



# Name Checking at High Point

Designer brands among rug highlights

■ By Cecile B. Corral

Rug companies have plenty of big names to drop at High Point Market this month, with a who's who list that includes Hilary Farr, Christian Lemieux, Kathy Ireland, Calvin Klein, Josie Natori and Libby Langdon...to name a few.

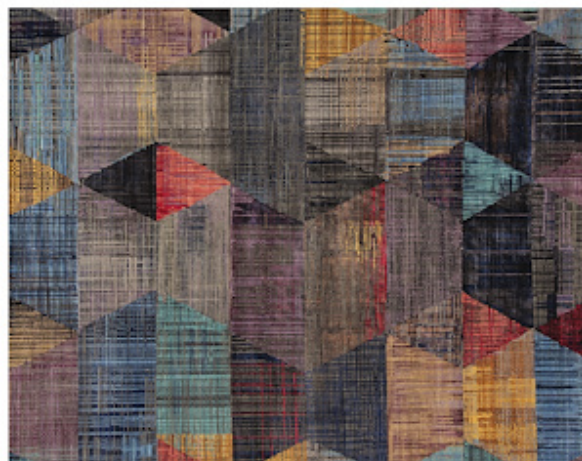
HGTV designer celebrity Hilary Farr, host of "Love It or List It" and an interior decorator with her own firm, is debuting the Hilary Farr Designs brand across home furnishings, including furniture, lighting, fabrics, accessories and area rugs — the latter via licensing partner Kaleen Rugs.

The rug line encompasses versatile machine-made styles in updated traditional patterns and a range of contemporary colorways.

Momeni's newly inked alliance with haute home designer Christiane Lemieux encompasses rugs influenced by Coptic textiles, Moroccan Tuareg mats, berber rugs and Nui shibori.

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In designing the Alton rug for Linie Design USA, designer Urd Moll Gundermann sought inspiration from the early 20th Century Bauhaus art movement. 220 Elm St., suite 328



Jaipur Living's new Unstring by Kavi Mauzek is hand-knotted and drenched with color. Its detailed hatch marks are difficult for artisans to weave and not traditionally seen in hand-knotted rugs. SP 3300



Harounian Rugs International in partnership with Sunbrella is launching a new collection of performance, outdoor-friendly area rugs. Patterns span modern, mid-century, Arts and Crafts, Art Deco, contemporary, transitional and traditional and also include designs by iconic textile designer Wesley Mancini, among others. IHFC H407 and M5 Tower 110A



Momeni and designer Christiane Lemieux are launching a collaborative collection of hand-crafted rugs, including Tugart — handwoven leather and jute pieces inspired by Moroccan Tuareg mats. IHFC H-345 and M-231





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RUGS

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Dubbed Lemieux et Cie, the collection caters specifically to brick-and-mortar retailers as well as designers and decorators. Its mix comprises nine distinct handmade qualities and collections to allow for a range of price points, from \$399 to \$2,399 for an 8-by-10-foot.

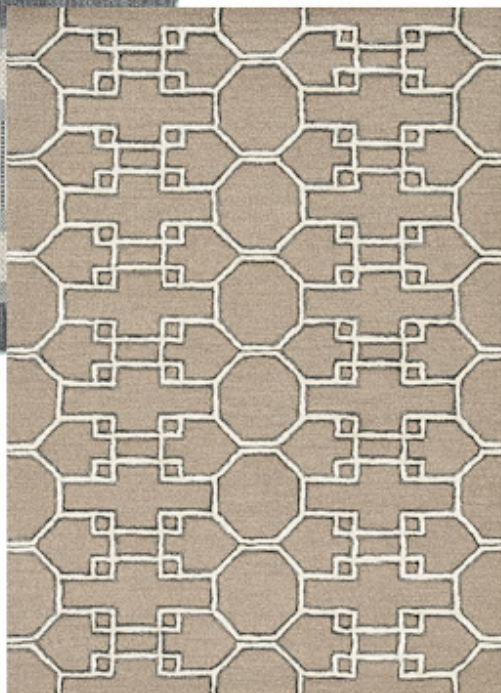
Celebrating two of its existing designer programs, Nourison is expanding its collections with Calvin Klein and Kathy Ireland this market. This year marks 18 years since Nourison and Calvin Klein launched their partnership, and six years since the company took over Kathy Ireland's rug license and rebooted the line with higher qualities.

