

JAIPUR LIVING

Jaipur Living Launches Trade Talk Instagram Live Series to Connect with Customers

Acworth, GA – April 14, 2020 – Global rug and textiles furnishings company Jaipur Living has launched the Instagram Live series, Trade Talk, running every Wednesday through the month of April. It features design industry influencers and experts sharing their insights, along with their favorite Jaipur Living products.

“We want to help trade professionals connect with each other digitally during this time of social distancing,” said Carl Henrickson, Director of Brand and Digital Marketing for Jaipur Living. “This is a way to bring them together for inspiring and relevant content with some of our industry partners and friends. It’s been very well received.”

Jaipur Living licensing partner Nikki Chu kicked off the live series with viewers asking the celebrity designer and lifestyle expert her opinion on everything from hotel interiors to her personal preference in decorating with colors (it’s neutrals!). Jaipur Living customers have also heard from celebrated designer Lori Paranjape, who talked about her experiences as a designer and working with Jaipur Living.

Upcoming guests: Nashville-based designer Sam Cram, Wednesday April 15 beginning 1pm EST. Atlanta-based interiors shop Verde Home is tentatively scheduled for April 22.

<https://www.instagram.com/jaipurliving/?hl=en>

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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.

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