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EDWARD FIELDS LAUNCHES AREA BY EDWARD FIELDS AT FALL 2021 HIGH POINT MARKET

With AREA by Edward Fields, rugs made by the luxury carpet maker will be available direct to the consumer

New York, NY (August 2021) - Creating “art for the floor” for more than eight decades for the interior design industry, Edward Fields, luxury carpet maker and vanguard of American modernism, announces the launch of AREA by Edward Fields, its new label featuring dynamic area rugs available direct to discerning homeowners. The label will debut this fall at High Point Furniture Market, October 16-20. The first Edward Fields’ carpet collection exhibited at Lord & Taylor in the 1950s where the Edward Fields himself invented the term “area rug.” The new label’s name is a nod to that history.

Found in such notable architectural landmarks and residences as the White House, Philip Johnson’s Glass House and the Elrod House in Palm Springs by famed architect John Lautner, design, quality and craftsmanship have long been pillars of the Edward Fields legacy brand. AREA by Edward Fields will continue this dedication to fine craftsmanship and sustainability through the use of contemporary and versatile designs hand-crafted in luxurious New Zealand wool. The label’s first collection of rugs features eight designs in multiple color ways and are stocked in various sizes with special attention dedicated to performance to ensure that they will endure for many decades to come.

“Having long placed a high value on the comforts and delights of a beautiful home, now is the time to extend the pleasures of an Edward Fields rug to a wider audience particularly when our close surroundings have become paramount to our well-being,” says Michael Reagan, Senior Vice President – Americas for Tai Ping/Edward Fields.



AREA by Edward Fields will showcase at booth M-1015 in the Market Square building at High Point. They will host a Midcentury Glamour cocktail party on Saturday, October 16th from 4 – 6 pm.

AREA by Edward Fields will be available in fine home furnishings stores and boutiques across the United States. For more information and showroom locations, visit edwardfields.com/area

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ABOUT EDWARD FIELDS CARPET MAKERS

An icon in the American carpet industry since 1935, Edward Fields Carpet Makers offers finely crafted area rugs direct to discerning homeowners through its brand extension AREA by Edward Fields. For decades, Edward Fields has created bespoke rugs and carpets for luxurious residential interiors and exclusive commercial spaces through the design trade. In architectural landmarks as well as notable private residences across the country, Edward Fields' extraordinary rugs and carpets set the stand for quality, service and design.