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Nourison Launches New Reserve by Nourison Brand for High-End Rugs

SADDLE BROOK, NJ — September 13, 2021 – Leading floor covering and home accents manufacturer Nourison introduced the new Reserve by Nourison Collection that will feature Nourison’s high-end, handmade area rugs. This program will only be sold through Nourison authorized dealers that offer higher-end product assortments.

Reserve by Nourison is targeted at primarily brick and mortar, upscale dealers and designer showrooms that sell higher quality area rugs. The product selection is carefully curated and contains many of Nourison’s best-quality handmade rugs such as Divine, Ocean, Silk Shadows and Christopher Guy. Reserve by Nourison authorized dealers will be those who offer enhanced services and distinctive products. Nourison will support Reserve dealers with specialized marketing materials, limitations to distribution (especially e-com), strong IMAP enforcement and restrictions from distribution to physical or online discounters.

“Our goal with establishing Reserve by Nourison is to create the long-awaited channel segmentation that upscale showrooms need to sell and promote a product with confidence” said Alex Peykar, Chairman at Nourison. “While the Nourison brand has grown and diversified to serve a changing market, Reserve by Nourison taps into Nourison’s heritage as a leader in beautifully-styled, finely-crafted rugs for the distinguished dealers.”

Nourison Reserve is available today. For more information, please visit www.nourison.com/reserve. To view the Reserve catalog visit www.nourison.com/catalogs.

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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