



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 Introduces New Hand Knotted Rugs in Trending Colors and Rich Textures at High Point Market

SADDLE BROOK, NJ — April 11, 2023 – Leading floor covering and home accents manufacturer Nourison is introducing dozens of new area rugs and home accessories in their showroom on the ground floor of the IHFC Building (IH101) at this upcoming High Point Market. Rug styles will be available at multiple price points from value to luxury.

Hand knotted collections **Divine**, **Aldora** and **Silk Shadows** will have six new styles added in trending tones of sand, ivory, cream, and warm grey. Divine is hand knotted using Nourison's patented weaving technique and provides rich texture and a sumptuous feel. The new style DIV12 is inspired by rolling sands with soft shades of beige and tan moving through the rug. The latest Aldora styles, flatwoven with a luxurious silk-like texture, have soft, floral designs that are perfect in both traditional and modern farmhouse decors. Silk Shadows is one of Nourison's best-selling hand knotted collections and features contemporary and transitional motifs with tasteful colors and tone-on-tone contrasts.

Nourison's **Christopher Guy Area Rug** collection also introduces two gorgeous styles with dramatic designs, woven in earth tones. These new rugs will make a statement in any upscale space.

Washable rugs are still a growing category. Nourison successfully introduced several washable collections last year and is adding more styles to satisfy increased demand. **Grand Washables** was introduced late last year and will receive four new styles at market. **Washable Solutions** is a new washable indoor/outdoor collection launching with six styles in rich colors and subtle texture.

Mina Victory Home Accents introduces handmade cotton and linen throw pillows ZH103 and GE220. These cozy pillows feature a warm texture and are available in coral, sky blue, sage green, chartreuse, navy, and grey.

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, Inspire Me! Home Decor by Farah Merhi, Nicole Curtis, Waverly, Christopher Guy, and more.

For further details, visit www.nourison.com.

Media Contacts:

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

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