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FOR IMMEDIATE RELEASE

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## Nourison Home Welcomes Spring Market with Warm Neutrals, Rich Textures and Pops of Color

SADDLE BROOK, NJ — April 18, 2025 – Leading floor covering and home accents manufacturer Nourison Home is introducing its latest collections of area rugs, carpets, and home accessories during High Point Market in their showroom at the IHFC Building, #IH101. Reflecting 2025 consumer trends, the new introductions combine warm colors and rich textures with performance materials to keep up with today's active lifestyles.

Nourison Home's new area rug collections showcase the craftsmanship and value that come from 45 years in the home market. Area rugs are woven with high-low textures to add depth and dimension. New styles feature wool yarns for shoppers seeking natural fibers and high-performing synthetic yarns for price conscious buyers. All styles will add comfort and a touch of character to any living space.

Spring 2025 Collection Highlights:

- **DKNY Pure Framework:** This rug collection brings soft structure and modern texture to your surroundings. Hand-tufted from wool, each rug features a flatwoven base with raised patterns that add quiet dimension. With clean lines and subtle tonal variations, these modern rugs create a grounded foundation for contemporary living.
- **Vintage Harmony:** These area rugs blend timeless elegance with modern versatility. Delicate florals, intricate patterns, and vibrant hues create an ethereal charm, enhanced by a soft sheen that brings an inviting pop of color to neutral and maximalist rooms alike. These vintage-inspired rugs are made from 100% polyester with short fringe edges and a low-profile, low-maintenance construction that feels great on bare feet.
- **Envy:** Step onto soft sophistication with the Envy Collection. Each rug showcases a subtle high-low pile that adds cozy texture to every room. Short fringe edges add a classic touch ideal for modern and timeless spaces alike.

Nourison Home will spotlight its extensive custom programs and will have a designer in the showroom to work with customers.

An extensive selection of One-of-a-Kind area rugs will be on display for buyers looking for unique statement pieces. These finely crafted area rugs are hand woven from wool and silk.

New home accessories from Nourison Home's **Mina Victory Collection** will also be shown, with an on-trend selection of cozy pillows, luxurious throws, and chic poufs.

Nourison Home's High Point showroom will be open from Friday, April 25<sup>th</sup> to Wednesday, April 30<sup>th</sup>. All new introductions will be on display with a talented sales staff available to answer questions and offer guided tours.



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### **About Nourison Home**

Nourison Home is a leading global floor covering company that produces extensive collections of area rugs, broadloom carpet, and home accessories at multiple price points from low to mid-market to luxury. Nourison Home is one of the few fully vertically integrated companies in its segment, overseeing almost every aspect of the manufacturing process. As a result, the company boasts exceptional speed-to-market, shipping more than 95 percent of its product orders within 48 hours. The focus on customer service has helped Nourison Home become a valued partner within the home furnishings and hospitality industries to both retailers and interior designers. Nourison Hospitality offers high-quality textile floorcovering products in support of a wide range of hospitality and commercial projects including world-class hotels and resorts, casinos, multi-family residences and country clubs.

Nourison Home was founded in New York by brothers Alex, Steven, and Paul Peykar in 1980, and remains a family-owned company. Its product assortment includes licensed collections from well-known brands such as Calvin Klein, DKNY, Peanuts, Christopher Guy and more.

For further details, visit [www.nourison.com](http://www.nourison.com).

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