

Jaipur Rugs Company opens its first store in Mumbai

22 Feb 2019 by Business Traveller India



Jaipur Rugs Company, one of the leading manufacturers of artisanal hand-knotted rugs in India, has announced the launch of its first store in Mumbai. In addition to India, the brand also has a presence in countries including the USA and China.

Spread across 371 sqm of space, the Jaipur Rugs store in Mumbai features an experiential chamber and seating space for customers to design their own rugs and also watch a traditional weaver on the loom. There will also be a special gallery for viewing of exclusive and unseen pieces.

On display will also be the recently launched *Mysteries of Manchaha* collection consisting of 85 hand-knotted rugs. The flagship store in Mumbai will also include special edition collections with designers such as Gauri Khan, Artemis, Jennifer Adams, and Luli Sanchez.

Nand Kishore Chaudhary, Jaipur Rugs Company Founder says, "We are thrilled to finally open in Mumbai. While Jaipur Rugs Company is privileged to have its loyal patrons from the city who regularly shop online, I feel the offline experience will bring clients, old and new, closer to us, and see the brand in a different light.

"Each rug has a story to tell, and our endeavor has been to bring that narrative from the weaver to the customer, in the most honest way possible."

jaipurrugs.com