardinian wool with a vintage pile finish in an array of geometric designs and a soft, neutral palette. It speaks to Obeetee's commitment to excellence in quality and mastery of the age-old art of rugmaking.

Salina Collection: The fluid lines and captivating visual movement of these abstract contemporary block designs exude creativity and free-flowing energy. They are fashioned out of Sardinian wool, which when dyed adds a depth of color like a brushed canvas. The addition of a luster wash enhances the rugs' beauty and provides a beautiful shine.

Freya Collection: A Scandinavian hand-tufted rug offering inspired by vintage Swedish textiles and crafted from wool using an intricate loop construction. These rugs have the charm and Immediacy of folk art with a fresh minimalistic aesthetic.

Retro Collection — A vibrant and captivating series of hand-tufted wool rugs that channel the groovy spirit of the 1970s. With a bold and nostalgic design palette, this collection is a playful homage to the era's iconic patterns and colors with a contemporary twist. Conversation pieces, they're a statement of exuberant love for the '70s aesthetic conceived for today's interiors as Retro Chic.

Noble Collection – Inspired by the timeless Heriz pattern and specially crafted using hand-tufted wool loop construction, these rugs add depth and texture to living spaces. The Heriz-like motifs, known for their geometric elegance and rich history, bring classic charm to modern interiors.



Sienna Collection of hand-knotted designs



The Ellis from the hand-knotted Sienna Collection.



Two hand-tufted designs, at left, the Shelby from the Salina Collection and, at right, the Freda from the Freya Collection.



The hand-tufted Retro Collection.

Timeless Collection – A tribute to the exquisite Oushak pattern, these designs are reimagined with a touch of luxury through all-cut Sardinian wool construction. Here the softness and luster of Sardinian wool meets the timeless allure of Oushak design. Each rug is expertly hand-tufted and showcases intricate cut details that enhance the texture and visual appeal of the pattern. The result is a harmonious blend of traditional elegance and modern comfort, creating a statement piece that transforms a space.



The Timeless Collection of hand-tufted rugs is a tribute to the Oushak pattern, with its floral and geometric designs.

About Obeetee:

A global leader in hand-woven rugs, Obeetee is driven by design excellence, quality craftsmanship and process innovation throughout its network of 25,000+ independent weavers and its more than 100-year-old history. Headquartered in India with design studios and showrooms in New York and Delhi, Obeetee has one of the largest and most modern rug manufacturing facilities in the world – featuring the rug industry's first large-scale water recycling plant – and was the first rug company to be recognized with the SA 8000:2001 certification for Social Accountability. For more information, visit: <https://obeetee.com/trade/?cn=US>

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Link to high-res images and additional photography:

<https://www.dropbox.com/scl/fo/basnw7zww6bmq22d2z9nl/h?rlkey=zdb4mpicd4uflqr57c7pya2c8&dl=0>