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FOR IMMEDIATE RELEASE

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Nourison launches colorful flatweave outdoor, shag and eclectic area rugs for New York Home Fashions Market

SADDLE BROOK, NJ — March 16, 2022 – Leading floor covering and home accents manufacturer Nourison introduces colorful flatweave, shag and eclectic area rugs for New York Home Fashions Market, as well as global-inspired accent rugs.

Nourison Easy Care is a new flatweave indoor outdoor collection, with a softly textured high-low pattern in durable low-shed fibers, in an assortment of colors including teal, coral, denim and neutrals. **Lush Shag** features a plush soft pile in a retro blend of twisted and individual yarns that cast a slight sheen, in a range of solid colors including blush, sage, denim and neutrals. **Thalia** is also a new collection, featuring modern and eclectic designs in rust, green, grey, beige and ivory multicolor tones.

New colors and designs have also been added to the popular **Passion** collection, in classic Persian, painterly and floral designs in a neutral palette of ivory, beige, grey, navy and black.

Nourison's accent rug collections include the global-inspired Rosedale and Renzo collections in 100% polyester. **Rosedale** is an existing digital print collection with colorful Moroccan and Persian designs with distressed detailing. **Renzo** features modern and eclectic designs in a neutral and multicolor tones.

Also new is the cozy **Quinn** collection, featuring handwoven flatweave accent rugs made of 70% cotton, 30% recycled fibers for a casual atmosphere.

Mina Victory Home Accents introduces textured throw pillows with asymmetrical and whimsical stripes (CN964 and CN980), boho geometric (AA016 and AA019) and tufted polka dot patterns (CN870) in bold, cheerful colors such as hot pink, orange, blue ink, lime and teal.

Nourison's showroom at Suite 1305, 230 Fifth Avenue will be open for appointments. Customers not attending New York Home Fashions Market can continue to connect with Nourison and preview new introductions through digital presentations and virtual market appointments.

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



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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, Nicole Curtis, Waverly, Christopher Guy, and more.

For further details, visit www.nourison.com.

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