**Jaipur Living August Launch includes Two New Licensees,**

**16 Collections, and Nearly 70 rugs**

**ACWORTH, GA – July 23, 2020** -- Global rug and textiles furnishings company Jaipur Living is excited to introduce 16 new collections encompassing almost 70 rugs, from exquisite hand-knotted, hand-tufted, and hand-woven assortments to texture-rich naturals that are soft to the touch. Designers have a wide range of perfect summer colors to choose from including saturated hues, desert neutrals, or laid-back and on-trend Turkish sun-faded looks. The product coinciding with this launch goes live on the Jaipur Living website in August.

“We’re proud of Jaipur Living’s August launch,” said Director of Product Development Steven Sorrow. “It embodies so much of what’s resonating with our customers right now; the Sherpa/Boucle’ look is on fire for example. We’ve taken great care with added details including new textures and on-trend colors. It really elevates the entire launch.”

**Highlights:**

* A distinctive trio of collections, **Newport**, **Brentwood**, and **Malibu**, from celebrated designer [Barclay Butera](https://www.dropbox.com/sh/esh15hausdl8olu/AAAvnak5PPmcI397YsDsfGADa?dl=0) . They coordinate flawlessly with his relaxed, yet sophisticated furniture line Barclay Butera for Lexington Home Brands.
* The collection debut of Pathways by [Verde Home](https://www.dropbox.com/sh/ajruq52k01hjkeb/AABbcgRpz80Wj6rr7e20ur8xa?dl=0) from the Atlanta-based luxury showroom
* Soft and bulky shearling looks in the **Nazca**, **Vestra,** and **Mendoza** collections
* An abundance of detail in the hand-embossed **Geneviev**e collection
* The unique texture of the **Brevin** performance collection achieved during the carding process
* Softer-feel naturals **Bombay** and **Zealand**
* Amazing handknot looks for less in **Corbett** and **Genevieve**

**Hand knotted**

**BBB05** [**Brentwood by Barclay Butera Barrington**](https://www.dropbox.com/s/qr8f6ctwbmf2x2t/BBB05_Brentwoody%20by%20Barclay%20Butera_Barrington.jpg?dl=0)

The Brentwood by Barclay Buteracollectionisa more formal expression of this exclusive Los Angeles enclave and presents three designs across five artistically hand-knotted rugs. The Barrington designoffers a modern option with a stunning abstract tonal wave in gray and brown.

**MBB03** [**Malibu by Barclay Butera Retreat**](https://www.dropbox.com/s/00ht65dmo8zltbu/MBB03_Malibu%20by%20Barclay%20Butera_Canyon.jpg?dl=0)

The Malibu collection by Barclay Buterafinds its inspiration from this eclectic and global beachside community. The Canyon rug showcases a vintage-inspired medallion and is hand-knotted in a wool and viscose blend with a sophisticated gray and white colorway.

**Hand tufted**

**PVH04** [**Pathways by Verde Home Rome**](https://www.dropbox.com/s/8tibh70hverm95k/PVH04_Pathways%20by%20Verde%20Home_Rome.jpg?dl=0)

Directional micro tufting and a high-low pile help to create the mid-century modern appeal of the Pathways by Verde Home collection. Rome plays up a commanding geometric pattern crafted from natural undyed wools and is available in either brown and tan/taupe or sophisticated gray.

**POR01** [**Portage Fjord**](https://www.dropbox.com/s/h2a50b3djebwt5g/POR01_Portage_Fjord.jpg?dl=0)

The Portage Fjord rug features a striking abstract design in a refined gray palette. This modern tufted rug comes in a wool blend; its pattern suggests gentle ripples on the surface of a mountain stream.

**COM05** [**Cardamom Bronya**](https://www.dropbox.com/s/8qhffmc5vxj841p/COM05_Cardamom_Bronya.jpg?dl=0)

The on-trend colors of the Cardamom collection are scaled back to emulate the look of a rug that’s spent months in the sun in Cappadocia. Hand-tufted in 100% wool, the Bronya rug plays up a natural and gray medallion pattern with updated traditional style.

**Hand woven**

**NBB04** [**Newport by Barclay Butera Bayshores**](https://www.dropbox.com/s/n7d2ow7oxblrlg1/NBB04_Newport%20by%20Barclay%20Butera.jpg?dl=0)

Newport by Barclay Buteradisplays both abstract and geometric patterns with a modern coastal touch. The wool and viscose blend Bayshores design features a soft and luxurious ombré pattern in blue and white that is casually chic and adds subtle texture to any space.

**BRV02** [**Brevin Danan**](https://www.dropbox.com/s/skmiu2tyqyifprg/BRV02_Brevin_Danan.jpg?dl=0)

Brevin is a sturdy hand-loomed performance collection with a hand-knotted backing and unique texture created by hand during the carding process. Danan presents a classic blue and white color palette in an easy-going solids and heathers pattern. Constructed of polyester, Brevin is ideal for homes with kids and pets.

**VST01** [**Vestra Alondra**](https://www.dropbox.com/s/dxz6qb2rbinyegu/VST01_Vestra_Alondra.jpg?dl=0)

Simple, textural and easy to place in multiple decors, the Vestra collection’s Alondra design features a soft and bulky shearling look in a stunning wool blend rug. With a soothing white and gray colorway placed in a solids and heathers pattern, Vestra offers loads of global style.

