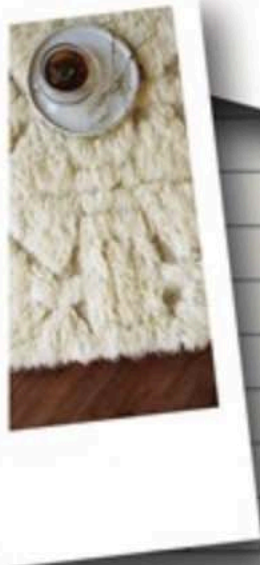


APRIL 2018

Home Textiles Today

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Editor's Notebook

*What's New
in Design,
Construction
and Performance*



Best Foot Forward

Rug companies step up new collections for High Point Market

■ By Cecile B. Corral

High Point is one of the most important markets for many rug companies.

Over the five-day event, April 14-18, they see a broad clientele, from furniture stores and home furnishings chains to decorators and designers, and during a pivotal season.

"Amer goes into all the markets with great energy and excitement," Joe Barkley, vp of sales and marketing for Amer Rugs, told HTT. The company is presenting several hand-made qualities in new designs and colorways from its showroom at Showplace 3415.

"We believe based on early appointments this is going to be a strong market," Barkley continued.

Added Satya Tiwari, president of Surya Inc.: "High Point is always our best market. It always has been, for the past 13 years since we started showing there. It's where we see all of our key furniture customers, designer customers and e-commerce customers. And this market is going to be big for us."

Surya Inc. is bringing a record 400 new collections for introduction to its 26,000-square-foot showroom at Showplace 4100.

"We have expanded each of our categories with a wider selection of styles for every budget to ensure that we are a true one-stop resource for all our customers' home accessories needs," he said.

L upscale area rug house Obeetee is making its High Point Market debut this month with a booth, T-464, at the Suites at Market Square as part of The Rug Show, which is organized by a non-profit industry association whose members participate seasonally at the High Point Market and the NY Now show.

"We heard some great feedback from the first show this past October, and we are hoping this spring will be a success," explained Gretchen Auer, sales manager. "We hope The Rug Show will be a great venue to engage potential dealers and interior designers."

The company is introducing its "Obeetee Express" quick-ship tufted program to dealers and interior designers. In addition, Obeetee is participating in a panel discussion about fair trade and social accountability, which offers a CEU on custom rugs.

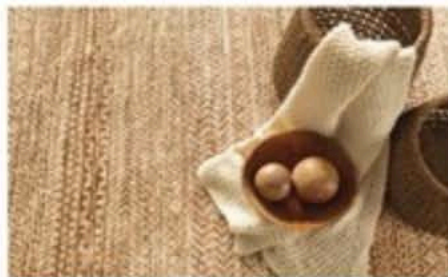
Nourison is bringing back its designer-centric Portfolio program with a fresh batch of looks from a new and select group of established interior designers: Shay Geyer, Catherine and Justine Macfee, Jaime Rummerfeld, Kim Scodro, Scot Meacham Wood and Ron Woodson. The company will host a special presentation of the new lines at its showroom, located in IHFC - IH01.

Jaipur Living is launching two capsule collections — one with fabric company Pollack and the other with art creatives Zoe Bios Creative. Rugs in the Scribe collection by Pollack are hand-knotted of wool, viscose, and cotton. The Wabi Sabi collection with Zoe Bios comprises Tibetan hand-knots in wool with viscose. Jaipur Living's showroom is in Showplace 3300.

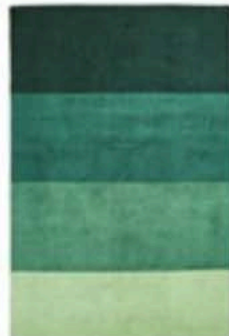
From its space in IHFC - D320, Loloi is coming to High Point Market "with a full deck of cards," said principal Amir Loloi.

"There is so much innovation, so much newness going on in a big way in hand-knits, hand-tufted, machine-mades and printed rugs," Loloi added. "We're hoping for the best market. We expect a very strong turnout." HTT

Motion and the movement of water and wind were the inspiration for Amer Rugs' Canara collection, made in a micro-loop, hand-tufted construction of New Zealand wool blends. Showplace - 3415, Floor 3



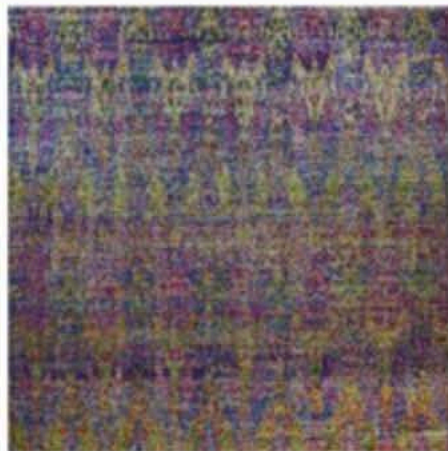
Dash & Alben is introducing Kel, a hand-knotted jute rug inspired by Moroccan style. IHFC - Codrus H20, Hamilton, Floor 2



Gus Design Group's Gradient is a mid-pile, hand-tufted rug with a bright, multi-hued ombre pattern reminiscent of modern abstract paintings. It is handcrafted in India using 100% New Zealand wool. IHFC - H32, Hamilton, Floor 5



Capel Rugs is introducing Dramatic Static, its most contemporary braided rug to date. Made in the USA of a nylon blend, it employs a subtle strié technique that gives the design the artisanal appeal of pointillism. Market Square - I2, Floor 1



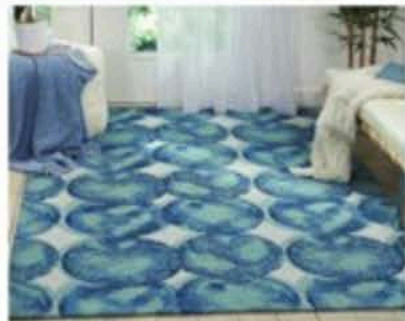
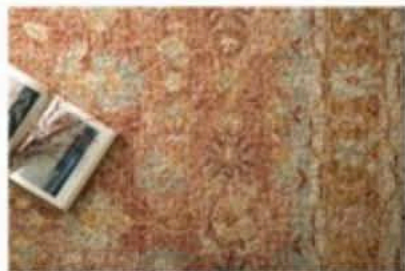
Couristan says "Om" with this new rug from the Prana collection, a part of the company's new Energy in Work Ethic trend. Showplace - 2550, Floor 2



Mahawk's Pastel is a USA-made, all-nylon rug collection featuring cosmetic-inspired colors on modern compositions. IHFC - H309, Hamilton, Floor 3

HIGH POINT MARKET

A loose grid of lines crisscross the refined Julian Collection by Loloi, creating an eye-catching grid that modernizes the traditional designs. Hooked in India by artisans, each rug is crafted of 100% wool. #FC - D520, Design Center, Floor 3



Nourison is expanding its one-of-a-kind area rug offerings with more constructions and design options, including this hand-knotted wool-and-silk style. #FC - #801, Commerce, Floor 1

Morris is showing Biza, a 100% wool, hand-tufted collection in bright, updated traditional designs. #FC - H545, Hamilton, Floor 3



Surya celebrates Italy's Flooring City with the new Venezia collection of machine-made rugs featuring vintage mosaic tile patterns in soft neutral and pastel colors. Showplace - 4100, Floor 4



Rizzy Home is expanding its program with Donny Osmond Home to include area rugs. For the launch, there are three collections, including this leather-and-fabric grouping with metallic accents. Showplace - 355, Floor 3

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