

# JAIPUR LIVING

## Jaipur Living Presents New Nikki Chu Home Hand-tufted Collection at High Point

**ACWORTH, GA – October 9, 2019** – Global rug and textiles furnishings company Jaipur Living will introduce a dynamic new hand-tufted collection with celebrity designer Nikki Chu at the upcoming High Point Market in North Carolina.

The new **Vera by Nikki Chu** collection of hand-tufted wool rugs features an eye-catching contemporary take on tribal designs in graphic blacks and whites - at an amazing price point.

“In true fashion of what I do in maintaining that global modernism feeling, I’m continuing to explore really cool neutral palettes,” the home lifestyle expert explains. “Rugs that are cool and classic and that I feel can appeal to anyone, and go with anybody’s style.”

Chu says a rug tends to be an afterthought to most people, and offers this advice: “You want to look for something that’s neutral, something that has a little bit of a pop, but something that’s not going to overtake what you’ve already done in the rest of your space. That’s what the concept of my line is all about – to enhance and add to, and work perfectly with a space while not taking away from it.”

Come see **Vera by Nikki Chu** in the Jaipur Living showroom at Showplace 3300.

### ABOUT NIKKI CHU

Canadian-born designer Nikki Chu’s philosophy is to create spaces that are personalized, comfortable, and stylish -- with touches of glamour. She mixes modern lines with updated and simplified ethnic patterns to create her unique vision. Her fashion-fused style offers sophisticated designs that represent the best of today’s trends in easy, livable, “go-to” items that effortlessly layer into anyone’s home.

### ABOUT JAIPUR LIVING

With a free-spirited creative aesthetic that celebrates individuality and the everyday, Jaipur Living imbues rugs and textiles for the home with an updated and unmistakable point of view. Inspired by a model that nurtures artisans and indigenous crafts around the globe, the company’s passion for people, product and design stems from a women-centric approach finely attuned to fashion trends and how we want to live today.

For additional information visit [www.jaipurliving.com](http://www.jaipurliving.com)

MEDIA CONTACT:

karen.waygood@jaipurliving.com

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