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FOR IMMEDIATE RELEASE

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## Nourison Hospitality Showcases Striking Designs at BDNY

SADDLE BROOK, NJ — November 8, 2024 – Nourison Hospitality, a division of leading manufacturer of floor coverings and home accents, Nourison Home, will exhibit at this year's BDNY show at booth 1907.

The BDNY show presents an ideal platform for Nourison Hospitality to highlight its full range of capabilities. This year, the *Molto* collection will be featured in the booth. Drawing inspiration from this collection, the designs they've created evoke emotion through vibrant playfulness and creative richness. The *Molto* concept merges diverse scales, colors, and patterns to create a bold, kaleidoscopic range of textures that balance opulence with an energetic edge. Imagine the glamour of Studio 54 fused with the sophistication of a classic townhouse—where Eastern utopian optimism meets the sun-soaked allure of the Amalfi Coast.

Interiors come to life with saturated hues, eclectic décor, and unexpected elements like animal motifs, mirrored ceilings, and extravagant chandeliers. This collection celebrates a rich, layered aesthetic that embraces abundance, invites indulgence, and sparks imagination.

The *Molto* palette includes striking punk pink tones, periwinkle blues, lemon yellows, golds, crystal whites, emeralds, salmon, crimson damask velvets, and burnished brass. These vibrant shades reflect Nourison Hospitality's commitment to diversity and inclusivity, drawing inspiration from both the richness of life and the natural world. Each color symbolizes the harmony and collaboration they seek to embody with all living things. Just as diverse ecosystems thrive together, this vibrant palette illustrates the beauty of inclusivity and the importance of nurturing a bio-inclusive culture.

The *Molto* collection also showcases the full capabilities of their various product types. Because they offer a range of yarns, Nourison Hospitality can craft designs without being restricted by a single color palette or loom type. For example, their Axminster technology supports up to 16 colors, but with the Abrash technique, they achieve stunning stria textures that give the appearance of more colors. Meanwhile, their High Definition Dye Injection technique allows for an unlimited color palette, similar to a digital graphic image, making it possible to achieve a level of detail that no other product type can match. The design created using Dye Injection, for instance, could not be replicated in any other product type. Nourmak and Nourmak Plus, with their handcrafted dye processes, offer a unique, uneven quality to the colors, adding an organic, bespoke feel to each piece.

Among the featured rugs in the Nourison Hospitality booth, one hand-tufted design comes from the vibrant portfolio of Jai Srivastava, a member of their talented design team. Jai, who enjoys painting with watercolors and acrylics, contributed artwork that was transformed into freeform hand-tufted rugs. The designs capture the dynamic energy of his brushstrokes and are infused with the same *Molto* energy—bursting with color and movement.

Additionally, two large hand-tufted rugs from our residential *Prismatic* collection were chosen for their bold colors and patterns, perfectly complementing the *Molto* collection's aesthetic.



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### **About Nourison Hospitality**

Nourison Hospitality stands out for its comprehensive offering of eight distinct product categories for the commercial-grade custom carpet and rug market. While many of their competitors provide only two or three options, they pride themselves on the diversity of their products, each with unique manufacturing characteristics that create distinct looks. These include Axminster broadloom in 2-ply and 3-ply, featuring enhancements like hand carving and their exclusive Abrash dye technique. They also offer ColorPoint, Infinity, and Dye Injection on bases such as wool/nylon blends and 100% nylon, as well as hand-loomed, in-stock rugs. For their rug offerings, they have patented Nourmak and Nourmak Plus technologies, as well as hand-tufted and hand-knotted designs. These varieties are specifically selected for their suitability across various commercial settings, such as hotels, multi-family buildings, casinos, entertainment venues, and conference centers.

### **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, DKNY, 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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