

# JAIPUR LIVING

## JAIPUR LIVING OFFERS UNIQUE ADDITION TO OUTDOOR SPACES IN NEW NIKKI CHU RUG AND PILLOW LINES

**ACWORTH, GA – January 22, 2020** – Global rug and textiles furnishings company Jaipur Living is pleased to include two dynamic new performance lines in its winter introductions from licensing partner Nikki Chu.

**Groove by Nikki Chu** is all about contemporary pattern play. Chu says she loves how this collection gave her the opportunity to design outdoor pillows that go beyond existing patterns and colors.

“This is a designer’s dream,” the celebrity lifestyle expert enthused. “To be able to design an outdoor collection you could easily find *inside* someone’s home – pillows that coordinate with rugs to create this beautiful lifestyle *outdoors* – that’s really exciting!”

**Groove** pillows boast another feature that sets them apart in outdoor spaces: lots and lots of texture. “They look like they are kilims! To be able to find them in a performance fabric that *feels* like this and *looks* like this is amazing.”

Chu says her collections are “all about having global influence. Patterns and textures that you would find in different parts of the world – Africa, Morocco, or Indonesia.” In addition, her performance rug collection **Rhythmik by Nikki Chu** features something fresh – *color*.

“Most of my line is monochromatic, black and white, or neutral. So, what’s exciting for me as a designer is to bring a bit of color – still with my style – but with these traditional and classic global patterns that have been simplified and put into contemporary color palettes.”

### 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

Jaipur Living is a global lifestyle brand with a passion for people, product, and design. Known for its luxury rugs, poufs, pillows, and throws, Jaipur Living operates with a mission to create

# JAIPUR LIVING

beautiful lives for its employees, customers, and artisans—all while preserving the age-old craftsmanship of handmade rugs. Through social initiatives and the Jaipur Rugs Foundation, the company supports more than 40,000 artisans in 600 villages by providing them with a livable wage, access to health care, leadership education, and opportunities for personal growth and development. Combining time-honored techniques and of-the-moment trends, every Jaipur Living product is as meaningful as it is beautiful.

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

MEDIA CONTACT:

karen.waygood@jaipurliving.com