

## Making the Cut

Some Indian luxury brands are finally acquiring a global reputation.

Jaipur Rugs was started in 1978 by **Nand Kishore Chaudhary**, who wanted to eradicate middlemen in the supply chain. He borrowed Rs5,000 from his father and started with just nine artisans and two looms, on the principles of “equity, empathy and dignity”. Today, the brand connects 40,000 artisans from 600 villages with a clientele spanning 40 countries. “We are among the first brands to get original designs created by rural weaver communities.



These have gone on to win top global awards as they are handcrafted using reclaimed yarn,” says Kavita Chaudhary, Design Director, Jaipur Rugs. “Nearly 80 per cent of our weavers are women.” Jaipur Rugs has also chosen not to replace hand-spinning jobs to machines, and continues to work with over 2,500 women yarn spinners from Bikaner.

The company’s Free Verse collection is made with finest silk and wool. These rugs hold over three million knots, with each one taking four weavers more than nine months to complete knot by knot. Prices range from Rs1.5 to Rs10 lakh