

# JAIPUR LIVING

## JAIPUR LIVING TRANSITIONS INTO FALL WITH VIBRANT RUG DEBUTS THIS SEPTEMBER

### FOR IMMEDIATE RELEASE:

**ACWORTH, GA (AUGUST 29, 2022)** –Jaipur Living introduces fresh debuts to transition into fall this September. The global rug and textiles furnishings company expands its beautiful product assortment with exquisite introductions across hand-knotted, hand-woven, and power loomed collections. Experience sophisticated design and optimal comfort in this season's selections made with soft, supple yarns and their artisans in mind.

View these products on Jaipur Living's [website](#) or in-person at the new showroom in High Point Market. Find them in building C & D starting Oct. 22, where full collections will be on display.

### PRODUCT HIGHLIGHTS

[JID02](#) **Jaida** The Jaida collection offers a performance-driven quality that is paired with elegant simplicity and relaxed style. The durable yet soft polypropylene and polyester power loomed rug create a kid and pet friendly accent piece.

[LRE05](#) **Lore** The Lore collection is the perfect combination of statement-making patterns and easy-to-decorate-with hues. This power-loomed rug features a plush and durable blend of polyester and polypropylene, lending the ideal accent to high-traffic spaces.

[CMB05](#) **CAMBRIDGE** The Cambridge collection combines the casual comfort and texture of a basket weave design with the simplicity and versatility of neutral hues. The handwoven and handspun wool Season rug delivers an inviting and warm look to on-trend interiors.

[EST01](#) **EASTON** Contemporary and versatile, the eco-friendly Easton collection offers a sophisticated solid design. Handwoven of wool, the rug showcases a texture-rich design.

[IND06](#) **INDIRA** Rich in detail and plush underfoot, the Indira collection is made up of neutral-toned modern Moroccan styles. The Ristra area rug features a slight sheen and luxurious hand-knotted construction of natural wool and viscose.

[JIN04](#) **JINSEN** The hand-knotted Jinsen collection, holding the Nest Seal of Ethical Handcraft, features a fresh incarnation of the vintage Turkish textile look. This artisan-crafted floral rug is made of hand-carded wool and has a low, durable pile.

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[NVA02](#) **NAVARRA** The handwoven Navarra collection lends cozy vibes to on-trend spaces. This wool rug anchors a room with textural weave details that provide an inviting air to any space.

[EDE12](#) **EDEN** The Eden collection pairs fresh, vibrant colors with provincial Persian motifs for the perfect blend of new and time-honored. This hand-knotted wool rug features a hand-sheared quality that lends the design a perfectly vintage and a lovingly worn look.

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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:

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