

JAIPUR LIVING

JAIPUR LIVING'S STARTS 2022 WITH INTENTIONAL PRODUCT

FOR IMMEDIATE RELEASE

(ACWORTH, GA—January 18, 2022) Global rug and textiles furnishings company Jaipur Living introduces the first rug release of the year. The January 2022 releases from Jaipur Living celebrate the season of comfort. From understated, sophisticated design to modern textures and patterns, these styles ground your home.

With a focus on quality over quantity, Jaipur Living is getting back to the roots as 50 rugs make their debut across 10 new and seven existing collections that are shoppable on Jaipur Living's website. In addition, new styles have been added to the unique [Manchaha Collection](#).

All Jaipur Living rugs are available in custom sizes as the company continues to expand the custom program. With the population spending increased time at home, "We see people customizing their spaces more for the long term, rather than to fulfill a short-term need," says Nitesh Chaudhary, director of innovation, supply chain and technology at Jaipur Living.

HAND-WOVEN

SCD28 [Scandinavian Dula](#)

Inviting and contemporary in the same moment, the Scandinavian Dula collection introduces plush comfort and versatile appeal to casual spaces. Crafted of chunk-knit wool this handwoven rug showcases a heathered design for added texture and depth. This accent piece stuns in low-traffic spaces like bedrooms and formal dining areas.

HAND-TUFTED

New! ANT02 [Anthem](#)

The hand-tufted Anthem collection's contemporary design infuses your home with artistic luxury. Handmade of luxe viscose and wool blend, the Noverre area rug boasts a plush feel underfoot, soft hand, and subtle sheen.

BRP14 [Britta Plus](#)

Simply sophisticated, the best selling Britta Plus collection boasts an assortment of texture-rich heathered designs. The tweed-inspired pattern of the Octave area rug offers understated visual texture, while the hand-tufted wool and viscose blend makes for a lustrous feel underfoot.

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New! LEN02 [Lenox](#)

The Lenox collection draws inspiration from the unrushed quality of the natural process, and features grounding, solid designs and an elegant look. The textured feel is elevated through its hand-tufted construction and lustrous sheen.

NATURALS

New! HAT01 [Hatha](#)

Handwoven of jute and wool, the Hatha collection showcases a soft and textural cut-and-loop pile with stunning neutral color striations. The natural beauty of this inviting design provides a grounding accent to medium and low traffic areas such as formal living spaces and bedrooms.

INDOOR-OUTDOOR

SWO14 [Swoon](#)

Bringing to life an enchanting and truly captivating style, the Swoon collection boasts whimsical color combinations that are vibrant and inspired by traditional Turkish textiles that have been aged in the sun for a faded and timeless look.

SWO15 [Swoon](#)

Bringing to life an enchanting and truly captivating style, the Swoon collection boasts whimsical color combinations that are vibrant and inspired by traditional Turkish textiles that have been aged in the sun for a faded and timeless look. Crafted of soft, plush polyester, this performance-driven rug is perfect for homes with pets and kids or as a durable accent in outdoor seating areas or high-traffic areas.

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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.

MORE INFORMATION:

JAIPUR LIVING

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