

JAIPUR LIVING

JAIPUR LIVING DEBUTS NEW RUGS IN VERDE HOME COLLECTION The Tessera collection will include four original hand-knotted designs

Acworth, GA (January 12, 2022) – [Jaipur Living](#) is thrilled to announce the introduction of new debuts in its hand-knotted rug line with Atlanta-based home furnishings store [Verde Home](#). The [Tessera collection](#) is inspired by exquisite mosaic patterns found in stone, tile, and glass in architecture. Hand-knotted from quality wool, the sheared pile of these artisan-crafted rugs provides a texture reminiscent of vintage textiles that also brilliantly displays the bold, geometric designs.

Jaipur Living has partnered with Verde Home on previous collection Pathways, a contemporary and livable assortment of micro-tufted designs, with new additions that also debuted at Fall High Point Market. Pathways' versatile palette is sourced from varied species and colors of sheep for a dimensional look.

"What we at Verde Home love most about the Pathways collection is the combining of contemporary patterns and natural wool blends to create a quintessential modern organic aesthetic. The new additions released this fall show how adding color creates a whole new dimension to this melding of distinct lines and organic variation," said Paul Baird, co-owner of Verde Home. "These vintage patterns provoke a feeling of nostalgia, but with a completely new perspective as a hand-knotted wool rug in a way that is both authentic and creative, which is what we are always striving for."

N.K. Chaudhary founded Jaipur Rugs in 1978, leading the company with dignity subverting centuries-old practices that shunned employing the poor, women, and artists while committing to the craftsmanship and 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 Tessera collection will be available in Verde Home's studio, online at www.verdehomeinc.com, as well as [Jaipur Living's website](#) and studio. Join Jaipur Living for their studio grand opening January 31, at 2pm at their Acworth headquarters. Interior designers and their clients can [RSVP](#) now.

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ABOUT VERDE HOME

Verde Home is a boutique home furnishings studio and showroom specializing in an exclusive assortment of custom handmade rugs, upholstery, furniture, and accessories. Opened in 2008 as a partnership between Kent Schneider, Paul Baird and Laura Walker-Baird, current offerings include products by American Leather, Massoud, Farrow & Ball, Copeland, Selamat, Jaipur Living, Backdrop, and Johnston Casuals to name a few. Verde Home is also known for expertise in custom designed rugs. From residential homes to entire hotels Verde Home has the experience and knowledge to help with any scale project. For more information visit www.verdehomeinc.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:

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