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FOR IMMEDIATE RELEASE

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## **Nourison introduces bold designs, abstract patterns and plush texture at High Point Market**

SADDLE BROOK, NJ — October 13, 2021 – Leading floor covering and home accents manufacturer Nourison will be introducing bold designs, abstract patterns and plush texture at High Point Market, October 16-20.

Nourison will be launching three bold designs with carved accents from the best-selling **Prismatic** collection, handmade in a luxurious blend of New Zealand wool and silky Luxcelle. **PRS24 Grey/Gold** introduces chic hues of grey, golden yellow and ivory, **PRS25 Multicolor** recreates the look of a beautiful sunset in rich shades of red, golden yellow, orange, pink, purple and blue, and **PRS26 Seafoam/Gold** features multi-toned blues and splashes of yellow.

New area rug collections from **Calvin Klein** include **Sculptural** (CK009), **Vapor** (CK970) and **Moonwalk** (CK100). The **Sculptural** collection reflects on the beauty of natural landscapes, with abstract patterns, space-dyed neutral colors and high-low textures. **Vapor** includes abstract designs in a palette of stylish neutrals and a medium-height pile. The **Moonwalk** shag area rug collection features solid colors with a super-plush pile and lush texture.

The **57 Grand by Nicole Curtis Series 1** collection previewed at New York Home Fashions Market will also be on display during High Point Market. The machine washable collection includes vintage-inspired flatweave area rugs with a modern sense of color and style. The classic Persian designs with distressed effects and rustic vibe are made from a soft blend of lightweight cotton and chenille.

A selection of hand knotted **One-of-a-Kind** rugs will also be available in both traditional Persian and modern, abstract designs.

Highlights from **Mina Victory Home Accents** include new textured throw pillows (GC575) including a unique stitched design with oversized pom-poms, handmade from cotton, and a plush rainbow lumbar pillow (JB013 Multicolor) with tasseled bottoms at the end of each arc for a fun burst of texture.

Most of the new area rug introductions are either in-stock or will be available to ship within the next 3-4 weeks.

Nourison's showroom at IHFC-IH101 will have a new look with a smaller, curated space focused on new introductions and best-sellers. There will be a vignette / lounge area designed by Francis Toubakaris of Francis Interiors, featuring two of the new Prismatic designs, PRS25 Multicolor and PRS26 Seafoam/Gold.



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

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