

# JAIPUR LIVING

## JAIPUR LIVING APPOINTS MARINA TESTINO AS ITS FIRST-EVER GLOBAL SUSTAINABILITY AMBASSADOR



**Atlanta, GA** – [October 24th, 2024] – Jaipur Living, the world's largest manufacturer of hand-knotted rugs, renowned for empowering communities and preserving the age-old craft of handmade rugs, proudly announces the appointment of Marina Testino as its first-ever Global Sustainability Ambassador. This strategic appointment marks the launch of a bold five-year initiative designed to elevate Jaipur Living's commitment to sustainability and conscious design. While sustainability has long been a core value—evident in the use of natural materials, waste reduction efforts, and dedication to ethical craftsmanship—this initiative aims to further raise the bar. The company will focus on reducing production waste, expanding the use of renewable materials, and adopting energy-efficient processes across the supply chain, reinforcing its leadership in both design innovation and environmental responsibility.

A steadfast sustainable fashion and design activist, Testino brings an extensive knowledge and passion for transparent and environmentally conscious production and design. Recognized for her authentic commitment to creating meaningful change, Testino is uniquely positioned to connect with the new generation of consumers who demand greater social and environmental accountability from brands.

"We are thrilled to welcome Marina Testino to the Jaipur Living family as our first-ever Global Sustainability Ambassador," said Asha Chaudhary, CEO of Jaipur Living. "This is a landmark moment for us as we deepen our formal commitment to sustainability. Marina's collaboration

marks the beginning of an exciting new chapter, as we continue to strengthen our efforts toward social and environmental responsibility across all stakeholders, both internal and external. Our integrity, quality, and conscious production have always been at the core of what we do. With Marina's guidance, we are poised to elevate our practices and set new standards for eco-friendly production, distribution, and craftsmanship."

In her role, Testino will support the company's sustainability initiatives, collaborating closely with the brand to implement innovative practices that respect traditional techniques while prioritizing environmental stewardship. With Testino's guidance, Jaipur Living aims to set new standards in the premium design space, fostering a deeper connection between consumers and the stories behind their products.

"I'm thrilled to be Jaipur Living's first-ever Global Sustainability Ambassador. For nearly ten years, I've worked to bring awareness and change in the fashion industry, driven by my belief that style and conscious values can thrive together. To me, sustainability isn't about giving up what we love but enhancing it through heightened ethics and creative solutions. I'm so excited to expand my efforts with Jaipur Living, a company that has beautifully combined responsibility and craftsmanship since 1978. It's a privilege to embrace this new challenge alongside such an incredible team, and I can't wait to see what the next chapter will bring," said Testino.

Jaipur Living is dedicated to preserving the artistry of handcrafted goods while evolving to meet the challenges of the modern world. With Testino at the forefront of its sustainability efforts, Jaipur Living reaffirms its commitment to creating beautiful, sustainable pieces that bring comfort and style to homes worldwide.

[www.jaipurliving.com](http://www.jaipurliving.com) | Instagram: [@jaipurliving](https://www.instagram.com/jaipurliving)

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### **About Jaipur Living**

Jaipur Living is a global lifestyle brand known for its luxury rugs and home décor products. Committed to the highest standards of quality and craftsmanship, Jaipur Living partners with over 40,000 skilled artisans across 700 villages in India to create beautiful, sustainable pieces that bring comfort and style to homes worldwide. With a focus on innovation and social responsibility, Jaipur Living is dedicated to preserving traditional techniques while pushing the boundaries of contemporary design.

### **About Marina Testino**

[Marina Testino](#) is Director of Strategic Partnerships at Earth Partner, Sustainability Editor at Beyond Noise, **Sustainability Editor at Large for Vogue Mexico & Latin America**, and an established Creator, Connector & Strategist in the niche space of conscious consumerism. Marina is uniquely tapped into the new generation of consumers who are holding brands to higher social and environmental standards. Her activations and connections help brands, tech investors and consumers alike move towards a much-needed reset. In parallel, and as an

intrinsic part of her work, she also develops ARTivism campaigns blending sustainability, creativity and innovation to instigate value-based change for businesses, people and the planet. For example, #OneDressToImpress, where Marina stood up to overconsumption and the stigma of outfit repeating by wearing the same red suit for 60 days. Marina has worked with brands such as Stella McCartney, Gucci, Davines, Fekkai; Organizations like Green Peace, United Nations, Ellen MacArthur Foundation; and technology companies like Pentatonic, Oritain and Pyratex.