

JAIPUR LIVING

Jaipur Living Presents First of Four Introductions Planned for Summer

(Acworth, GA – May 19, 2020) Global rug and textile furnishings company Jaipur Living is pleased to announce the first of four introductions scheduled to launch this summer from June to September. The product coinciding with the first launch goes live on the Jaipur Living website in June.

“We’re excited to introduce our product in this way as it was inspired, in part, by input from our customers,” explained Asha Chaudhary, President and CEO of Jaipur Living. “Having a huge number of rugs to consider at one time can be daunting. We believe by breaking our releases into smaller introductions they will have a greater impact, making it easier for our customers to help create beautiful lives for *their* customers.”

Jaipur Living’s first launch promises to ease you into summer with 25 eye-catching and easy care power loomed and performance rugs.

Highlights:

- **Vienne’s** “blanc de blanc” looks are easy to design with, include a soft hand with lots of body and feature a hand-knotted vintage look in a power loomed construction
- **Valentia** offers bold yet subtle erased designs that are at home in different decors
- Hand-woven **Finlay** boasts engaging hounds tooth design and a heavy weave not often seen in performance rugs
- Our best-selling **Cirque** collection of power loomed rugs gets two new contemporary additions
- **Delmara** engages with powerful abstract designs that are perfect for modern and bohemian spaces

New! [VLN04 Valentia collection Tolani design](#)

Valentia is a collection of bold yet subtle erased designs that work seamlessly with many different decor types. Tolani mesmerizes with its stately updated traditional blue and gray medallion pattern. Power loomed in a polyester blend for a soft hand and lustrous finish.

New! [VNE10 Vienne collection Lourdes design](#)

The Vienne collection of easy-to-design-with blanc de blanc looks maintains a soft hand with lots of body. With a hand-knotted vintage appeal in an easy-going power loomed construction, Lourdes features a refined Oriental pattern and stately border in elegant tan and natural.

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CIQ37 Cirque collection Jasiel design

The Cirque collection artistically melds contemporary appeal with the timeless and intricate beauty of Oriental designs. The Jasiel area rug features an elegant trellis chain and tiles pattern with a distressed gray and gold colorway that creates a vintage look on this power-loomed polyester blend accent.

New! FNL01 Finlay collection Houndz design

A stunning performance flatweave in a natural and blue trellis chains and tiles pattern that evokes a sophisticated hounds tooth check. Constructed of 100% polypropylene, making it easy care and kid and pet-friendly, Houndz truly brings the indoors outdoors.

DLM02 Delmara collection Aegean design

The Delmara collection Aegean rug features a beautiful, swirling abstract pattern that evokes the power of the Aegean Sea. Power loomed, with a lustrous finish and high-low pile, this abstract accent in tan and taupe is at home in modern spaces.

New! KAR03 Kairos collection Chilton design

Kairos is a gorgeous collection of seven power loomed runners inspired by the sun faded Turkish looks that are so popular now. Made in Turkey of easy care polyester, Chilton features a vintage-look pattern in beautiful browns and pinks in an updated traditional style.

About Jaipur Living:

Jaipur Living is a global lifestyle brand with a passion for people, product, and design. Known for its luxury rugs, poufs, pillows, and throws, Jaipur Living operates with a mission to create beautiful lives for its employees, customers, and artisans—all while preserving the age-old craftsmanship of handmade rugs. Through social initiatives and the Jaipur Rugs Foundation, the company supports more than 40,000 artisans in 600 villages by providing them with a livable wage, access to health care, leadership education, and opportunities for personal growth and development. Combining time-honored techniques and of-the-moment trends, every Jaipur Living product is as meaningful as they are beautiful.

For more information, please visit www.jaipurliving.com

Link to dropbox of all hi-res images [here](#)