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FOR IMMEDIATE RELEASE

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## **Nourison introduces new Peanuts racetrack rug and colorful, boho and vintage style rug designs for New York Home Fashions Market**

SADDLE BROOK, NJ — March 17, 2021 – Leading floor covering and home accents manufacturer Nourison introduces new Peanuts products, colorful area rug designs, and digital print accent rug collections for New York Home Fashions Market.

During the upcoming virtual New York Home Fashions Market, March 22-25, 2021, Nourison will showcase new introductions with customers through digital presentations and virtual market appointments. The new Nourison showroom at Suite 1305, 230 Fifth Avenue will remain closed until conditions improve.

One of the core **Peanuts** launches is a playful, interactive racetrack rug (PNT11 CH020) that sparks creativity and imagination. Perfect for a playroom or bedroom, this rug allows kids to engage in a fun race theme with Snoopy and the gang.

Peanuts is also launching new coordinating pillows, accent rugs and doormats including space, welcome, spring/summer, harvest and Americana themes as well as holidays such as St. Patrick's Day, Easter, Halloween and Christmas.

Nourison's area rug launches include Allur, Elation and Whimsical. **Allur** includes contemporary florals, Persian-inspired medallions, and tribal patterns in bright jewel tones with boho appeal. **Elation** features classic patterns in color rich palettes with vintage style. **Whimsicle** has an eclectic mix of tribal inspired, geometric and classic floral motifs with a distressed finish.

**Aloha**, Nourison's best-selling indoor/outdoor collection, introduces floral, diamond and coastal designs in colorful and neutral colors.

Existing digital print accent rug collections including **Cuisine**, **Meadow**, **Caravan**, and **Cisco** have all launched additional accent rug designs that are machine washable with a non-skid backing in 100% polyester.

**Mina Victory Home Accents** is spotlighting soft, cozy home accents including sherpa fleece throw blankets, faux rabbit fur and velvet flower-shaped throw pillows. Blush is a key color, along with ivory, blues and greys.

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.



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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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