



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 to host virtual market in conjunction with High Point Market

SADDLE BROOK, NJ — October 2, 2020 – Leading floor covering and home accents manufacturer Nourison will be opening and staffing their High Point Market showroom with company employees at IHFC-IH101, from October 13 – October 21, 2020. In conjunction with showroom participation at High Point Market, Nourison will host a virtual market on October 22, to connect with customers who do not plan on attending market.

Virtual market will focus buying trends and best sellers, including key topics centered around bright colors, textures and custom sizes and shapes. New home accents in blush, navy, yellow, green and neutral colorways will be discussed for Mina Victory.

Nourison will preview **Plateau** and **Infinite** collections, as well as new designs for **Prismatic**, **Starry Nights** and **kathy Ireland® Home Malta**. Nourison will also introduce over 75 new designs of wool and silk hand knotted **one-of-a-kind** rugs. All introductions are in-stock and ready to ship.

Mina Victory Home Accents will feature the just launched Sofia collection as well as new throw pillows and poufs.

Nourison will be following market safety precautions and encourages guests to social distance and wear masks while visiting the showroom. Nourison will have face masks with Prismatic and Symmetry designs readily available for guests. Both entrances of the Nourison showroom will be open, with hand sanitizer and antibacterial spray on hand.

It is recommended that guests make an appointment with their sales reps in advance, if possible. Market attendees can schedule an appointment or register for virtual market here:

www.nourison.com/fallmarket2020

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.



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

Media Contacts:

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

###