



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

**Nicole Curtis, star of HGTV's *Rehab Addict* and *Rehab Addict Rescue*, partners
with Nourison to launch exclusive lifestyle collection**

SADDLE BROOK, NJ — June 15, 2021 – Leading floor covering and home accents manufacturer Nourison announces a new partnership with Nicole Curtis, designer and HGTV star of *Rehab Addict Rescue* and *Rehab Addict*.

The Nicole Curtis lifestyle collection will include vintage-inspired Persian designs, timeless textures and prints throughout all categories of accent rugs, area rugs, decorative pillows, and more. These products will reflect today's sensibility in the home, which is an extension of Nicole's success with her show.

"From the beginning, Nicole's passion for restoring old homes and for what she believes in made this venture for our brands a seamless partnership. Bringing the strengths of both teams together, we created a lifestyle program that reflects her DNA, while creating quality products at key retail price points that consumers will respond to. The area rug, accent rug, and decorative pillow programs have been designed to layer and work effortlessly. We are excited for what the future holds and to share it with everyone late Fall 2021," said Steven Peykar, co-CEO at Nourison.

"As someone who has been in home design and renovation for over twenty years, I am excited to fulfill a life-long dream of creating my own home collection. Nourison is the perfect partner to help launch my new brand, that is an extensive range of home décor, including rugs and accent pillows. Their collaborative design process and attention to craftsmanship is guaranteed to deliver a beautiful collection that my fans will appreciate," said Nicole Curtis.

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 Hospitality offers high-quality textile floorcovering products in support of a wide-range of hospitality and commercial projects including world-class hotels and resorts, casinos, multi-family residences and country clubs.

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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About Nicole Curtis

Nicole Curtis is a self-taught home rehabber and designer. She is a lifestyle expert in all things home design and renovation. With over twenty years of experience in home renovation, her true passion is saving old houses and rebuilding communities. With her own charity, The Nicole Curtis Foundation, she is able to fund projects for local families in need. Being the ultimate expert of home renovation, Nicole has done over eight seasons of HGTV's hit show *Rehab Addict*, and recently premiered *Rehab Addict Rescue* earlier this year. On top of being a mom to two boys, having a show, and rehabbing homes, she is also a *NY Times* bestseller with her book, "Better than New." Nicole is repped by www.arccltv.com

Media Contacts:

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

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