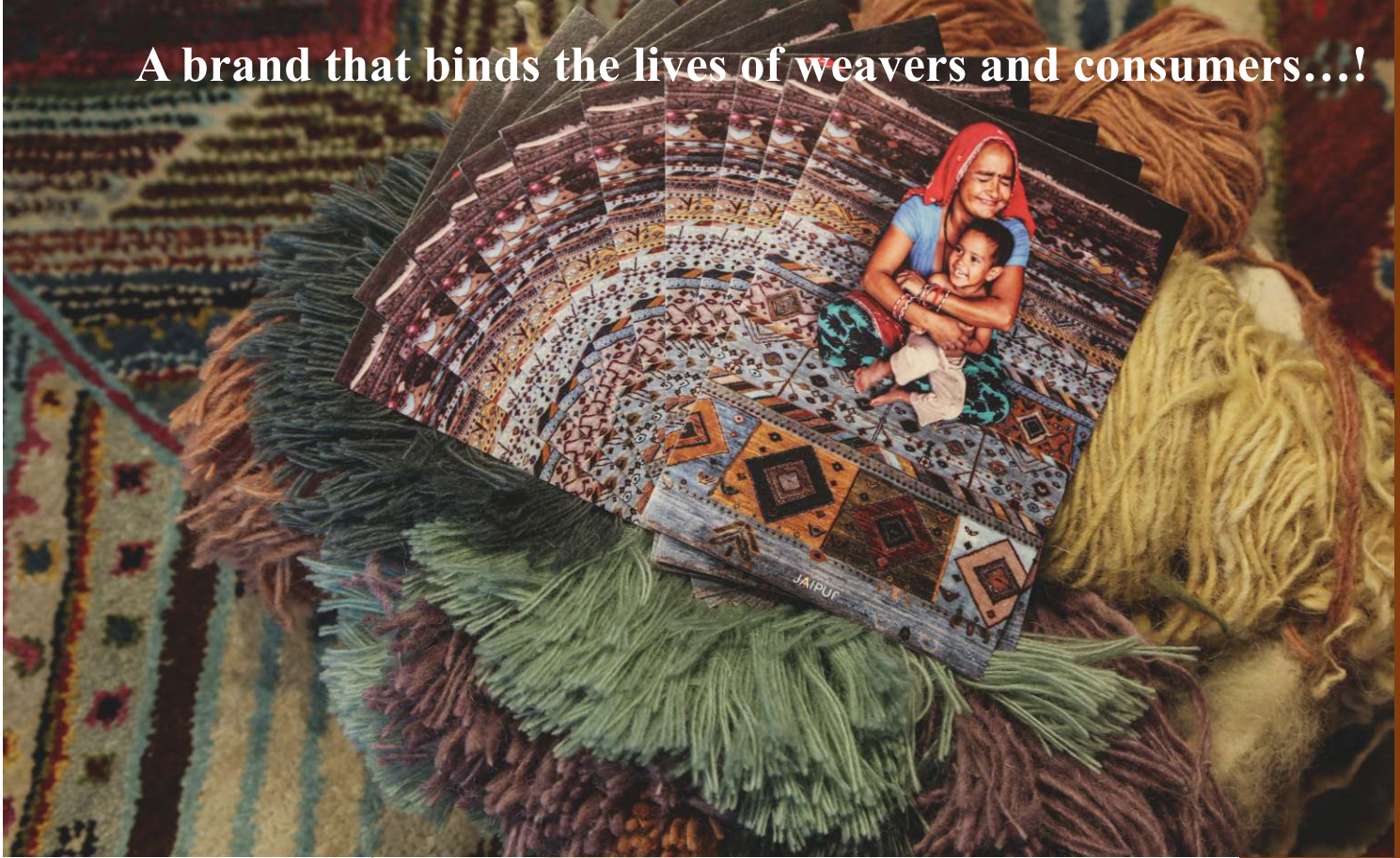


A brand that binds the lives of weavers and consumers...!



Jaipur Rugs! The immediate spell of the name brings to fore the million dollar smiles of around 40000 rural artisans spread across India in five states, namely, UP, Bihar, Jharkhand, Gujarat and Rajasthan. In its 40 years of journey, the brand has almost become synonymous with the life of weavers.

The goal of Jaipur Rugs is to bridge the gap between the two ends, the weaver at the grassroots and the consumers in urban areas, by starting a dialogue. In its endeavor to attain this goal, the company has recently launched the most distinguished experiential store in Delhi connecting weavers and consumers by bringing the weaver's art from his home to the dream homes of end-consumers. A sneak-peek into the elaborative unique concept of this store.

Amidst the glitzy high-end home furnishing brands and production units-cum-studios of designers, there stands the most unique experiential store in the premises of Indian capital in Sultanpur which speaks the most interesting stories of rural artisans and their lives via their intricate designs. These are rug masterpieces which have been designed as well as knotted by the weavers, unlike the regular rugs, whose designs are pre-determined and shared with the weavers on a design map.

Ms. Kavita Chaudhary, a globally renowned designer, has always used rug as a form of artistic expression and her designs are modern interpretation of age old observations. She has a unique ability to create trend-setting rug designs that are fondly showcased in top cosmopolitan cities across the globe and find their way in celebrities' homes world-wide. Having closely worked with the weavers at the villages over the years, her understanding of the rural weavers' lives has given Jaipur Rugs, its organic feel.





JAIPUR RUGS

For more designs and details, visit
www.jaipurrugscos.com

Manchaaha

The weavers drew inspiration from sand dunes recreating the scene of a desert on this rug, knot by knot. They intend to depict the beauty and serenity which the deserts bear. The vertical pattern has been inspired from drapes which are made from leaves and are hung outside most homes in Indian villages, during auspicious ceremonies. The weavers chose a combination of bright and subtle colors to add drama to the rug and to break the monotony.

Weavers' story

Kalli devi and Babulal are a happy couple residing in Narhet village, Rajasthan. They have been weaving for more than 25 years and proudly narrate the difference weaving has made in their lives. The improved finances of the family has provided for a better life for their 3 children, ensuring their education. Kalli Devi and Babu Lal want their children to achieve great milestones in life and weave to ensure their children get a privileged life, they were deprived of.

Price: Rs.2,35,200/-



This store in Delhi brings to life, the village set-up, in which an artisan spends months to hand knot an intricate rug. The retail store has a working loom installed inside it and the customers are encouraged to tie the knot. Customers are encouraged to tie a knot to experience the dexterous process through which their priceless rug gets made.

The artisan corner in this store is a real attraction for any global consumer, having access to one of a kind art pieces. These are rug masterpieces which have been designed as well as knotted by the weavers, unlike the regular rugs, whose designs are pre-determined and shared with the weavers on a design map.



Flagship store (Delhi) : 349 M G Road, 1st Floor, Sultanpur, New Delhi- 110030
 Showroom and Head Office : G-250 Mansarovar Ind. Area, Jaipur-20, Rajasthan, India