

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

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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

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