

Knots and strings come alive in the “Unstring” collection at Jaipur Rugs

Headquartered in the Pink City of Jaipur, the rug company is home to a network of 40,000 weavers!

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JAIPUR
RUGS

A business that supports age old traditions and artisanal livelihood, Jaipur Rugs creates a link between Indian grassroots and global home owners. The company has undertaken various projects and programmes to ensure opportunities for personal growth and development. for the artisans in rural India.

Unstring by Kavi, is a collection that captures human interaction with various processes in a textile studio. The designer weaves, stitches, embroidery, cuts and pastes warp and weft threads into majestic carpets and rugs. Each rug in the collection has been created by hand weaving nearly 200,000 asymmetric knots with the finest hand-carded, hand-spun wool and bamboo silk in every square meter.



The "Unstring" collection is inspired by the colourful warp and weft threads

The regal collection has emerged as a winner from over 386 entries from 21 countries across the globe, for the Best Modern Collection 2017 announced at the Carpet Design Awards in Germany. Rugs were chosen for outstanding design, quality and craftsmanship by internationally renowned jury members. The designer, Kavi, takes from the rich heritage of her childhood homes in rural India. The Asthai rug from the collection was a winner at the European Product Design Award-2017 and German Design Award Gold- 2018. The design for the rug took its inspiration from coloured warp and weft threads. Handmade and hand knotted in rural India, Asthai is inspired by the rhythm of colored warp and weft threads on the handloom. As the

designer picks threads at random, the pattern merges and emerges day after day.



Jaipur Rugs creates a link between Indian grassroots and global home owners. The brand aims at creating more opportunities for the artisans in rural India

After making its mark in international markets, Unstring is now one of the favorites for Interior designers and Architects. Jaipur Rugs had the collection up on display at the recently held Architectural Digest Design Show in Mumbai. The collection was very well received and appreciated for its modern appearance and soft feel.
