

JAIPUR LIVING NAMED FINALIST FOR TWO ISFD PINNACLE AWARDS

First Time the Global Lifestyle Brand Has Received a Nomination

Acworth, GA (October 7, 2022) – [Jaipur Living](https://www.jaipurliving.com) is honored to have been named a finalist in the International Society of Furniture Designers 2022 Pinnacle Awards, regarded as one of the industry's most prestigious awards for product design. The global lifestyle brand's Harman by Kate Lester and Naturals Tobago collections were both placed as finalists in the floor coverings category. This is Jaipur Living's first time as a nominee.

Borrowing its name from the Turkish word for "blend," the Harman collection by Kate Lester for Jaipur Living weaves 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 her modern design aesthetic, Lester pulled from her own archive of vintage pieces to create the line.

"This collection has been such a wonderful way for me to connect with other designers and consumers in the home decor community. It was so important to me when working with Jaipur Living to create a product line that filled a gap in our market with design-driven direction at the core. Now knowing and seeing that people in our design community are gravitating to the line because of the attention to detail and design is so fulfilling and exactly what we were hoping for! For us, this nomination means that design-driven product lines will continue to be a focus. Great design gets noticed," said Kate Lester, founder and CEO of Kate Lester Interiors.

Pure and textural, Jaipur Living's Naturals Tobago collection delivers rich depth and organic allure to contemporary homes. These plant-based fiber rugs are handwoven from jute and sisal, materials giving them a distinct and contemporary look.

The International Society of Furniture Designers is dedicated to excellence, innovation, education, and originality in the practice of furniture design and seeks to demonstrate the value of design to the furnishings industry. The Pinnacle Awards were created in April 1995 by the ISFD board of directors to promote design quality and encourage the recognition of furniture designers within the retail home furnishings industry. This year marks the award's 26th anniversary. Winners will be announced during The Pinnacle Awards Gala celebration, which takes place on the evening of October 24, 2022 in the Nido and Mariana Qubein Conference Center on the campus of High Point University in North Carolina.

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:

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