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## Carpet & Flooring Review

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## Exotic appeal from Jaipur Rugs

Jaipur Rugs will launch a diverse range of flat-weave rugs in cool naturals and fancy colours at Domotex, in Hall 17 on stand D54.

Jaipur Rugs started with the vision of company founder N K Chaudhary, spreading the word about the talents of the artisans that surrounded him in India. In the coming years, two looms would turn to 20, then 200.

Resting on sustainability and a vertically-integrated business model, Jaipur has grown to be one of the world's leading rug manufacturers. Overseeing every step in the supply chain from product conception, design and production to customer delivery, the Jaipur business model offers consistencies in quality and cost.

Jaipur Rugs is a global leader in the hand-knotted carpet and rug industry, and one of India's largest manufacturers and exporters of hand-woven carpets and rugs.

Based in Jaipur, India and the USA, with a presence in High Point, Las Vegas and Atlanta, Jaipur offers a myriad of ranges of exclusive rugs woven from pristine rural craftsmanship for customers in more than 35 countries of the world.

With an innovative business model, Jaipur provides a sustainable livelihood to 40,000 artisans spread across 600 villages in India. Jaipur Rugs Foundation further catalyses their livelihood through rug weaving training, access to income-generating activities and educational programmes.

Jaipur Rugs' diverse collection of reversible woollen rugs offers options for every style – from classic trellis designs to graphic Sixties-inspired patterns. These highly-textured, flat-woven pieces provide a striking splash of colour with great visual depth created through a subtle abash effect.

The rugs possess a rustic, authentic look inspired by traditional kilim patterns in rich rusts, blues and golds – creating a vintage, eclectic look that can easily be mixed and matched with accessories. Traditional kilims are given a modern twist with bright, fun flat-weaves. Simple patterns in two-colour combinations are used to create new collections of chunky woven jute rugs. Durable, these fringed rugs enhance both rustic and modern home environments.

The eco-friendly fibres hold the dye in a unique way, creating a rich depth of colour in palettes ranging from rich reds and blues to soft neutrals. Every fibre of wool is sorted and spun to ensure fine and soft thread. Silk is added to create an aesthetically-pleasing work of hand-crafted art. The softness and refinement in every aspect of the Aurora collection cannot be overstated – with 60% silk content and nearly 200 knots per square inch, each rug has a shimmering effect.

W [jaipur rugs.com](http://jaipur rugs.com)

