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Jaipur Rugs is proud to announce its acquisition of Shyam Ahuja, a luxury rug and fabric brand with over five decades of experience bringing exceptional Indian carpets to the world. Jaipur Rugs has acquired 'the jewel in the crown' of carpeting making through this deal that obtains both the personal collection of Shyam Ahuja and his entire design archive. It is

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America, a market where he built a strong following amongst A-list designers. His name became synonymous with exceptionally crafted dhurries.

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Shyam Ahuja's brand remains an enduring symbol of quiet sophistication and understated elegance, celebrated for its distinctive designs, unparalleled quality and global aesthetic. He was the author of the definitive book, Dhurrie: Flatwoven Rugs of India. In his book, he mentions that the late Princess of Wales had her feet on one of his carpets in her confessional interview, while they also decorated the homes of Jacqueline Kennedy-Onassis and Gianni Versace.

Jaipur Rugs was established in 1978 by Mr. Nand Kishore Chaudhary, who saw the potential for hand-knotted carpets as a way to preserve India's rich artisanal legacy while benefiting rural populations. His vision has created a global

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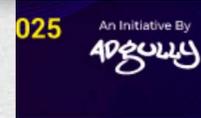
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“We are thrilled to have acquired the exceptional brand, Shyam Ahuja, with his legacy known for timeless design, exceptional craftsmanship and unwavering commitment to quality. We have a shared vision for preserving and elevating the artisanal wealth of our country. The brand has an extremely strong emotional connection with so many customers and patrons around the world, which we will harness to revive the glory days of Shyam Ahuja and re-establish its unique positioning at the top of the market, globally,” said Yogesh Chaudhary, Director, Jaipur Rugs.

“I have long been an admirer of Shyam Ahuja and the cult status aura that surrounds the brand. His instantly recognisable dhurrie designs and sophisticated sensibility for colour make for the richest design archive to curate from. It gives me immense joy to see Jaipur Rugs acquire the jewel in the crown - a sleeping beauty that we intend to revive with

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