Using rugs as canvas, upscale designer Josie Natori is translating a series of her abstract prints onto a new collection of area rugs with her licensee, Kalaty Rug Corp. The new Lhasa collection, she said, "brings art to life" via a wool-and-Silkette blended construction of rugs that are hand-knotted in a Tibetan weave.

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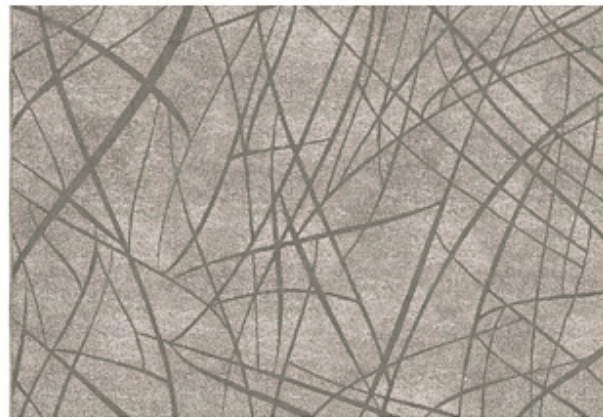
**Natco Home/Central Oriental** is adding flair to outdoor living spaces with the new, USA-made Melbourne collection of performance rugs, which feature coastal-inspired colors and patterns. IHFC M-436



**Kas Rugs** and designer Libby Langdon are debuting the next chapter in their joint collection, Upton, which is hand-tufted in India in a high-low construction of wool and viscose. IHFC G-270



The Calvin Klein designer program by **Nourison** is expanding with several new additions, including the Northwest collection of handmade, hair-on-hide leather rugs. IHFC H-101



**Orian Rugs** is creating Illusions with an innovative mixed-materials construction paired with a portfolio of abstract designs. SP 3233



**Oriental Weavers'** Capistrano collection is power-loomed of a polypropylene and polyester blend for a super soft hand and a dimensional high-low effect. IHFC G-276



Shown: Carrington 6499F in Blue/Rust

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Now entering their third year as partners, Libby Longdon and Kos Rugs are unveiling Upton, a new hand-tufted offering that represents "an entirely new feel to my rug designs for Kos," the designer noted to HTT.

She continued: "I've wanted to work with a wool-and-viscose construction for a while and I couldn't be happier with the result. The patterns are rooted in classic design, from ancient civilizations, Mayan tiles, Parisian garden design, Asian trellis, and Moroccan ribbon, but are retooled to appeal to today's styles. Some patterns and color combos are a play on Mid-century modern design, offering an almost optical illusion. While the colorways are muted and meant to work with various design genres, everything from contemporary to transitional to traditional, these rugs add another layer of visual interest to any space."

And Harounian Rugs International is also launching a new brand — but with a different kind of designer name: Sunbrella. The two have joined forces to create two new collections — a decorative outdoor-friendly rug line and performance broadloom carpet program, both of which employ Sunbrella's innovative yarn system for durability and performance. **HTT**



**Kalaty** and designer Josie Naton are expanding their collaborative collection with new styles, like the Natori Lhasa. Inspired by a series of her abstract prints, the rugs are hand-woven in wool and Silkette. IHFC G-369



**Loloi Rugs'** Sebastian collection is power-loomed in Egypt of polyester and polypropylene and features an innovative take on traditional design. IHFC D-320



**Amer Rugs** is introducing the hand-tufted Abstract collection, a New Zealand-and-faux silk blended grouping in transitional patterns interpreted in a balance of warm and cool shades. SP 3415



The Nomad collection by **Capel Rugs** is hand-knotted of semi-worsted New Zealand wool and depicts transitional patterns. The rugs are made in an open-knot construction with a plush high-low pile. MS 112



**Évolur Rugs** is the first line of products from company's new home collection. The pieces are made in a low-pile, nylon construction, and are tested and Oeko-Tex Standard 100 class 1 certified. Plaza Suites 1-542