



The Jaipur Wunderkammer collection showcased at the Jaipur Rugs Gallery

Rarities in Rugs

CITY FIRST

An eclectic collection of handmade rugs by Italian designer, Matteo Cibic and Jaipur Rugs was showcased in the newly launched Jaipur Rugs Gallery, located in Chaura Rasta, on Wednesday.

Jaipur Rugs uses the age-old art of hand-made carpets to bring prosperity to 40,000 rural artisans of which 80% are women artisans, informed Founder of Jaipur Rugs, NK Chaudhary. He further said that Jaipur Rugs was started with the aim of removing the middleman and connecting the weavers and artisans directly with the market.

Director of Jaipur Rugs, Yogesh Chaudhary, said that Jaipur Rugs is currently selling handcrafted rugs to 60 countries. After



NK Chaudhary, Kavita Chaudhary and Yogesh Chaudhary

opening its first store in Delhi and then Mumbai, the brand has now taken the initiative to target the Jaipur audience and sell quality rugs to make the brand even stronger. The Gallery will house over 200 rugs from collections exclusive to the brand.

Talking about the inspiration for creating the 'Jaipur Wunderkammer' collection, designer Matteo said that after visiting Jaipur he was mesmerised by the magnificent architecture and monuments of the famous Pink City that he

decided to create the collection as an ode to Jaipur. The pop and graphical collection uses bold motifs and iconic figures such as Rajasthani moustachioed soldier, monkeys, triangular flag and popular views of Jaipur's buildings and monuments.

Design Director of Jaipur Rugs, Ms. Kavita Chaudhary said that the Jaipur Wunderkammer collection has been named after cabinets of curiosities that came into existence in the mid-16th century.

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