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FOR IMMEDIATE RELEASE

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## **Nourison Home Invites Customers to “Find Their Style” at High Point Market**

SADDLE BROOK, NJ — April 8, 2024 – Leading floor covering and home accents manufacturer Nourison Home is introducing new area rugs, custom rugs and home accessories at High Point Market. These new products and programs offer style at every price point, from value to luxury, and will be on display in their showroom on the ground floor of the International Home Furnishings Center (IHFC) Building, Suite IH101 in High Point.

Nourison Home offers a wide range of styles to satisfy various tastes and budgets, ranging from timeless classics to bold statement pieces. All are crafted with the quality and attention to detail that has characterized their work for the past 40+ years.

New styles will be on display for the best-selling Prismatic Area Rug Collection. This collection offers dramatic designs and is handmade in Nourison Home’s own factories. Each style is a work of art, offering space dyed yarns and hand carving for rich texture and dimension.

New introductions also include area rugs for Whispers, a timeless hand-knotted collection, and Graceful, featuring hand-tufted designs with abstract and geometric patterns. Both collections are crafted from 100% wool.

Customers will also be able to explore Nourison Home’s custom programs. These range from quick-ship, custom-sized rugs that are crafted and shipped in two weeks or less, to fully custom-made rugs that are woven to a customer’s requirements (color, design, yarns, size, etc.) and ship in 3 to 4 months.

Hand knotted One-of-a-Kind rugs will also be on display in the showroom. These all wool and wool and silk rugs have unique designs that will be the focal point of any interior space.

The Mina Victory Collection by Nourison is set to display its latest home accessories, including a variety of new pillows, throws, and poufs, many made to enhance both indoor and outdoor spaces.

Nourison Home’s High Point showroom will be open from Wednesday, April 10<sup>th</sup> to Wednesday, April 17<sup>th</sup>. All new introductions will be on display with a talented sales staff on hand to answer questions and offer guided tours.

### **About Nourison Home**

Nourison Home 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 Home 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



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orders within 48 hours. The focus on customer service has helped Nourison Home 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 Home 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, Christopher Guy, and more.

For further details, visit [www.nourison.com](http://www.nourison.com).

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