

JAIPUR LIVING ANNOUNCES COLLABORATION WITH DESIGNER KATE LESTER

New vintage-inspired rug collections to debut at April High Point Market

Ackworth, GA (March 28, 2022) – Today, global lifestyle brand [Jaipur Living](https://jaipurliving.com) announces a collaboration and introductory line of 17 rugs with interior designer Kate Lester that will debut at High Point Market April 1. The Harman and Harman Natural by Kate Lester collections for Jaipur Living celebrate the art of blending modern with vintage, artisan-made with machine crafted, attainable price points with investment pieces and vibrant patterns with calming neutrals. Borrowing their name from the Turkish word for “blend,” these collections weave together the interior designer’s love for vintage Turkish, Indian and Moroccan rugs in a curation of colors and textures that speak to both past and present.

Inspired by her fondness for vintage rugs and a modern design aesthetic, Lester pulled from her own archive of vintage pieces to create the Harman collection. Using innovative techniques, images of actual vintage rugs are digitally printed on the power-loomed pieces. The Harman Natural collection highlights a more modern, neutral palate with a thin pile for a handknitted look and feel, offered for a fraction of the price.

Perfect for families with kids and pets, both collections combine performance and low maintenance with a timeless design and feel. With a strong appreciation for vintage decor, modern sensibility, and an affinity for layered designs, it was important to Lester to deliver products that define livable luxury. Each rug in the line was created to be interchangeable – pairing well layered together or standing alone.

“I love the idea that with the Harman Collection we’ve reproduced these vintage vibes, patterns, colors and textures. Not only are they a lot more durable, but they’re a little bit softer than a true vintage rug. Your baby can crawl around on them, and you don’t have to worry. They’re a really great opportunity for you to feel excited about a brand-new rug that looks old and fabulous,” said Lester.

In addition to rugs, Jaipur Living also produces pillows, poufs and throws using strict ethical standards. The company’s mission is to create beautiful lives for its employees, customers, and artisans while preserving the age-old craftsmanship of handmade rugs.

“We are thrilled to partner with Kate on this exciting and thoughtful new line. Her design aesthetic, in addition to her philosophy regarding living comfortably surrounded by beautiful, collected treasures, was a natural fit for us,” said Asha Chaudhary, CEO of Jaipur Living.

The new Harman and Harman Natural by Kate Lester collections for Jaipur Living are now available through jaipurliving.com and select retail outlets.

ABOUT KATE LESTER

Kate Lester is the creative director and CEO of Kate Lester Interiors & Kate Lester HOME. With a diversely talented design team in her studio, and two retail stores in Southern California, Kate is thrilled to be spreading her unique design vision with the masses. Her style ethos is all about creating spaces that weave classic lines, vintage finds, modern moments, and an infusion of at least “one weird thing.” Thriving at the intersection of livable luxury, humor, and realism, Kate believes that the homes she designs should always be carefully crafted, thoughtfully curated, and a direct reflection of the people who inhabit them.

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 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 across India 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.

MORE INFORMATION:

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