



ORGANIC LOOMS UNVEILS NEW SHOWROOM IN THE MART PARC BUILDING AND SHOWCASES OVER 60 NEW PATTERNS

Chicago (**October 9, 2012**) - Organic Looms is proud to announce the opening of a new showroom located in the Mart Parc Building just steps from the world renowned Merchandise Mart. Since the launch in 2007, Organic Looms' handcrafted rug collections have been synonymous with quality, value, sustainability and complete customization.

The new Organic Looms showroom provides a convenient location for the interior design community and end-users alike to preview new offerings. Organic Looms' president, Christopher Frederick, positions the brand as an industry leader and a true destination for custom sustainable handcrafted rugs.

The new showroom opens as a collective venture featuring both Organic Looms and Jagoli Fine Furniture. The new showroom features an open layout with rotating furniture and rug displays in the storefront windows. "Natural lighting and great task lighting are essential in the new space", says Frederick. "We hope to have designers use the new showroom as a working studio where they can spread out their materials and develop custom rugs for their clients."

The user-friendly space features carpet wings on both walls featuring over 500 samples on the north wall and 8 x 10 and 9 x 12 rugs on the south wall. The center of the showroom features a stack of rugs where clients can view full-scale patterns horizontally. A center island provides a workspace for designers to customize their rugs with over 1200 color poms to choose from.

Other highlights of the space include a French Oak wood wall, part of the Seine Collection, and coming soon- a decorative Pom wall, which features 170 oversized color poms providing a pop of color at the entry. The overall color palette of the new showroom is clean, white and bright- showcasing their vibrant offerings.

Christopher Frederick was first introduced to the fine rug industry in 2006 and rapidly made contacts with the families and artisans who create these fine works of art. His passion for travel has allowed him to celebrate the rich culture, history and techniques of the Tibetan and Indian peoples and share them with the US.

Each project is approached collaboratively by directly communicating with the artisans via weekly Skype sessions. Through the Organic Looms *Custom Connect Program*, seamless communication is achieved resulting in quality control and customer satisfaction.

Organic Looms is expanding the current robust collections with the addition of 60 new patterns this fall, which include Rampur, Mohair, Global and Mamluk while bolstering their existing Linen Sumac Collection with new patterns. The new collections are marked by soft, plush textures, durability and design simplicity.

-The Rampur Collection: Named after a district in India, this collection is both lavish and lush, featuring a high density of 196 knots per inch. The collection is hand-carved and made of Himalayan wool with a slightly raised silk design. This collection is comprised of traditional patterns created with a modern twist in their unique coloring.

-The Mohair Collection: Mohair is known for its high luster and sheen. It is harvested from the belly of a sheep making it one of the most luxurious and desirable fibers in the world. This sumptuous collection has a variegated color perfect for contemporary spaces. 18 new colors have been added to the Mohair Collection and custom colors are available.

-The Global Collection: 12 new patterns are inspired by Indonesian Ikat designs. Ikats are one of the oldest forms of textile decoration. This collection takes cues from historic patterns making them relevant to today's interiors. The collection is hand knotted using Himalayan wool.

-The Mamluk Collection: Named after a period in Egyptian history, this collection is hand made using a dramatic hi-low weaving technique using 100% wool. The collection features 4 new patterns taking cues from traditional Egyptian embroideries.

-The Over-dye Collection: Traditional Indian Oushak weaving and dying techniques are used for this collection. After the rug is woven, an additional layer of color is added by vat dyeing the finished rug to achieve an over-dyed effect. This line includes two color ways in blue and tangerine. Additional colors will be added in the spring.

-The Linen Sumac Collection: This line of flat weaves is a contemporary line with 6 new patterns. The majority of this collection is made using natural wool yarns with weights almost double to those of typical Tibetan carpets.

As with all of Organic Looms rugs, custom colors and sizes are available along with limited quantities of stock. All rugs are hand woven in India and Nepal adhering to fair labor practices. Sustainability is a fundamental principal of Organic Looms' practice using all natural yarns with no latex backing or toxic chemicals of any kind. "I am so excited for my upcoming trip to India and Nepal. I am working on a diverse collection melding old world weaving techniques with a modern and fresh aesthetic", says Christopher Frederick. Additional collections will be released in the spring.

About Organic Looms

Health, tradition and beauty are paramount to Organic Looms' hand crafted rug collections. Made from the finest materials in their most natural state, each step of the process is connected to the artisan's hand integrating innovative and sustainable fabrication techniques positively effecting our environment. This unique practice combined with the world's finest natural materials yields a product of unparalleled craftsmanship, uncompromised quality and value. Characteristics of Organic Looms' rugs are marked by soft, plush textures, durability and design simplicity. The company is dedicated to complete customization tailoring each product to meet the client's unique vision. Please visit www.organiclooms.com for more information.

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Media Contact:

Jill Maremont
Inspiration Station collective
773.218.8871
jillmaremont@me.com