**NAZ02** [**Nazca Coolidge**](https://www.dropbox.com/s/9qyu8n2rvqrki2h/NAZ02_Nazca_Coolidge.jpg?dl=0)

The 100% wool Nazca collection punctuates the popular Sherpa/boucle’ trend – with added fringe details. A simple gray and white stripes pattern and global style makes Coolidge an easy rug to place in most decors.

**GNV03** [**Genevieve Lizea**](https://www.dropbox.com/s/82eiruz6x6ax8rf/GNV03_Genevieve_Lizea.jpg?dl=0)

The extraordinary hand-embossed Genevieve collection features an abundance of detail. Its wool blend yarns are dip-dyed by hand, creating subtle color changes and a texture that’s both rich and casual. Created on a new digital Jacquard hand loom, the abstract Lizea rug in gray and natural presents the look of a real handknot for a whole lot less.

**LNT02** [**Linnet Jasiel**](https://www.dropbox.com/s/orb7l8kppwek6l5/LNT02_Linnet_Jasiel.jpg?dl=0)

The Linnet collection embodies the next generation of Jaipur Living’s popular solids collections due to its casual new texture. Made from a blend of wool and rayon from bamboo, the Jasiel rug flaunts a gray and tan trellis, chain and tiles pattern. A casual luxury look and feel that goes great in bedrooms and living areas alike.

**COB01** [**Corbett Teyla**](https://www.dropbox.com/s/cecedtahfm1b2s8/COB01_RUG146945_RCT_HS.jpg?dl=0)

Handwoven with small, intricate over tufts -- the Corbett collection features a great look that’s both tribal and casual. Made of 100% viscose, Teyla comes in a blue and gray dots pattern that’s fits in beautifully with modern decor. The Corbett collection is a handknot look for less.

**Flatweaves**

**CAX02** [**Calixta Anza**](https://www.dropbox.com/s/0jmkvie5uzv6gm9/CAX02_Calixta_Anza.jpg?dl=0)

Carding by hand helps distinguish the Calixta collection of flatweave rugs with a high-end casual look. The Anza rug’s summery blue and white trellis chain and tiles pattern in a high-low pile melds beautifully with global and transitional spaces.

**MND02** [**Mendoza Lomita**](https://www.dropbox.com/s/hkw7i9rkizazyqo/MND02_Mendoza_Lomita.jpg?dl=0)

Mendoza is not your kilim of the past. This is a collection of flatweaves with a bulky on-trend shearling texture. Lomita’s stripes of natural and white are great for west coast and modern decor.

**Naturals**

**ZLN01** [**Zealand Cecile**](https://www.dropbox.com/s/3plqppw3dvom3pv/ZLN01_Zealand_Cecile.jpg?dl=0)

The Zealand collection Cecile rug displays a standout trellis chain and tiles pattern in a distinctive gray and natural colorway. Handwoven of jute and viscose for a softer feel, Zealand is at home in modern settings.

**BOB08** [**Bombay Tonal**](https://www.dropbox.com/s/53d0lh1ecu7xgl4/BOB08_Bombay_Tane.jpg?dl=0)

A handwoven blend of sisal and wool makes the Bombay collection soft to the touch. Its arresting tone on tone pattern in a desert neutral gray palette makes the Tonal rug a natural option for layering.

**About Barclay Butera**

Barclay Butera is an interior, lifestyle, and product designer. Some of his most recognized and sought-after collections in the marketplace include fabrics, indoor and outdoor furnishings, flooring, rugs, lighting, wall art, bedding, decorative mirrors, and home décor. He is the author of five books: *Modern Living;* *Past, Present, Inspired*; *Living in Style*; L*iving on the Coast*; and *Getaways and Retreats*. He has appeared on NBC’s Today Show, Extra!, CBS, ABC, Fox, Beautiful Homes & Great Estates and HGTV. Print publication coverage in a myriad of upscale luxury shelter and lifestyle magazines including the *New York Times*, *New York Post*, *Los Angeles Times*, *Wall Street Journal*, ELLE DÉCOR, House Beautiful, Veranda, Traditional Home, Luxe Interiors + Design, House & Garden, Ocean Home, Western Interiors & Design, Esquire, Robb Report, Modern Luxury, CVLUX, and California Home and Ocean Home magazines. Impressive digital media coverage in 1stdibs, One Kings Lane, Gilt, Rue Magazine, Chairish, Viyet, Homebunch, California Home + Design Magazine, and Architectural Digest rounds out the mix.

**About Verde Home**

Verde Home is a 10,000-square-foot home furnishings showroom based in Atlanta, Georgia and specializing in an exclusive assortment of custom handmade rugs, upholstery, furniture, and accessories. Open since 2007, they feature products by American Leather Upholstery, Farrow & Ball Paint & Wall Coverings, Selamat Furniture & Lighting and Jaipur Living rugs. They also offer residential and commercial design services through their partner business Laura Walker, Ltd.

**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](http://www.jaipurliving.com).

High Point Market: Showplace 3300

Media Contact:

Karen Waygood

karen.waygood@jaipurliving.com