

JAIPUR RUGS

THE BRAND

One of the world's biggest carpet makers with a presence in over 135 cities across the globe, Jaipur Rugs is the epitome of fine craftsmanship.

THE ORIGIN

Founded in 1978 by NK Chaudhary, the company is now helmed by his son Yogesh and daughter Kavita.



THE PRODUCT

Jaipur Rugs' Project Error collection reinterprets the concept of misprints to create distinctive pieces of overlooked art. The range is the salvaged result of what happens when the ordered precision of machines is sidelined by happy accidents. The pictured 'Paratem 2' rug offers a gateway of discovery that goes beyond human or mechanical coordination, through the finest wool and silk.

MATERIAL Wool, bamboo silk.

COLOUR Liquorice, flax, stone blue, skyline blue.

WEBSITE www.jaipurrugsco.com

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Sanganer, Jaipur; 0141 3987400; 07230003150

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Jaipur Rugs is synonymous with superior quality. Its esteemed status stems from its constant efforts to understand spaces and lend an intelligent, functional spin to timeless designs. Lacuna, the brand's new collection of meticulously woven carpets, offers memories of bygone eras by revisiting its traditional roots, while staying true to contemporary sensibilities. The high-knot-count carpets see old-world designs brought into the present age through the latest dyeing and finishing techniques, which give the carpets an antique look. The range highlights the intricate processes of ancient craftsmanship that are passed on from generation to generation. A stunning example of this is 'Drass', a rug designed to merge classical patterns with bold, modern colours.

MATERIAL Wool, silk.

COLOUR Magenta, Italian plum, African violet, navy, aqua sky, Turkish tile, emerald green, teal, faded rose, medium grey.

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