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FOR IMMEDIATE RELEASE

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Nourison launches rugs and home accents in new showroom space for New York Home Fashions Market

SADDLE BROOK, NJ — September 12, 2019 – Leading floor covering and home accents manufacturer Nourison has moved on up to the fifth floor of the Textile Building at 295 Fifth Avenue, Suite 518. Accent rug introductions for New York Home Fashions Market in the new space will feature trellis, tribal and diamond designs and Persian-inspired area rugs.

Dinah and **Tunis** accent rug collections feature trellis designs. Dinah includes a plush, micro polyester shag with pom poms in neutral tones of grey, ivory and silver. Tunis is a cotton collection made with a woven jacquard border in a chevron design. Tunis includes both standard and variegated trellis designs with braided fringe in ivory blue, ivory black and ivory grey.

Canton and **Darien** are both digital printed accent rugs with tribal designs.

New Castle and **Rockford** accent rugs both feature diamond patterns in neutral colors. New Castle introduces textured, woven cotton accent rugs, and Rockford's collection in overtufted, cotton jacquard introduces an overlapping diamond pattern with fringe detailing.

Casa Bella's doormat collection introduces pressed coir in tonal, debossed designs including greetings, flamingos and pineapples. Additional designs include colorful tropical, coastal and spring patterns.

The new **Homestead** collection presents Persian-inspired area rugs with traditional geometric and floral motifs and classic borders. These rugs are protected by Nouri-Guard™ fiber protectant that repels most food, beverage, dirt, water and oil-based stains.

The best-selling **Passion** collection will launch thirteen new area rug styles with traditional Persian floral motifs in vibrant colors of navy, orange and red and distressed details.

Mina Victory Home Accents showcases new textured pillows, throw blankets and poufs in mustard.

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.



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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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