

# JAIPUR LIVING

## JAIPUR LIVING PLUNGES INTO SUMMER WITH NEW FEATURES AND BARCLAY BUTERA COLLABORATION

### FOR IMMEDIATE RELEASE:

**(ACWORTH, GA--JUNE 29, 2022)** Global rug and textiles furnishings company Jaipur Living plunges into Summer with July features that bring a spectrum of styles to life. From sophisticated designs to modern textures, styles range from new handwoven collections with designer Barclay Butera to modern classics in the power-loomed category Jaipur Living debuts 15 rugs across multiple existing collections

The Summer 2022 releases are available on Jaipur Living's [website](#). In addition, collections are also available to view during the Atlanta Market in a sneak preview of the new [Jaipur Living Studio](#), before its grand opening on August 3rd.

"We are thrilled to see our Atlanta Market attendees again and to show off our new studio in Acworth. There's plenty of meeting space and it's a great opportunity to see our beautiful summer introductions," said Teresa Roberts, Director of National Sales.

"As a bonus, it's a break from the hustle and bustle of Market and a chance for customers to gather their thoughts on the ride from Atlanta and back," she said.

### HANDMADE

#### [KEO03](#) Keoka

The Keoka collection boasts a fresh take on classic Afghani hand-knotted textiles. Hand-knotted from 100% handcarded wool, this rug anchors spaces with a plush, dimensional pile and a sleek yet subtle pattern.

#### [OBB01](#) [OBB02](#) [OBB03](#) Oxford by Barclay

The Oxford collection introduces handwoven accents that are natural, undyed yarn for a composed yet casual look. Subtle, geometric patterns craft a sense of laid-back luxury that pairs well with modern and traditional homes alike.

#### [AMI01](#) Amity

A classic handwoven construction with clean, contemporary appeal, the Amity collection feels at home in a variety of interior spaces. The fiber-dyed wool and durable PET blend of this

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collection lends subtle texture and stands up to high-traffic areas, proving that you don't have to sacrifice style for sensibility.

## [STA03](#) Strada

The Strada collection effortlessly grounds spaces with a solid color scheme punctuated by unique texture. This handwoven wool rug is crafted from undyed yarn for a distinctive, neutral colorway with natural variation for a bit of dimension. The durable, ridged wool pile craft a sense of laid-back luxury that pairs well with modern and traditional homes alike.

## [LNE02](#) Lineage

Intricate detailing makes a statement in the hand-tufted Lineage collection, which serves as a modern interpretation of African and Moroccan motifs. Crafted from wool and cotton, this collection combines stunning details with versatile, neutral tones.

## POWERLOOMED

### [BOH23](#) Boheme

The vintage-inspired Boheme collection put a 21st century spin on Old-World designs with contemporary hues and intentional fading. This zero-pile rug is printed on cotton, polyester, and soft chenille for a flat, durable finish, making them an ideal choice for laid-back spaces.

### [CIQ44](#) Cirque

Expanding on the Cirque collection, these modern additions combine abstract designs with contemporary colorways. These power-loomed pieces are at home in low-traffic spaces like bedrooms and formal dining areas.

### [CTY17](#) Catalyst

The popular Catalyst collection gains four new additions this month—each featuring lustrous details and eye-catching patterns. Crafted from polyester fibers blended with stain-resistant polypropylene, this collection is as versatile as it is striking.

### [EBC11](#) En Blanc

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Neutral hues counteract vintage-inspired patterns in the En Blanc collection. These additions embrace the timeless style of Turkish hand-knotted rugs in an approachable format.

## [FRR09](#) Ferris

The dynamic Ferris collection receives two additions this month, both of which exude a painterly, contemporary appeal. Serene colors and a plush, carved pile add interest to the clean, artistic aesthetic.

## [GRA02](#) Graphite

The Graphite collection brings bold patterns and contemporary colors modern, on-trend interiors. The densely woven polyester and polypropylene blend lends a durable accent to heavily trafficked spaces.

## [TRR17](#) [TRR18](#) Terra

A complementary mix of vibrant and natural tones combine to create the effortlessly stylish Terra collection. Space-dyed polyester lends a unique colorway and subtle, dimensional sheen to the stunningly detailed design. Four statement-making additions blend subtle contrast with rich details.

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## ABOUT BARCLAY BUTERA

BARCLAY BUTERA is an interior, lifestyle, and product designer. Some of his most recognized and sought-after collections in the marketplace include fabrics, indoor and outdoor furnishings, flooring, rugs, lighting, wall art, bedding, decorative mirrors, and home décor. He is the author of five books: Modern Living; Past, Present, Inspired; Living in Style; Living on the Coast; and Getaways and Retreats. He has appeared on NBC's Today Show, Extra!, CBS, ABC, Fox, Beautiful Homes & Great Estates and HGTV. Print publication coverage in a myriad of upscale luxury shelter and lifestyle magazines including the New York Times, New York Post, Los Angeles Times, Wall Street Journal, ELLE DÉCOR, House Beautiful, Veranda, Traditional Home, Luxe Interiors + Design, House & Garden, Ocean Home, Western Interiors & Design, Esquire, Robb Report, Modern Luxury, CVLUX, and California Home and Ocean Home magazines. Impressive digital media coverage in 1stdibs, One Kings Lane, Gilt, Rue Magazine, Chairish, Viyet, Homebunch, California Home + Design Magazine, and Architectural Digest rounds out the mix.

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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 600 villages 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 they are beautiful.

## MORE INFORMATION:

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