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www.nourison.com

FOR IMMEDIATE RELEASE

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Nourison to launch Reserve Custom Studio at High Point Market

SADDLE BROOK, NJ — March 24, 2022 – Leading floor covering and home accents manufacturer Nourison will be introducing Reserve Custom Studio at High Point Market. Reserve Custom Studio is a custom rug program where customers can choose from over 300 designs and select their yarn colors and rug size. The rugs in the program are hand knotted and shipped within 3-5 months based on size.

As part of Nourison's new showroom layout at IHFC-IH101, **Reserve Custom Studio** will have its own dedicated area at the main entrance and **Mina Victory Home Accents** will now be displayed at the entrance near the elevators. Hand-knotted One-of-a-Kind rugs and special buys will be showcased in the **Nourison Vault**, located on the third floor. To access the Nourison Vault, please ask a Nourison sales representative for a tour.

Nourison will host a **Meet & Greet with Nicole Curtis**, Star of HGTV's Rehab Addict, on Saturday, April 2 at 2pm. The 57 Grand by Nicole Curtis Series 1, 2, and 3 vintage-inspired area rug collections and pillows will also be displayed in the showroom.

For area rug introductions, Nourison will be launching three new abstract designs in the existing **Silk Shadows** collection in Silver (SHA20), Blue Sky (SHA21) and Blue Green (SHA22), hand-knotted and made from a blend of New Zealand wool and silk-like bamboo fibers with carved accents.

The new **Lynx** collection features Persian-inspired and tribal patterns with short fringe and distressed detailing for a vintage feel.

The **Calvin Klein Infinity** collection (CK022) features abstract and intricate linear patterns in subdued colors that inspire calmness and sophisticated minimalism.

Mina Victory Home Accents introduces beaded and natural hide throw pillows and natural hide rugs in neutral colors and a pop of turquoise/gold.

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.



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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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