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Nourison Donates Area Rugs and Home Accents to Five Design on a Dime Vignettes

SADDLE BROOK, NJ — May 9, 2019 – Leading floor covering and home accents manufacturer Nourison donated area rugs and home accents to five vignettes, including Bailey Li Interiors, Beth Diana Smith Interior Design, Elissa Grayer Interior Design, Francis Interiors, and Saudah Saleem Interiors for Housing Works' 15th annual Design on a Dime benefit in New York City. The benefit featured one-of-a-kind vignettes curated by over 70 nationally recognized interior designers on April 25-27th at the Metropolitan Pavilion. Guests were able to shop the vignettes filled with furniture, homewares, art and more at 50-80% off retail prices.

This is the fourth consecutive year that Nourison has donated to Design on a Dime and Francis Interiors vignettes. Nourison previously donated to Saudah Saleem Interiors in 2018, and Elissa Grayer Interior Design in 2017.

Bailey Li Interiors vignette, "Lover and a Fighter" is an ode to Li's father, Willie L. Bailey, who lost his battle with HIV/AIDS. The vignette featured the Nourison Twilight rug (TWI11 Flint), which fits into the masculine yet artsy locker room style with several vintage elements. "The luxe, hand-sewn sheepskin heavy bag and hair-on-hide boxing gloves are part of my "Will Power" collection featuring custom, made-to-order products. The entire inspiration for my very special vignette stems from juxtaposing my late father's love for all things luxurious, paired with urban street culture," explains Li.

Beth Diana Smith Interior Design "Cultural Oasis" vignette featured the Nourison Radiant rug (RAD04 Ivory Multicolor) in vibrant jewel tones with distressed details. "I wanted a lot of global influence between black artisans, Moroccan-inspired lighting, pendants - literally handmade in Africa, beautiful textures, beautiful colors, a lot of pattern and a lot of jewel tones. I wanted it to be a very beautiful fantasy," says Smith.

Elissa Grayer Interior Design vignette was inspired by Phillip Jeffries wallpaper in green and gold, with a warm and rich feel, and featured three Calvin Klein Home Mesa rugs (MSA01 Gypsum). "It's an eclectic living room you might find in New York City where someone's got a lot of found objects and they just pulled them all together to make a very detailed and layered feel," says Grayer.

Francis Interiors "Gossip Gurl" vignette featured the bold floral Nourison Tropics rug (TS05 Black), a custom-sized Cosmopolitan rug in the Celestial design (C95F Midnight), and Mina Victory pillows, including sequin embroidery and illustration details, rhinestone embellished skulls, and quilted velvet with Swarovski details. "I was inspired by the popular tv show, *Gossip Girl*, to create something lavish, girly, extravagant, and very "rich girl living in Manhattan". Everything is pink, black, and gold," says Francis Toubakaris of Francis Interiors.

Saudah Saleem Interiors vignette "Moody Luxe" has a moody, yet luxurious vibe and included the Nourison Karma rug (KRM01 Red) and Mina Victory red fur and yellow velvet pillows. "My vignette was inspired by my love of color, texture and pattern. I know I wanted something very luxe, very rich but also with an organic feel. So we've got things like the woods in the coffee table, a lot of



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texture like the lambswool in the ottoman and that rich color in the pillow and rug from Nourison I absolutely love, and the great pattern on the walls,” explains Saleem.

For the sixth year in a row, Design on a Dime has raised over \$1 million towards the mission to end AIDS and homelessness. Proceeds from Design on a Dime fund Housing Works’ groundbreaking programs and lifesaving services for New Yorkers living with HIV/AIDS including housing, healthcare, and supportive community programs.

About Design on a Dime:

For 15 years, Design on a Dime has raised awareness and crucial funding towards our fight to end the AIDS epidemic. In 2005, interior designer James Huniford brought together six designers at Housing Works’ Gramercy Thrift Shop, each of whom presented small shop-able vignettes from Housing Works’ donated merchandise. This event grew into what is now Design on a Dime!

About Nourison

Nourison 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 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 become a valued partner within the home furnishings and hospitality industries to both retailers and interior designers.

Nourison 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*, Kathy Ireland, Waverly, Christopher Guy, and more.

For further details, visit www.nourison.com.

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