

# JAIPUR LIVING

## **DISCOVER JAIPUR LIVING'S MANCHAHA PROGRAM AT MARKET** **Innovative project has created sustainable waste solution merging design and social impact**

**Acworth, GA (October 5, 2022)** – Socially conscious global textile company [Jaipur Living](#) continues its efforts to reduce waste while supporting talented artisans through its [Manchaha](#) program. Named for the Hindi word meaning “from the heart,” the program is a sustainable solution for repurposing leftover materials—turning them into one-of-a-kind hand-knotted rugs. During fall High Point Market, visitors to the company’s new showroom, located on the fourth floor of the Commerce & Design building, will have the opportunity to learn all about the innovative project that has reused thousands of pounds of recycled yarn.

As the project was conceptualized, Design Director Kavi Chaudhary of Jaipur Living’s India-based counterpart, Jaipur Rugs, challenged the company’s artisans to create their own rug designs, with the only guideline being that they use leftover materials. Each handmade Manchaha rug is an original design with more than 200,000 knots in every square meter of hand-spun yarn. The result is a collection that includes award-winning designs that reflect the personal stories of the artisans behind each rug.

“Because we work with over 40,000 rug artisans, we wanted to create opportunities for these individuals to express themselves. Our Manchaha program is a testament to the power of creative freedom through the crafting of one-of-a-kind rugs. Besides the impressive sustainable production, these original designs are poetic narrations of the everyday lives and emotions of their creators,” said Asha Chaudhary, CEO of Jaipur Living.

Given the opportunity to be spontaneous on the loom, Manchaha artisans weave their rugs with a mix of personal stories and elements of their culture and surroundings. Weavers are sent over 50 shades of wool, silk, and rayon to choose from and are given complete creative freedom in terms of patterns, intricacy, and inspiration.

Jaipur Living’s Manchaha rugs have won several global design awards, such as the German Design Award, Elle Décor Award, Carpet Design Award, IF Design Award, Kyoorous Design Award, and European Product Design Award, marking the first time in history that artisans from a non-design background have consistently won such prestigious awards. The program also offers consumers the opportunity to co-create a custom rug in collaboration with one of Jaipur Living’s weavers.

The full collection is available through [jaipurliving.com](#). Jaipur Living sales representatives can be contacted for more information about custom commissions.

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### **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

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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.

## **MEDIA CONTACT:**

[pr@jaipurliving.com](mailto:pr@jaipurliving.com)

## **SOCIAL:**

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