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FOR IMMEDIATE RELEASE

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Nourison kicks off 40th anniversary at Las Vegas Market with abstract designs, texture and indoor/outdoor rugs

SADDLE BROOK, NJ — January 21, 2020 – Leading floor covering and home accents manufacturer Nourison kicks off their 40th anniversary with abstract designs, texture and indoor/outdoor area rugs. New area rug introductions include the CALVIN KLEIN Balian collection, plus additions to the best-selling Twilight and Passion collections at Las Vegas Market.

The theme throughout 2020 will be “Nourison at 40. See What’s Next.” The focus will be on innovation, tradition, passion and responsibility, and continuing to deliver exceptional quality and service to our customers. “It is worth celebrating that we’ve been around for 40 years, but what really matters is what we will deliver next. What are we capable of? How do we delight our customers? How do we continue to be successful for the next forty years?” said Andrew Peykar, president at Nourison.

CALVIN KLEIN Balian introduces subtle yet vivid designs with sumptuous carved details, fringed edges and silk-like shine. The trompe l’oeil special effects create impressions of depth and dimensionality.

Twilight features new colorways of popular styles with abstract designs, striations, interlocking diamonds and Persian motifs. The palette of new colors include ivory, green, navy, gold and grey. New **Passion** styles include colorful abstract designs in a palette of blue, yellow, pink, fuchsia, grey and ivory. New styles are also being introduced for hand knotted **Ocean** and textured **Symmetry** collections.

The **Tangra** collection introduces abstract designs with painterly effects that explore the nuances of rich neutral and mineral colors.

New indoor/outdoor rugs include Cozumel and Key Largo. **Cozumel** ranges from linear and geometric to sprightly florals in neutral tones. **Key Largo** introduces classic Persian Garden design, medallion motifs and shape shifting stripes in a palette of rich blues, greys and smoky taupes.

Mina Victory Home Accents centers on velvet with hand-stitched cotton velvet & linen pillows (GE903), round cotton velvet pillows (RC190), and polyester velvet floor cushions (L0225).

Nourison’s winter market trends focus on black and white, geometrics and velvet glam featuring new and popular area rugs and home accents.

Nourison will be hosting a coffee bar starting at 8am Sunday-Tuesday, a meet & greet with Kathy Ireland on Sunday from 9:30 AM – 10:45 AM, and cocktails and snacks from 3:00 PM – 5:00 PM Sunday – Tuesday. Nourison will have a prize wheel in their showroom at C112. Attendees who place an order of \$500 or more are eligible to spin the wheel for discounts and prizes.



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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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