

JAIPUR LIVING

Jaipur Living Launches CallaLuxe, the New Standard in Luxury Performance Rugs

Innovative solution-dyed yarn delivers the high-end softness of wool with the resilience of performance. *The 75-piece collection is exclusively engineered for Jaipur Living with color infused at the fiber's core. Luxury Rugs, Made for Real Life.*



Acworth, GA — [September 17] — [Jaipur Living](#), the largest manufacturer of hand made rugs, today announced the **September 17, 2026** launch of CallaLuxe™, a new luxury performance rug collection engineered. The 75-rug assortment spans a broad range of constructions: handwoven, hand-tufted, and hand-knotted, and is available in ready-to-ship, in-stock sizes along with made-to-order.

CallaLuxe is built on proprietary solution-dyed acrylic fibers, where color is locked into each fiber at the molecular level during manufacturing rather than applied to the surface afterward. The result is a rug with the softness, texture, and richly saturated color of a luxury wool rug, plus the durability to withstand spills, pets, kids, and daily foot traffic.

Independent lab testing found CallaLuxe:

- Held a 4 out of 5 colorfastness grade after 400 hours of continuous UV exposure — the equivalent of roughly ten years of direct sunlight.
- Released 11 common stains, including wine, coffee, and mustard, at a 4 out of 5 grade after sitting for 24 hours.
- Graded 3.5 out of 5 after 12,000 abrasion cycles simulating heavy foot traffic.

Most spills wipe clean with soap and water. Tougher stains, such as grease or pet accidents, and even deep-set stains like overnight wine can be bleach-cleaned without damaging the material or fading its color.

"For too long, performance has meant a compromise on design. We saw an opportunity to approach that differently. We engineered CallaLuxe, to withstand real life. It is made from a proprietary yarn that delivers the softness and texture of wool with exceptional durability and stain resistance," said Asha Chaudhary, CEO and President of Jaipur Living. "The CallaLuxe Collection seamlessly unifies the artisan-lead craftsmanship we are known for with a material that is deeply compatible with the realities of everyday life."

The collection's color palette, including shades like Pine, Burgundy, Camel, and Clay, is developed for depth and layering, pairing darker, saturated tones with lighter neutrals.

CallaLuxe rugs are available starting September 17, 2026, at jaipurliving.com, through a Jaipur Living Sales Rep, as well as retail and trade partners.

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Notes To Editors

For more information and images please contact: jaipurliving@bacchus.agency

About Jaipur Living

Jaipur Living is a global rug and textile furnishings company known for design-driven products, artisan craftsmanship, and a deep commitment to the people behind the product. The company's heritage is rooted in the work of founder N.K. Chaudhary, who built Jaipur Rugs on principles of dignity, fairness, and opportunity for artisans. Today, Jaipur Living continues to serve designers, retailers, and partners with a broad portfolio of rugs, pillows, textiles, and design-focused home products.