

## JAIPUR RUGS

Luxury furniture brand at Mumbai's premier art and design showcase

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JAIPUR  
RUGS

### About the Brand

Jaipur Rugs is one of India's largest manufacturers of hand-knotted rugs that's headquartered in the Pink City, Jaipur. Started as a two-loom operation, today, the brand operates 6,000 looms across five states in India across 600 far-flung villages and 20 branches. Innovation in design that reinforces craftsmanship, authenticity and saralta (simplicity) remain the mainstay of the brand ethos. Its famed for its styles that are transitional, abstract and modern, making every creation a good fit for most interior styles.



### **About the Founder**

Jaipur Rugs was founded by Nand Kishore Chaudhary in 1978. Thanks to his transformational leadership approach, the social impact venture provides sustainable livelihood to 40,000 artisans, comprising 80 per cent women, at their doorstep. The agenda of women empowerment lies close to his vision. It is no surprise he is globally acclaimed as a social entrepreneur and is often referred to as the “Gandhi of carpet industry”. He has introduced a series of innovations to unlock the untapped potential of the weavers. And the brand’s Artisan Originals collection which allows weavers to be the designers of their own rugs is a good testament to this tenet.

### **Design Philosophy**

Jaipur Rugs credo lies in having a varied design sense. This dogma is evident in their designer base that includes widely-travelled, well-heeled and professionally educated creatives like Kavita Chaudhary along with a cohort of skilled weavers who’s exposure is only limited to their rural surroundings and lack any formal education. Having created a benchmark in sustainability in the handicraft sector, Jaipur Rugs endeavours to achieve the same for the entire design industry.

### **AD Design Show collection**

Jaipur Rugs will be presenting Project Error, a collection that is crafted from hand-processed wool and bamboo silk, and celebrates imperfections.

### **On Participating in the AD Design Show**

“Through a platform like AD Design Show, we will get to represent India on a neck-to-neck basis with the global players, while being introduced to new ideas and innovations in the world of design.”