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Jaipur Rugs' new Dubai store is a spatial showcase of heritage

By Retail4Growth Bureau (<https://www.retail4growth.com/author/retail4growth-bureau>) | June 19, 2023

Spanning over 7,000 square feet, the flagship store at Alserkal Avenue in Dubai, has been conceptualized and designed by award winning interior designer Pallavi Dean.

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Jaipur Rugs, producer of handmade carpets, has announced the opening of its flagship retail store at **Alserkal Avenue in Dubai. Spanning over 7,000 square feet**, the store has been conceptualized and designed by award winning interior designer Pallavi Dean.

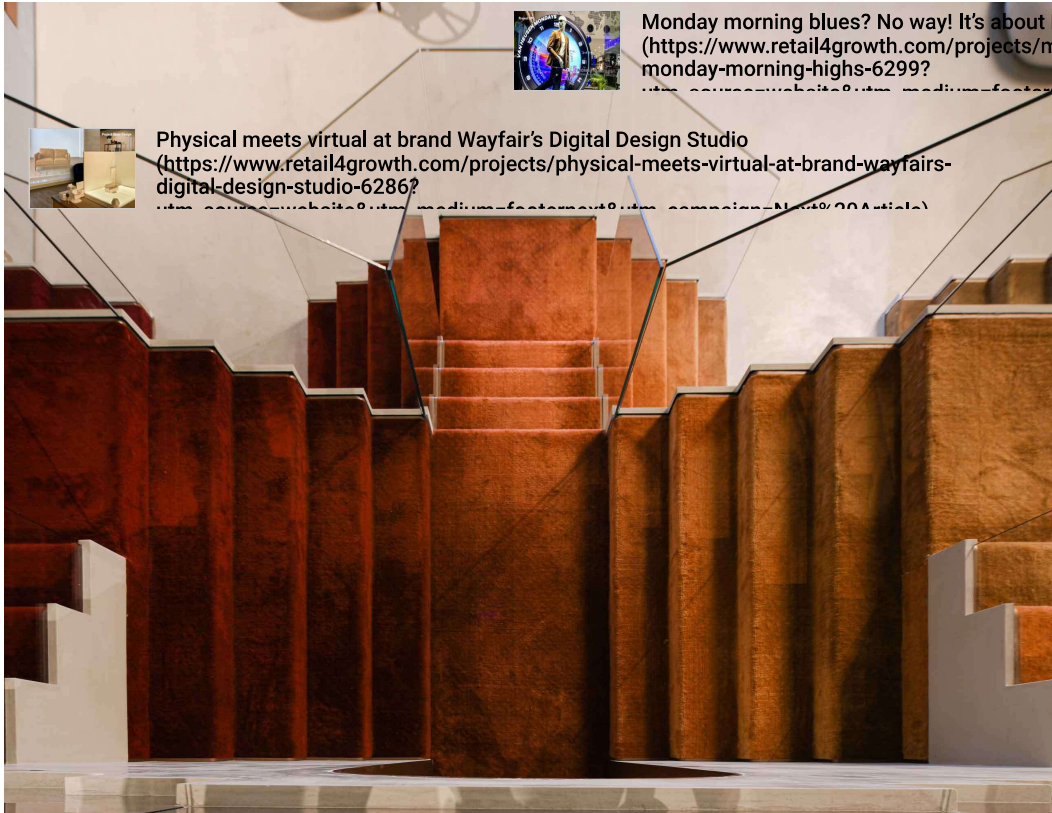


also a window into the historic, picturesque architecture of Rajasthan, known as havelis. Dean is particularly drawn to the evocative designs and innovative approach to interior spaces," says the company.

