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CONTACT:

Jennifer Green

[jgreen@liveecho.com](mailto:jgreen@liveecho.com)

214-531-7868

## **Loloi Debuts New Justina Blakeney x Loloi Collections at the Spring 2022 High Point Market**

**DALLAS (April 1, 2022)** — Loloi announces it will debut two new rug collections along with new pillow designs by Justina Blakeney during the Spring 2022 High Point Market. As one of Loloi's licensed collaborations, the Justina Blakeney x Loloi collection will be featured in Loloi's High Point showroom located in the IHFC Design Center, Showroom 320.

The season's new rug collections are full of color and charisma:

### **BERKELEY**

The Berkeley Collection has a warm, throwback aesthetic with a modern edge. Like all area rugs designed in collaboration with Justina Blakeney, the Berkeley Collection is made for bold and boho decor lovers. The rug is hooked of 100% soft, heathered wool from India and is GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities. Designed by Justina Blakeney for Loloi.

### **EILA**

Designer Justina Blakeney takes inspiration from tribal fabrics in the Eila Collection, her latest colorful collaboration with Loloi. The distressed-look rugs add instant lived-in energy to any space, while the diamond pattern draws the eye to the center of the room. The Eila Collection also carries the Oeko-Tex® label, ensuring the rug's materials don't contain harmful substances. Designed by Justina Blakeney for Loloi.

These join three collections introduced last fall:

### **BUENA ONDA**

With its whimsical shapes and vibrant strokes of color, the Buena Onda Collection is a playful addition to any space. Designed by Justina Blakeney for Loloi, each piece is masterfully hooked of wool by skilled artisans in India. Buena Onda is also GoodWeave certified, ensuring our commitment to ethical production and the support of weavers' communities.

### **PISOLINO**

Add personality to a living room, patio and kitchen alike with this collection of illustrative tropical motifs. Created in collaboration with Justina Blakeney, the Pisolino Collection is power-loomed of 100% polyester pile in vibrant colors.

### **RONNIE**

The Ronnie Collection features abstract and geometric freehand art that adds interest and texture to any space. Ronnie's soft, not-too-high pile is power-loomed of polypropylene and polyester in Turkey. Designed by Justina Blakeney for Loloi.

In addition, the collaboration will premiere a range of new pillow designs and sizes that embody Justina's signature joyful style through a fresh lens.

## **ABOUT LOLOI**

Founded in 2004, Loloi has become a fashion leader specializing in medium- to high-end area rugs in every style category, and a premium producer of textiles. Under the expert direction of area rug veteran Amir Loloi, the company has been inducted into the ARTS Awards Hall of Fame, winning five ARTS Awards for “Best Rug Manufacturer” in 2010, 2011, 2015, 2016 and 2017, one in 2012 for "Best Outdoor Manufacturer," and one in 2013 for “Green Manufacturer.” Its eight America’s Magnificent Carpets Awards and three Atlanta Visual Display Awards for sophisticated showroom design attest to the company’s commitment to innovation and quality. Loloi is headquartered in Dallas, with to-the-trade showrooms located [here](#). For more information, visit: [www.loloirugs.com](http://www.loloirugs.com).