

JAIPUR LIVING

JAIPUR LIVING ELEVATES METALLICS AND ANIMAL PRINTS WITH CATALYST COLLECTION

ACWORTH, GA – October 2, 2019 – Global rug and textile furnishings powerhouse Jaipur Living dips into the current trend towards metallics and animal prints with its Catalyst collection and will introduce the new power-loomed line at the upcoming High Point Market in North Carolina.

“Metallics are important,” says Jaipur Living Director of Product Development Steve Sorrow, “because they can go in all different directions. It could be Modern Farm House or Hollywood Glam or it could be Casual. Not only does Catalyst have metallics, but it has texture. It has a hi-lo effect. On top of that, the collection has a subtle new take on animal prints.”

Animal prints are in vogue. “Like a stripe or a plaid or a floral, animal prints are everywhere in home décor,” Sorrow explains. “So, you don’t really think of it like you did when Elvis decorated his jungle-themed den at Graceland. It’s not so over the top any more – it’s in everyday design.”

Jaipur Living’s Catalyst collection debuts with nine rugs featuring nuanced designs from faux deer, crocodile and zebra to earthy, modern and abstract. Each power loomed rug boasts fine details, a hi-lo pile and a lustrous finish.

Jaipur Living plans to add to the collection next year. “Look for traditional, broken designs,” Sorrow promised, “with little hits of metallics woven through it. Those rugs will be available in time for the 2020 Spring Market.”

ABOUT JAIPUR LIVING

With a free-spirited creative aesthetic that celebrates individuality and the everyday, Jaipur Living imbues rugs and textiles for the home with an updated and unmistakable point of view. Inspired by a model that nurtures artisans and indigenous crafts around the globe, the company’s passion for people, product and design stems from a women-centric approach finely attuned to fashion trends and how we want to live today. Boutique-like collections are a cut above and a world apart, blending respect for the handmade with a focus on innovative constructions to create one of the fastest growing home furnishings companies in the U.S.

For more information please visit www.jaipurliving.com

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