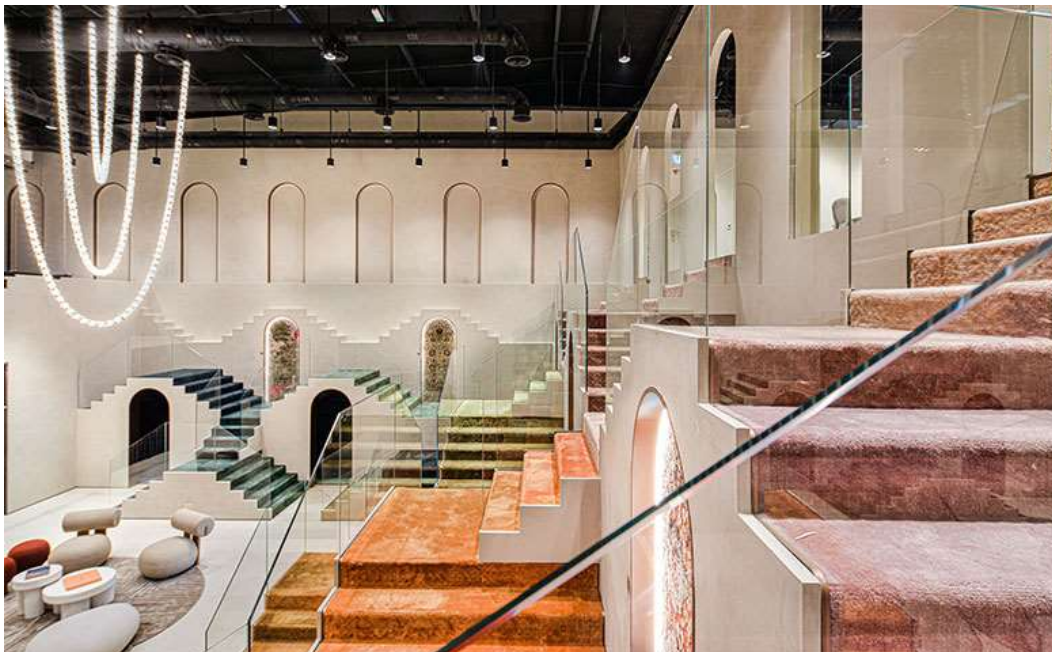
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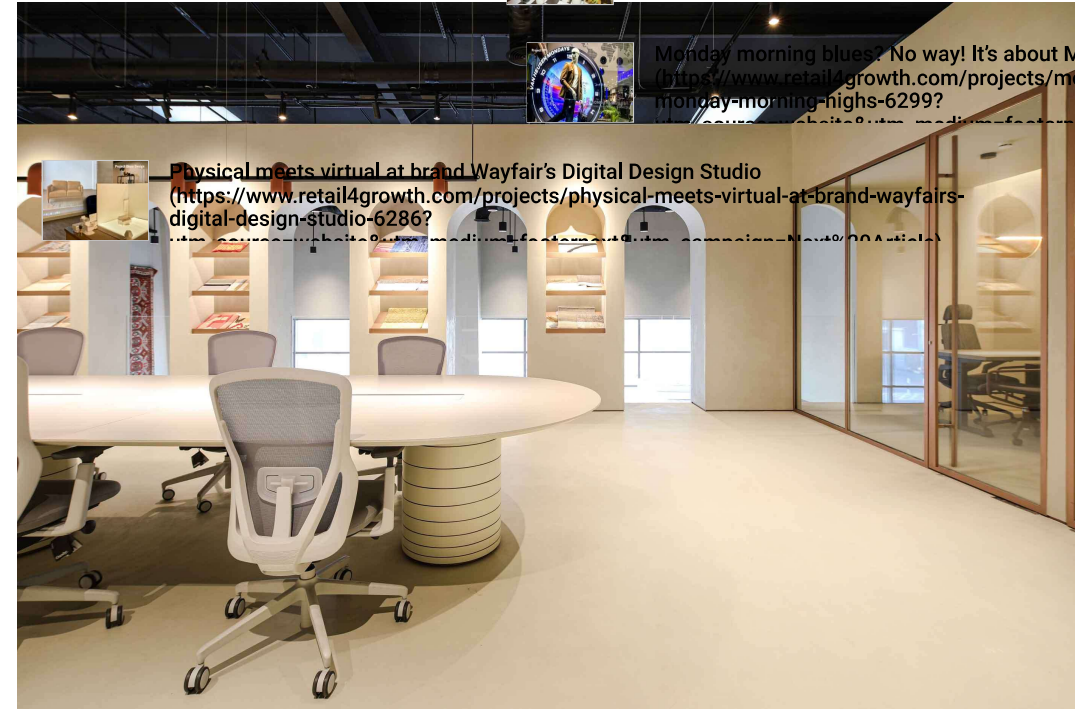
"We have taken a departure from conventional rug displays by ingeniously incorporating the architecture of the space to blend design, craftsmanship, and innovation offering a truly captivating experience for the visitors. Furthermore, we have introduced three enchanting experience rooms Housed within jewel-themed domes: The Sapphire Room, Emerald Room, and Ruby Room. These remarkable spaces feature carpets that extend from the floor to the ceiling, creating an immersive environment where the rugs themselves become magnificent works of art," shares the designer Pallavi herself.



The location of the flagship store, at Alserkal Avenue, a vibrant cultural hub known for its support of artistic endeavors, also enables Jaipur Rugs to offer a unique and immersive shopping experience.

Yogesh Chaudhary, Director, Jaipur Rugs, said, "We are thrilled to unveil our flagship retail store in Dubai, a city renowned for its appreciation of art, culture, and luxury. We invite everyone to visit our store and witness the beauty and craftsmanship that goes into every rug."

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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.

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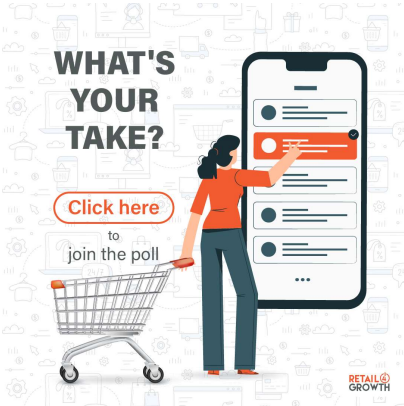
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