

JAIPUR LIVING

JAIPUR LIVING OCTOBER LAUNCH INCLUDES BREAKTHROUGH RUG COLLECTION WITH AUTHENTIC VINTAGE LOOK AND FEEL

(ACWORTH, GA – September 21, 2020) -- Global rug and textiles furnishings company Jaipur Living's October launch is all about refinement, starting with **Someplace in Time**. Whether you envision your place in time as vintage or modern, this enchanting collection evokes the authentic look and feel of vintage Persian hand-knotted rugs--in standard and custom sizes for how we live today.

"Vintage rugs are incredibly popular with interior designers," explained Jaipur Living Director of Product Development Steve Sorrow, "but you have to work with whatever size the rug you find happens to be, and that is a huge challenge. **Someplace in Time** rugs are available in programmed and custom sizes. The collection's designs are inspired by antique Bijar carpets, with subtly updated colors, and a truly vintage look. There's nothing like it on the market today."

Jaipur Living's October launch is introducing 42 rugs across seven new and one existing collection that will be shoppable via Jaipur Living's [website](#) and [digital catalogs](#) in October. Customers can also browse new pillows and throws crafted from handspun textiles in the Nagaland collection.

Highlights:

- Someplace in Time – beautiful vintage looks in programmed and custom sizes
- Finely detailed patterns not often seen in hand-knotted rugs
- Power-loomed and performance rugs with an abundance of texture
- Soothing desert neutral color palettes

Hand Knotted

New! Someplace in Time

Inspired by the detail and originality of antique Bijar carpets, Someplace in Time is a beguiling collection of artisan-made Persian handknots with a refined punch of color. The collection features five designs across 13 rugs that are authentically vintage in look and texture, and available in programmed and custom sizes. From the multicolor medallion of [Dynasty](#) to [Resonant's](#) earthy green and brown all-over oriental design to the taupe and playful pink of the oriental [Cadence](#) rug, Someplace in Time is a breakthrough in vintage looks with easy-to-shop modern convenience. See the entire collection [here](#).

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New! [CHN01 Chennai Madora](#)

Madora is a graceful Persian hand-knotted rug of silk and wool from the Chennai collection. A fine filigree-detailed design partners with oxidization to present an intricate high-low texture. Madora features a floral and leaves pattern in a sophisticated gray and blue palette with a lustrous finish and soft hand.

Hand Tufted

New! [AMA04 Amado Sade](#)

Amado is a brilliant, textural 100% wool hand-tufted collection featuring two designs across four rugs. Sade boasts a striking blue and brown geometric pattern with loads of modern style. That's perfect for contemporary decor.

Power Loomed

New! [IZA03 Izara Fadey](#)

The Izara collection strikes a modern pose with four designs across five rugs. Power loomed of 100% polyester, Iryna shows off a super soft new shag texture in an abstract pattern. Additional patterns feature stripes and solids and heathers.

New! [KLS03 Kalesi Calla](#)

Featuring a high-resolution digital print and realistic knot-like texture, Kalesi is ready for its close-up. Calla's blue and white floral and leaves pattern will be a standout in traditional and updated traditional décor. Power-loomed in 100% polyester, the Kalesi collection is both easy care and family friendly.

New! [LVG02 Lavigne Denman](#)

Lavigne is a two million-point power-loomed collection with fantastically-detailed high-low designs. The Denman rug's gray and yellow abstract pattern is at home in modern spaces. Densely woven of viscose and acrylic shrink fibers for a lustrous finish and soft hand.

[LYR06 Lyra Crescendo](#)

Lyra welcomes two rugs to the popular collection of plush power loomed shag rugs. Made of 100% polypropylene for a soft hand, the gray and white Crescendo rug highlights an engaging abstract pattern and modern style.

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Performance

New! [MAR01 Marina Vella](#)

A chenille weft lends a soft feel to the flat weave Marina performance collection. Vella's trellis, chain and tiles pattern pops in deep red and white that's perfect for transitional spaces. In an easy-care, family-friendly polypropylene blend.

Pillows and Throws

New! [NGD01 Nagaland Throws Chang](#)

New! [NGA05 Nagaland Pillows Zeilang](#)

Handspun Naga textiles are used to create the breathtaking Nagaland collection of pillows and throws. Soothing desert neutral colors are utilized across the collection's five throws and five pillows. Beautiful tribal designs with global style in 100% cotton.

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.

Every purchase of a hand-knotted Jaipur Living rug helps uplift artisan communities in India, where more than 40,000 artisans are empowered via livable wages, access to health care, leadership education, and more.

Additional Information: www.jaipurliving.com

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