

JAIPUR LIVING

JAIPUR LIVING MORE THAN DOUBLES ITS SPACE IN NEW SHOWROOM

FOR IMMEDIATE RELEASE:

(ACWORTH, GA – AUGUST 25, 2022) Jaipur Living showcases exceptional craftsmanship in its introductions for Fall High Point Market. The global rug and textiles furnishings company more than doubles its space in its newly located showroom, found conveniently in the C&D Building on the 4th floor. Revel in radiant colors and captivating designs as Jaipur Living introduces exquisite hand-knotted, hand-tufted, and handwoven rugs this season.

Quality remains a focus for the brand. High-quality handmade products make their debut across collections. The interior design-focused company has its client partnerships top of mind. Interior designers are in store for new expertly curated additions in the [Designer Edit collection](#).

Jaipur Living embraces artful moments with the design field. It preserves the art of handcrafted rugs while reducing waste and supporting its talented artisans. Fresh one-of-a-kind additions to the [Manchaha collection](#) will be on display, with each handmade rug telling its own story.

Jaipur Living shows its support of artisans and the commitment to producing ethical products with sustainable practices by holding the Nest Seal of Ethical Handcraft. This consumer-facing seal assures that the artisans who work in homes and small workshops receive the same worker protections as their counterparts in socially compliant factories and the products they produce meet the highest degree of ethical production standards.

Discover ornate patterns and character texture that make like beautiful at Jaipur Living this fall. New releases can be found on Jaipur Living's website and on display at its HPMKT showroom in the C&D Building starting Oct. 22.

Trends:

- Subtle and elegant floral patterns for a fresh, global style
- Beautifully washed tile motifs
- Chic stone, geode, and marble patterns for a sophisticated flair
- Sun faded patterns for a vintage and timeless distressed effect

PRODUCT HIGHLIGHTS

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[LES1559](#) **MANCHAA** In efforts to reduce waste while continuing to support its talented artisans, the Manchaha program was created for a sustainable approach of reusing yarn scraps. Artisans are challenged to create their own rug designs, with the only guideline being that they use leftover materials. The resulting collection includes award-winning designs and one-of-a-kind home accessories that reflect the personal stories of the artisans behind each rug.

[LES1547](#) **MANCHAA** In efforts to reduce waste while continuing to support its talented artisans, the Manchaha program was created for a sustainable approach of reusing yarn scraps. Artisans are challenged to create their own rug designs, with the only guideline being that they use leftover materials. The resulting collection includes award-winning designs and one-of-a-kind home accessories that reflect the personal stories of the artisans behind each rug.

[CMB05](#) **CAMBRIDGE** The Cambridge collection combines comfort and texture in a basket weave design with the simplicity and versatility of neutral hues. The handwoven and handspun wool Season rug delivers an inviting and warm look to on-trend interiors.

[IND06](#) **INDIRA** The Indira collection is made up of neutral-toned modern Moroccan styles. The Ristra area rug features a slight sheen and luxurious hand-knotted construction of natural wool and viscose.

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[NVA02](#) **NAVARRA** The handwoven Navarra collection lends cozy vibes to on-trend spaces. This wool rug anchors a room with textural weave details that provide an inviting air to any space.

[KEO04](#) **KEOKA** The Keoka collections boasts a fresh take on classic Afghani hand-knotted textiles. The texture-rich wool pile features a ribbed construction that lends unique linear details to the grounding solid design.

[KAI14](#) **KAI** Exceptionally made and artfully designed, this hand-knotted area rug infuses contemporary homes with vintage allure. This wool accent boasts an elegant center medallion and scrolling details for a worldly dose of style.

[RHA11](#) **RHAPSODY** The Rhapsody collection features heirloom-quality designs of stunningly abashed Old World patterns. This durable wool handknot anchors living spaces with a fresh take on vintage style.

[CYP01](#) **CYPRUS** Emulating the bold, saturated colors of antique rugs,

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this hand-knotted rug enriches spaces with bold geometric patterning and a temptingly soft feel.

[FRG08](#) **FRAGMENT** The hand-tufted Fragment collection features nature and mineral-inspired motifs. The cut and looped pile combines with a luxe wool-viscose blend for a stunning range of texture, luster, and dimension.

[GES61](#) **GENESIS** The Genesis collection features an assortment of hand-tufted rugs sure to liven any contemporary home. Lustrous viscose blends elegantly with the natural wool fibers for a plush and ultra-soft feel.

[ICO10](#) **ICONIC** The sleek and angular Iconic collection infuses interiors with bold colorways and modern style. Hand-tufted of viscose and New Zealand wool, this fresh accent boasts carved pile for added texture and dimension.

[LIB13](#) **LIBERTY** The Liberty collection infuses homes with traditional designs and exceptional artisan-made accents. The hand-knotted Azar rug combines a statement-making center medallion with rich, saturated colors for an updated look.

[HNC04](#) **HONEYCOMB** This assortment of hand-tufted rugs sure to liven any modern home. This timeless natural wool rug makes a statement with plush and ultra-soft feel.

[MNT05](#) **MONTANE** The hand-knotted Montane collection imbues spaces with modern Moroccan vibes and high-quality craftsmanship. This richly textured assortment of pillows features premium wool and silk blended fibers and an exceptional Persian knot quality.

[REN03](#) **RENATA** The artisan-made throw pillow effortlessly showcases heritage-rich stripe patterns for a stunning statement in any space. Crafted of soft, finely woven cotton, this pillow brings the global art to the modern home.

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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

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development. Combining time-honored techniques and of-the-moment trends, every Jaipur Living product is as meaningful as they are beautiful.

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