

Business

Jaipur Rugs foray in the Middle East with Announcement of Flagship Store

Spanning over 7,000 square feet, the store showcases an extensive collection of meticulously handcrafted rugs



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Jaipur Rugs, a leader in handmade rugs known for its dedication to designing and producing handmade carpets, proudly announces the grand opening of its flagship retail store at **Alserkal Avenue in Dubai**. **Spanning over 7,000 square feet**, this captivating destination invites visitors to embark on a journey through the rich heritage of handcrafted rugs, showcasing an extensive collection of meticulously crafted masterpieces.

The expansion into the Middle East market reflects Jaipur Rugs' aim to cater to a diverse customer base seeking high-quality, luxurious rugs that reflect the rich cultural heritage of the region. This move highlights the brand's commitment to innovation, growth, and bringing the beauty of traditional Indian craftsmanship to international markets. The new store promises to be a haven for rug enthusiasts, providing them with a captivating shopping experience and a stunning selection of handcrafted masterpieces.

The strategic location of the Dubai flagship store at Alserkal Avenue, a vibrant cultural hub known for its support of artistic endeavors, allows Jaipur Rugs to offer a unique and immersive shopping experience to residents and visitors alike. The brand is excited to expand its global presence and continue sharing the beauty of Indian craftsmanship with the world.

In addition to its flagship retail store in Dubai, Jaipur Rugs has showrooms in Delhi, Jaipur, Mumbai, and Bangalore in India. The brand has expanded internationally with a store in Milan, Italy, and now the store in Dubai marks its entry into the (MEA) region. Furthermore, Jaipur Rugs has franchise stores in Hyderabad and Gujarat in India, as well as two stores in China and one store in Russia. This format allows Jaipur Rugs to cater to a wider customer base and share its handcrafted rugs with diverse markets around the world.



Each rug at Jaipur Rugs is a testament to the exceptional artistry and time-honored techniques passed down through generations. With intricately woven patterns and vibrant colors, these rugs add an element of elegance to any living space. The new store represents Jaipur Rugs' commitment to preserving traditional craftsmanship and promoting artisanal skills.

Conceptualized and designed by multi-award-winning interior designer Pallavi Dean, the space provides a window into the historic, picturesque architecture of Jaipur. The store is a stunning visual ode to the traditional stepwells of Rajasthan, known as baoris. Dean is particularly known for her evocative designs and innovative approach to interior spaces.

Yogesh Chaudhary, Director, Jaipur Rugs, "I am thrilled to announce Jaipur Rugs' entry into the MEA region, marking an exciting new chapter for our company. With a group turnover of 920 crore in the last financial year, we have experienced remarkable growth over the years and are now focusing on expanding our presence further. In addition to the MEA region, we have set our sights on opening new stores in India, Europe, and the Asia Pacific region.

At Jaipur Rugs, we constantly seek out strategically placed locations to ensure our products reach customers effectively. I am pleased to share that we will soon be announcing our next foray into new markets. Looking at our successful track record, where we have consistently opened stores across the globe for e.g. in 2020, we opened a store in Mumbai, followed by Milan in 2021. In 2022, we expanded to Bangalore and opened a second store in Mumbai. Most recently, in 2023, we established our presence in Dubai and we are confident in our ability to continue this streak" he further adds

At the core of Jaipur Rugs' operations is a commitment to sustainability and social responsibility. The brand empowers over 40,000 artisans, mostly women, across 600 villages in rural India, by providing them with fair wages and a platform to showcase their talent. By investing in these skilled artisans and preserving traditional techniques, Jaipur Rugs ensures that each rug tells a story while creating a positive impact on the lives of the artisans and their communities.

The grand opening of the flagship retail store in Dubai represents Jaipur Rugs' dedication to celebrating the art of handcrafted rugs and sharing the beauty of Indian craftsmanship with a global audience. Step into a world of elegance and

tradition at Jaipur Rugs, Alserkal Avenue, and discover the timeless beauty of handcrafted carpets.