

## Homespice Décor brings sophisticated art form and fresh style to braided rugs

December 15, 2014 – Tucker, GA – Inspired by emerging rug designs in Italy, Australia and South Africa, Homespice Décor will debut two new rug collections in January 2015. Using unique hand-shaped braiding construction in a new interpretation of geometric shapes, these rugs promise to easily create the focal point in any indoor or outdoor living space. Any home with these rugs will look fresh and sophisticated.

Using traditional handcrafted methods and materials in an innovative construction style, the two collections interpret a new art form for the American indoor-outdoor rug market. Traditional geometric shapes from American primitive designs are the parents of modern style in the market today and these new rugs interpret it with neutrals and earth tones in a way that transcends time and style.

The **Medallion** and **Botanica** Collections will join Homespice Décor's well-known Ultra Durable line of water-proof, stain-proof rugs. Each rug has a porous anti-skid backing stitched to each individual shape piece in the rug, keeping with the Ultra-Durable easy-clean trait while making the rugs safe in slippery or wet areas.

The **Medallion Collection** debuts with a design inspired by spirals, initially available in 3 color schemes: black & grey (shown here), brown & tan, and a pattern of shades of cream. Sizes available from 2x3' to 8x10'. Suggested retail ranges from \$89 to \$1299.



Homespice's normal braid manufacturing process was modified specifically to produce these spiral braid medallions.



The **Botanica Collection** plays on leaf shapes in three different arrangements in a mix of spring greens. Patterns included are Meadow, Eden and Serenity. The shapes and sizes of the **Botanica Collection** vary including the more complex Serenity rug in a round shape with intricate placing of the leaf shapes in star patterns. Suggested retail prices range from \$129-\$1299. Sizes range from 2x4' to 8x10' as well as 7'6" Serenity rounds.



**7'6" Round Serenity Rug**  
Suggested Retail \$799



**2.5'x6' Eden Runner**  
(on black flooring)  
Suggested Retail \$199

Both new rug collections will be on display at the Homespace showroom at January 2015 Atlanta Gift Show (Building 2, 759A) and at the Columbus, Minneapolis and Seattle Gift Shows. Delivery of the rugs begins in Spring 2015.

Samples and hi-res photos of Medallion and Botanica available

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**Meadow Rug**  
**Suggested Retail:**  
**2x4' - \$129**  
**4x6' - \$349**  
**6x8' - \$749**  
**8x10' - \$1299**



#### **About Ultra Durable Rugs**

Since Homespace Décor introduced these water-proof, stain-proof rugs ten years ago, homeowners and interior designers across the U.S. have used them throughout home and office interiors as well as for outdoor living. The wide range of multi-color and solid patterns appeal to virtually every décor style. Known as washable rugs, the Ultra Durables are thick and thirsty, absorbing liquids quickly without staining, and then cleaning up with just a hose and water.

#### **About Homespace Décor**

Founded in 1998 in Tucker, GA by Junior Gupta, Homespace Décor is a family-owned business wholesaling area rugs and table top accessories. The manufacturing plants used in India are also owned by the Gupta Family and are GoodWeave.net-certified. The products lines range from cotton braided rugs, jute braided rugs and table top accessories, hooked and Penny rugs and accessories and rag rugs. All items are handcrafted to exacting standards and Junior Gupta is chief designer with hands-on involvement in all facets of the design and manufacturing processes. Homespace Décor was the first commercial manufacturer of rectangular and square braided rugs.

Homespace Décor is well-known for catering to over 2,000 family-owned and independent retailers in the country & primitive décor sector. Long-standing, successful relationships with so many of these businesses has made Homespace's high-touch, white glove service an everyday practice with all its retailers.