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LIFESTYLE

Jaipur rugs continues expansion with first Chhattisgarh store in Raipur

Visitors to the Raipur store can explore a curated selection of Jaipur Rugs' most iconic collections, including Genesis, Jaipur Wunderkammer, Mythos, Chaos Theory by Kavi and Inde Rose.



Shweta Singh

Updated : Jan 16, 2025, 08:10 PM IST

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Jaipur Rugs, the global leader in handcrafted luxury rugs, proudly announces the opening of its first store in Chhattisgarh, located in Raipur. With this launch, Jaipur Rugs now operates 19 stores worldwide, including flagship locations in Milan, Dubai, London, Singapore, Delhi, Mumbai, Jaipur, Chennai, Gujarat, and Bengaluru. With a turnover of 975 crore, this marks another significant step in the company's mission to make premium, handcrafted rugs accessible to discerning customers across the globe.

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Building on the success of its recent openings in London and Singapore, the Raipur store is the second new location in India after Pune in 2024. Designed by Jaipur Rugs' in-house team, this exquisite retail gallery reflects the brand's philosophy of fusing traditional artistry with modern sophistication. Spanning an impressive 3,400 square feet, the store offers an immersive shopping experience, celebrating the timeless beauty of Indian craftsmanship.

Visitors to the Raipur store can explore a curated selection of Jaipur Rugs' most iconic collections, including Genesis, Jaipur Wunderkammer, Mythos, Chaos Theory by Kavi and Inde Rose.

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Each collection is a testament to the skill and creativity of Jaipur Rugs' artisans, blending age-old weaving techniques with innovative designs. Every rug tells a story, capturing the essence of Indian heritage while appealing to contemporary tastes, making each piece a work of art.

“We are proud to unveil Jaipur Rugs' first store in Chhattisgarh, a landmark moment in our journey to bring India's timeless craftsmanship to a global stage. This 19th store embodies our mission to merge heritage with innovation, offering more than just rugs. Each piece tells a story of artistry, tradition, and the hands that crafted it. With every new location, we strengthen our commitment to empowering artisans, preserving age-old techniques, and redefining luxury for a discerning audience worldwide.” **Says “Mr. Yogesh Chaudhary, Director, Jaipur Rugs”**

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Jaipur Rugs Raipur is conveniently located at SS Turning Point, near Shanti Sarovar, Kachna. The gallery's thoughtfully designed interiors provide the perfect backdrop to showcase the intricate beauty of the brand's handcrafted creations.

The opening of this store reinforces Jaipur Rugs' commitment to empowering artisans and preserving traditional craftsmanship. With a network of over 40,000 artisans across India, the company continues to bridge the gap between rural craftsmanship and global luxury markets. Each rug represents a legacy of skill, dedication, and the untold stories of the hands that weave them.

Jaipur Rugs invites patrons to experience the exquisite artistry of handmade rugs at its new Raipur store, where tradition meets innovation to redefine luxury.

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