

# JAIPUR LIVING

## JAIPUR LIVING INTRODUCES NEW HANDCRAFTED RUG COLLECTION Honeycomb by Zoe Bios Creative brings four new original designs to current collaboration

Acworth, GA (September 26, 2022) –[Jaipur Living](#) announces the launch of a new rug collection in collaboration with [Zoe Bios Creative](#), a Los Angeles-based art house producing limited-edition, one-of-a-kind work and globally inspired curations. The [Honeycomb collection](#) is a homage to natural forms—their richness, warmth, and transformational shapes and colors.

“Our journey with Jaipur Living has been a truly inspiring and organic process. We had the good fortune to travel to Jaipur, India, to see the process from start to finish. Each piece is a work of art. This fact resonates deeply with us. We feel that our unique and artful intentions for the collection are in line with Jaipur Living’s ethos and that its process reflects a true collaboration between artist, maker, and the final spectacular rug. The Honeycomb collection reflects this process, and we are so excited to present it now to the public with Jaipur Living,” said Caitlin Dinkins, owner and co-founder of Zoe Bios Creative.

Zoe Bios Creative debuted its inaugural rug capsule collection with Jaipur Living during the spring 2018 High Point Market. With four new designs being introduced in the Honeycomb collection, these hand-tufted rugs pay tribute to natural forms, with richness and warmth, as well as transformational shapes and colors, which provide sustenance, structure, and nuance to an interior space.

“For many years we have been honored to partner with some of the most well-respected names in the design industry. Our collaboration with Zoe Bios Creative continues this tradition. We are thrilled to share these stunning and incredibly unique designs with our global audience,” said Asha Chaudhary, CEO of Jaipur Living.

In addition to its vast collection of rugs, Jaipur Living also produces pillows, poufs, and throws using strict ethical standards. N.K. Chaudhary founded Jaipur Rugs in 1978 working beside nine artisans on two looms. He led the company with dignity, subverting centuries-old practices that had shunned employing the poor, women, and artists, and with the commitment of fostering craftsmanship and the age-old art of handmade rugs. Today, led by Chaudhary’s daughters Asha Chaudhary (CEO) and Archana Chaudhary (COO), Jaipur Living is recognized as an innovator in the design world, partnering with talented designers and artisans across the globe.

The new Honeycomb collection will be available online at [jaipurliving.com](#).

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### ABOUT ZOE BIOS CREATIVE

In 2011 female entrepreneurs Caitlin Dinkins and Minh Nguyen came together with a shared vision to make art that would transcend ideas about niche. They combined an MFA in painting with a BS in Chemistry to create a beloved alchemy for designers, collectors and aesthetes

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globally. Today Zoe Bios Creative serves as an art resource for the interior design community, sharing this passion for creative provisions and their ideas about how to live differently in the world through as many like-minded outlets as possible. For more information visit [www.zoebioscreative.com](http://www.zoebioscreative.com).

## 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 700 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:

[www.jaipurliving.com](http://www.jaipurliving.com)

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