



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

Nourison Hospitality at BDNY Inspired by Design Now

SADDLE BROOK, NJ — December 2, 2022 – Nourison Hospitality launched a newly designed booth during BDNY, November 13-14th at the Javits Center. The rugs displayed represented 10 different product types in complementary colorways. The designs were inspired by the actual process of using Design Now, Nourison Hospitality's online design application, pulling designs from the archives and transforming it into something new by mixing different color palettes while being homogenous.

"The anchor for the booth concept started with a photo I took of a rusty steel paneled door in Manhattan, which had shades that spoke of sustainability and raw materials, reflecting one of the strongest trends. Adding a range of color accents including black, white and gold pull together the different styles of designs and constructions created by our talented design team." says Dipesh Haria, Creative Director of Hospitality. "The immediate buzz during the first morning at BDNY indicated that this was going to be an even better show than predicted. Not just because we were launching our new custom designed booth, but also because the lines of show attendees wrapped around the entire lobby. Everyone's excitement to see each other again was felt throughout the Javits Center. The show was back!"

The hand carved Axminster and Abrash techniques, hand tufted rug and the launch of Nourmak and Nourmak Plus patented qualities generated a lot of interest at BDNY.

Nourison Hospitality also co-hosted an exciting party with Majestic Mirror & Frame, GreenBridge Furnishings, Neil Allen Industries and Samuelson Furniture at Nebula on November 13th in NYC with over 750+ attendees.

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

For further details, visit www.nourison.com.



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Media Contacts:

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

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