



5 Sampson Street, Saddle Brook, NJ 07663
www.nourison.com

FOR IMMEDIATE RELEASE

Press Contact: Giovanni Marra
201-368-6900 x2252
giovanni.marra@nourison.com

Nourison focuses on Hot Trends and Cool Styles at High Point Market

SADDLE BROOK, NJ — October 14, 2019 – Leading floor covering and home accents manufacturer Nourison is focusing on hot trends and cool styles at High Point Market, introducing a mix of new designs and additions to best-selling area rug collections. Among the hot trends and cool styles include new CALVIN KLEIN collections, best-selling Divine and Prismatic collections, and popular Starry Nights collection which just launched this summer.

The CALVIN KLEIN area rug collections that will be previewed at market include Riverstone, Northwest and Abyss. The new textured CALVIN KLEIN rugs focus on a return to the brand's classic, iconic aesthetic with a touch of modern minimalistic refinement.

Riverstone features large-loop area rugs hand-woven in wool with a thick pebble weave. **Northwest** introduces a neutral patchwork with cross-stitch detail, hadmade with 100% natural hair on hide leather. The **Abyss** handwoven area rugs have a subtle sheen and flowing linear pattern, adding unique textural variations in the high-low pile.

New styles will be launching for the existing hand-knotted **Divine** collection, including cross-hatch and abstract textural patterns in sand tones. The hand tufted **Prismatic** collection welcomes a bold blue colorway for the popular PRS05 style, currently available in Silver Cloud.

Trends this market season are focused on animal prints, hygge, dark glamour and hand-knotted one-of-a-kind rugs. These trends will tie into Nourison's digital campaign and assortment in the showroom.

Mina Victory Home Accents will be introducing metallic printed velvet pillows in rose gold and beaded hair on hide pillows in green/gold.

Nourison is excited to be included in the 2019 Fall High Point Market TrendWatch displays and Junior League of High Point Designers' Showhouse.

Mina Victory Home Accents will be featured in the TrendWatch ANIMALIER (IHFC Green Lobby), DRENCHING (Suites at Market Square Lobby) and FOCUS (Showplace Walkway) displays. The Luminescence gold metallic leopard velvet pillow (AC203) will be showcased in the ANIMALIER display, fuchsia laser cut crocodile pattern hair on hide rug (BR700) in the DRENCHING display, and rose shag pillow (TL004) in the FOCUS display.

The Nourison Le Reve Collection will be featured in David Santiago's hospidential project at the Junior League of High Point Designers' Showhouse, located at the historic Dalton-Bell-Cameron house at 1013 Johnson Street, High Point, NC.

On Sunday, October 20, 2019, Nourison will be supporting Breast Cancer Awareness Month. Nourison employees will be wearing pink in coordination with "High Point Pink Out", a City of Hope initiative to support breast cancer research and treatment. A percentage of sales from the Nourison showroom on October 20 will be donated to City of Hope.



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There will be a number of events hosted in the Nourison showroom at IHFC IH101:

Saturday – Wednesday, October 19 – October 23
Start your day with a hot drink at the Nourison Café
8:00 AM – 9:00 AM

Cool down with cocktails at the Nourison Café
Saturday – Monday, October 19 – October 21
4:00 PM – 6:00 PM

Meet & Greet with Kathy Ireland
Saturday, October 19
1:30 PM – 2:15 PM

Meet & Greet with Kathy Ireland
Sunday, October 20
11:45 AM – 1:00 PM

We are thrilled to kick off our partnership with Steelyard Access by participating in their Nail Polish Trail. Our shade polish, Sand Storm, coordinates with our new Divine area rug styles in Sand Storm. The polish can be picked up during Nourison showroom events.

Nourison will also host an Instagram photo contest in their showroom. Participants should be following @nourison on Instagram a post a pic on Instagram or Instagram Stories from the Nourison showroom, with the hashtag #nourisonhpmkt. Photos will be judged on creativity and composition, with the best post winning any style Nourison rug up to \$800 MSRP.

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, Stephen, 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.

Media Contacts:

Giovanni Marra, Director of Marketing & Digital Strategy
T. 201.368.6900 x2252 • giovanni.marra@nourison.com

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