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FOR IMMEDIATE RELEASE

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## Nourison Launches Hand Knotted Odessa Collection

SADDLE BROOK, NJ — February 8, 2021 – Leading floor covering and home accents manufacturer Nourison has launched the hand knotted Odessa Collection with a total of seven Oushak designs and eight color styles, made of 100% New Zealand wool.

The Odessa Collection takes vintage Persian area rug designs and updates them for the modern age, in true transitional style. Each hand made Odessa rug features classic floral and geometric motifs that are finished with a space dye effect and fringe edges for an heirloom look with a refined edge for farmhouse, rustic, contemporary, and eclectic settings. The designs include a soft palette of grey, ivory mocha, blue, brick and sage.

The Odessa Collection speaks to the increased demand for high end, hand knotted rugs. Nourison's trade customers can view and purchase the Odessa collection at [www.nourison.com/odessa](http://www.nourison.com/odessa). Odessa will also be displayed at the Nourison showrooms at Las Vegas Market in April and High Point Market in June.

### 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](http://www.nourison.com).

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