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FOR IMMEDIATE RELEASE

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## **DKNY Partners with Nourison Home to Launch New Area Rug Collections**

SADDLE BROOK, NJ — October 21, 2024 – Nourison Home, a leading manufacturer of floor coverings and home accents, is proud to announce its new licensed partnership with DKNY. The collaboration brings forth the DKNY and DKNY Pure Area Rug Collections, embodying the iconic American style inspired by the New York energy that defines this iconic brand.

In creating these collections, Nourison Home's design team worked closely with DKNY to develop rugs that combine modern design with timeless appeal, emphasizing quality craftsmanship and premium materials.

"We're thrilled to partner with such a dynamic brand," said Steven Peykar, co-CEO and co-founder of Nourison Home. "We've made it a priority to ensure DKNY's urban roots and contemporary style are reflected in each design. The new rug styles highlight the brand's essence with innovative weaves, rich textures, and refined patterns."

Nourison Home will debut this collaboration with eight area rug collections, offering a range of designs from the soothing neutrals and flowing patterns of the Central Park West collection to the chunky handwoven loops of Pure Knots. These collections will be featured at Nourison Home's High Point Market Showroom, located at the International Home Furnishings Center, IHFC101.

### **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

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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