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On the Flying Carpet at Jaipur Rugs

By Nishat Fatima



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7 Min Read

Building diverse artistic stories all leading to a lingering idea of the brand, Jaipur Rugs has made conversations out of its campaigns

Sports has been the story of the summer. From sportscore to tenniscore to arena entrances, the Paris Olympics, T20, Wimbledon and everything in between—fashion is showing us that last decade's athleisure was just an appetiser for things to come. As fashion brands jostled for a piece of the pie, one brand came from the left and hit bullseye with a campaign that was launched in July.

It was an unlikely pairing: a handcrafted carpets brand and tennis. The Jaipur Rugs Tennis Championships was played on a court of carpets. It had tennis star Rohan Bopanna facing off against a group of the brand's female artisans across a bamboo net, whacking a tennis ball wrapped in

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nostalgia—the players in white saris harkening back to Mahatma Gandhi Devi—became one of summer’s talking points.

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“I loved the idea of the campaign,” says Brinda Vasudevan, freelance journalist and former editor of *Fortune India*. “And the fact that Jaipur Rugs and tennis were not an immediate connect in my head...The visuals were stunning.”

Sustainability

Luxury

Beauty



A shot from The Court of Carpets by Jaipur Rugs.

The campaign tapped into two of summer’s biggest trends—#tenniscore and nostalgia, the latter a key driver for Gen Z. In its use of female artisans and sport, the campaign was almost a sequel to another of the brand’s best performing Instagram reels about cricket. It was a nod to the November T20 World Cup, and one of artistic director Greg Foster’s first efforts.

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luxury publisher ASSUMING BEFORE, HIS UNIQUE VISION HAS PROVEN TO BE AN inflection point to the imagery and campaigns of Jaipur Rugs. It has brought new audiences and expanded the public perception of the brand.

Yogesh Chaudhary, director, Jaipur Rugs says that the role of artistic director was created to strengthen the brand's presence in the design world. "We have stores in many countries around the globe. So the idea was to start building a more global design language, see what we can do differently and position ourselves so that we are not just known in India, but also around the globe. Not enough global brands exist out of India and our aspiration is to build one of them."

In the Court of Carpets

The Court of Carpets campaign was timed with the opening of the brand's company-owned London store on the heels of stores in Dubai and a pre-pandemic one in Milan. The London store located in Chelsea is one of three planned for this year. Singapore opens in September, with a third also in Southeast Asia. The company plans to reach 100 stores in the next ten years.



Nand Kishore Chaudhary with the team.

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weavers across India and has an annual group turnover of ₹20 crore.

Until 2016, it was largely export oriented. The business is currently helmed by the second generation of the family-run company. Of Chaudhary's five children, three run Jaipur Living from the US. In India, siblings Kavita and Yogesh look after design, and finance and marketing respectively.

"Yogesh gave me the freedom to create anything that makes the brand exciting, builds the brand, gives it visibility, brings new audiences," says Foster. His campaigns have tapped photographic talents such as Ashish Shah and Avani Rai and travelled across the country—to the hillside home of Isla Maria Van Damme near Kodaikanal in Tamil Nadu, the ski slopes of Gulmarg in Kashmir, the stage with Kathak dancer Aditi Mangaldas, and most famously the tennis courts of Oberoi Rajvilas in Jaipur. "There's an element of surprise to all the campaigns, which is really important; it's paramount in all my work."



A campaign shot at the home of Isla Maria Van Damme in Tamil Nadu.

Foster has taken Jaipur Rugs beyond Instagram to art galleries and podcasts. The podcasts, coinciding with the Jaipur Literary Festival, included an essay by Pico Iyer about Jaipur Rugs craftsperson Maina Devi's rug Lehrata-Khet which was shortlisted for the Loewe Foundation Craft Prize 2023. While the campaigns have been lauded for their

It's true that marketing campaigns, whether hits or misses, don't immediately change the perception of a brand in people's minds. Brand building is a long-term game built on product and principle. "Everything that you do adds a little bit. People have different perceptions, but 90-95 per cent of our audience is enjoying what we're building," says Chaudhary.

With strong storytelling, Jaipur Rugs has elevated the aesthetics of luxury campaigns.



A shot from The Court of Carpets by Jaipur Rugs.

"What's been prevailing in terms of imagery from India is the romanticisation of craft or weaver," says Malika Verma, brand strategist, craft advocate, and founder of Border & Fall, "A lot of that is largely craft washing. But what Jaipur Rugs is doing stands out. It's romantic in terms of imagery, but it's not romanticisation in the way we've seen it."

With strong storytelling and a fresh vision of contemporary Indian design, Jaipur Rugs has elevated the aesthetics of luxury campaigns. But memory is short, news cycles shorter, and content limitless. Viral

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might do next. Inception has been achieved. The test is consistency. Values. And surprise.

Fabric Of India

Intersections

Sustainability

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Beauty

Banner: The Court of Carpets campaign by Jaipur Rugs.

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JAIPUR RUGS

TENNIS

PARIS OLYMPICS 2024

CHAMPIONSHIP

ARCHITECTURAL DIGEST INDIA

CARPETS

MAHARANI GAYATRI DEVI



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