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www.nourison.com

FOR IMMEDIATE RELEASE

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Nourison to host Virtual Market in addition to Atlanta and Las Vegas Market

SADDLE BROOK, NJ — August 6, 2020 – Leading floor covering and home accents manufacturer Nourison will host a virtual summer market on August 18, 2020 at 1pm EST. The virtual market is designed to connect with Nourison dealers and interior designers who are unable to attend Atlanta or Las Vegas Market. Nourison will also be showing at Atlanta and Las Vegas Markets.

The hour-long Zoom session will start with a short business discussion, followed by a designer chat with David Santiago of Casi Santi Interior Design. Nourison will then preview new introductions for area rugs, carpets and home accents. Nourison will support the virtual market with digital communications via e-blasts, landing pages, online catalogs, imagery and videos. The live session will be recorded and made available on www.nourison.com/summermarket2020 to anyone not able to attend the live session.

“Hosting a virtual market allows us to safely connect with customers that we can’t see in-person and also allows us to connect with customers that normally do not attend markets” said Andrew Peykar, president at Nourison. “After receiving so much positive feedback from our Spring Virtual Market, we knew this was a format that we needed to continue hosting.”

Designers and dealers attending the virtual market will be able to take advantage of special promotions and place discounted orders at www.nourison.com.

During these summer markets, Nourison will be introducing over 100 new products, including the hand-knotted, Tibetan-inspired **Plateau** area rug collection, with textured stripes in an earth tone palette.

New designs will be added to Prismatic, Starry Nights and kathy ireland® Home Malta area rug collections. **Prismatic** styles will feature abstract painterly designs in multicolor and seafoam/silver colors. **Starry Nights**, with Nouri-Guard™ fiber protectant, will include intricate floral patterns enhanced with a vintage fade technique, in blush, blue and grey tones. **The kathy Ireland® Home Malta** Collection will introduce new designs with classic Persian motifs and vintage style in blue, grey, beige and ivory.

Mina Victory Home Accents will be launching a fresh, chic whimsical Sofia Collection for relaxed, comfortable style, as well as the Plush Collection for kids. New decorative throw pillows will center on soft blush, bright yellow and deep navy colorways.

Trade customers can register for Nourison’s Summer Virtual Market at www.nourison.com/summermarket2020

The Nourison showrooms during Atlanta and Las Vegas Market will be open for the duration of the markets, with limited staff present. Attendees are encouraged to make an appointment in advance, or stop by at their earliest convenience.



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Nourison will continue to take precautionary measures against the spread of COVID-19 by having hand sanitizer and antibacterial spray on-hand, having attendees remain 6 feet apart, and providing attendees with customized Nourison masks.

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.

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