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FOR IMMEDIATE RELEASE

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Nourison launches vintage Persian and abstract designs for Las Vegas Market

SADDLE BROOK, NJ — April 5, 2021 – Leading floor covering and home accents manufacturer Nourison will be focusing on Persian and abstract designs for Las Vegas Market, April 11-15th, including the launch of four new area rug collections, Odessa, Parisa, Luna and Karisma.

The hand-knotted **Odessa** collection blends vintage Persian rug designs with subtly space-dyed colors. **Parisa**, loom-woven of 100% New Zealand Wool, offers a variety of intricate, colorful patterns ranging from traditional Persian to French Country to Moroccan. **Karisma** captures the beauty of traditional Persian floral design in rich, saturated colors. The traditional designs feature stylized flowers, palmettes, medallions and classic ornate borders.

The hand-knotted, 100% wool **Luna** collection features sleek and sophisticated abstract patterns.

One of the newest designs added to the colorful and abstract **Prismatic** collection is PRS20 Grey/Lilac Multicolor. The design hints at floral motifs and natural forms, in a beautifully balanced and painterly rug in a palette of grey, purple, gold, beige, blue, and yellow.

Mina Victory Home Accents will be launching new velvety soft Sofia Collection pillows and Luminance pillows with shimmering faux pearls and beaded tassels.

Customers are encouraged to make an appointment in advance at <https://www.nourison.com/vegas-market-spring-2021-schedule-form>, or stop by at their earliest convenience. Nourison will continue to take safety precautions against the spread of COVID-19 by encouraging guests to social distance and wear 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, 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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