

Floor Covering Media

Your Gateway to the Floor Covering Industry

Nourison unveils accent and area rug designs



Nourison will be introducing new accent and area rug designs during New York Home Fashions Market.

Accent rug collections include carved, Accent Decor printed designs and Chatham cotton/ jute blends.

Area rug highlights include the Studio Collection with graphic, urban-inspired patterns and the Decor Collection with two-tone color palettes and kinetic graphic designs.

Nourison says it has continued to expand across the home accents category, from pillows and throws to table linens and specialty window panels and more. "We have developed a product assortment to fit all tiers of the market, from entry-level, mid-tier, and high-end boutiques to the furniture store landscape.

Mina Victory also developed product across multiple brands including kathy ireland Home, Michael Amini, Joseph Abboud Home and Nico Home," noted Mina Peykar, Mina Victory Home Accents.

Mina Victory Home Accents will focus on exotic animal prints, faux fur and hair on hide. Key highlights include a snow leopard print faux fur pillow and polyester bamboo silk throw, hide pillow with a zebra head design, and cotton throws with a chevron pattern.

The Dallas Collection, a specialty line of cowhide and leather accessories, features free form rugs and pillows with antler designs and geometric patterns.

Mina Victory continues to set the trends across multiple categories, expanding her product lines with Mina Victory Couture, indoor/outdoor, seasonal and 2-packs, incorporating all types of materials including metallics, beading, leather and more.

The Nourison showroom windows at the Textile Building at 295 Fifth Avenue incorporate Ultima area rugs in Ivory/Black, accent rugs featuring Waverly Color Motion in jute and kathy ireland Cortege printed chindi in floral and vine patterns, and denim, shag and hair on hide pillows from Mina Victory.

In conjunction with New York Home Fashions Market, Nourison will be hosting two Peanuts Giveaways via email, Instagram, Facebook and Twitter during the week of September 28th and the following week starting October 5th.

The giveaway will include Peanuts accent rugs and bags from the LeSportsac x Peanuts Collection.

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Nourison makes area rugs, broadloom carpet and home accessories at multiple price points from low to mid-market to luxury.

Nourison oversees almost every aspect of the manufacturing process and produces over 85% of their product assortment from sustainable, natural fibers.

Their quality, extensive inventory and speed to market has made them valuable partners in the home furnishings and hospitality industries.

Their product assortment includes licensed collections from well-known brands including Calvin Klein, Kathy Ireland, Waverly, Barclay Butera, Joseph Abboud, Peanuts and more.

Nourison was founded in 1980 by the Peykar brothers in New York and still remains a family-owned company.

For further details, visit www.nourison.com.