



Harris



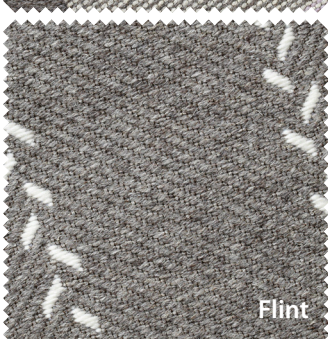
Troy



Heywood



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Slater



## MERIDA INTRODUCES THE TAILORMADE COLLECTION

**A new capsule collection of bespoke-inspired flatweave wool rugs**

FALL RIVER, MA (November 12, 2013) —Merida ([www.meridameridian.com](http://www.meridameridian.com)), a leading rug and textile producer, is excited to introduce Tailormade, a bold new collection of American-made flatweave rugs inspired by bespoke tailoring techniques.

The Tailormade Collection takes a modern spin on classic tailored patterns, translating herringbones, pinstripes and plaids into elegant dimensional rugs. Jacquard-woven from undyed British wools, the capsule collection introduces six mix-and-match styles in a choice of colorways and custom finishes.

Merida's creative director Roxanne Hanna says Tailormade is inspired by classic menswear, but with a modern twist. "The collection is a nod to fine tailoring, with sartorial touches like stitching and striping, but the imperfection of the undyed wools add natural depth and character." Merida is renowned for sourcing high-quality natural fibers, traditionally for its premium sisal and abaca rugs, and this collection is an evolution of that story, says Ms. Hanna. "Tailormade reflects the same meticulous attention to natural materials and innovative craftsmanship that designers know us for."

Every Tailormade rug is woven to order on jacquard looms at Merida's

mill in Fall River, a city that was once a major center of American textile manufacturing. In tribute to that heritage, each style in the Tailormade collection is named for a founder of Fall River's textile industry. As Merida CEO Catherine Connolly puts it, "There's a rich legacy of innovation right in our backyard, and we're so proud to be writing the next chapter in that American-made story."

Merida will debut the Tailormade Collection to press, bloggers and members of the design trade in Soho, New York City, on Wednesday, November 20.

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