

GOOD DESIGN STARTS, THE GROUND UP

Carpets and rugs are still the best way to dress up your floor. Here's why.

By RIDHI KALE

Once we choose the material for the floors (such as marble, wood, tile or mosaic), we often take flooring for granted, forgetting that there are plenty of ways to dress it up. Add the charm of plunging temperatures to the mix—carpets and rugs become a necessity for both the aesthete and those trying to add warmth indoors. Depending on the region, material, style and type, you can transform the overall look of your home in no time. Here are four carpet brands to watch out for.

VOCAL FOR LOCAL

Name Jaipur Rugs

Year of launch 1978

Latest collection Nuray is a Turkish name, which in English means bright. The range revives tribal-inspired designs and colours. Nuray is a reimagined line of elegant kilims characterised by brightly-hued geometric shapes and pileless textures.

The collection is made from high quality, meticulously handwoven wool.

Stands out for The brand uses 100 per cent wool, uses traditional methods and each piece is hand knotted and handmade in rural India.

Price range ₹30,000 to ₹5.88 lakh (depending on the size)
At www.jaipurrugs.com

