

JAIPUR RUGS

Majnun

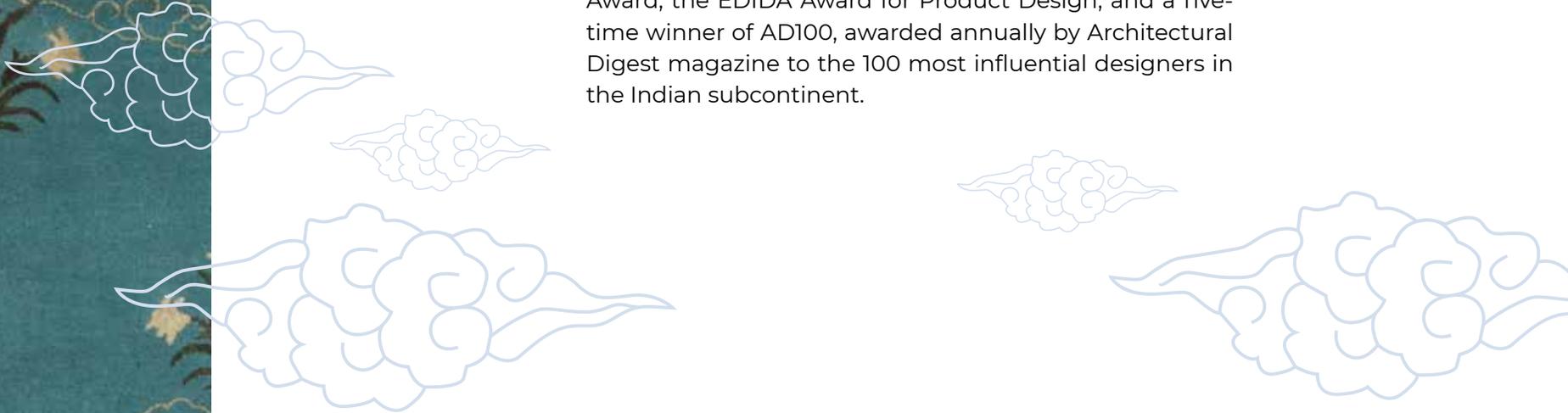






PAVITRA RAJARAM DESIGN

Pavitra Rajaram is the founder and creative director of Pavitra Rajaram Design, a multidisciplinary practice for interior design and styling, graphic design, and brand strategy that focuses on projects that involve the restoration of heritage spaces and crafts in the subcontinent. She also runs the Sarmaya Foundation - a not-for-profit museum archive committed to bringing awareness of India's vast repository of historic and cultural art and craft traditions to a diverse audience through a digital presence, innovative programming, and outreach. Pavitra is the recipient of the INTACH Urban Heritage Award, the EDIDA Award for Product Design, and a five-time winner of AD100, awarded annually by Architectural Digest magazine to the 100 most influential designers in the Indian subcontinent.







Arjumand

Arjumand, inspired by the Bid Majnun motif, weaves together three concepts - the classical love story of Layla and Majnun, traditional Chinese scroll paintings, and the idea of a stairway of clouds from Persian paintings. At the center of the garden is the white Poplar, beloved to the Mughals, who planted them in their magnificent gardens in Kashmir. This metaphor for the intermingling of ideas along the Silk Road creates a carpet that celebrates the celestial beauty of a garden in bloom.



AKWS-7039

Aruba Blue/Jasper







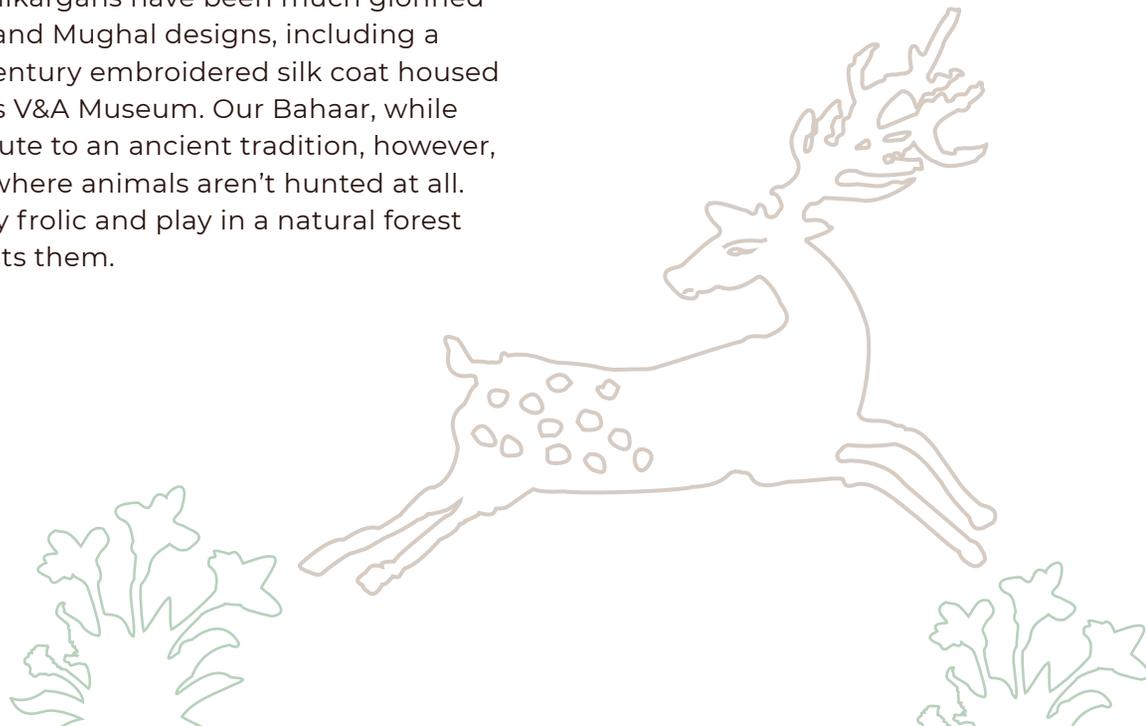


AKWS-7039

Charcoal Slate/Shadow Gray

Bahaar

Bahaar finds its inspiration in a traditional Shikargah - a type of design that depicts hunting scenes. Traditionally, it featured hunters wielding weapons while pursuing wild animals. Shikargahs have been much glorified in Persian and Mughal designs, including a mid-17th century embroidered silk coat housed in London's V&A Museum. Our Bahaar, while paying tribute to an ancient tradition, however, is a space where animals aren't hunted at all. Rather they frolic and play in a natural forest that protects them.









AKWS-7041

Wasabi/Gray Brown



AKWS-7039

Aruba Blue/Jasper



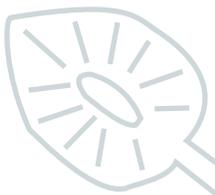






Maryul

Maryul finds its roots in the traditional Yarkandi carpets – a design tradition characterized by unique geometric placement of design motifs, originating from Persian, Tibetan, and Chinese cultures. Our modern interpretation blends popular Yarkandi motifs like Buddhist flowers, Kashmiri medallions, and Chinese clouds, all of which symbolize happiness and prosperity.

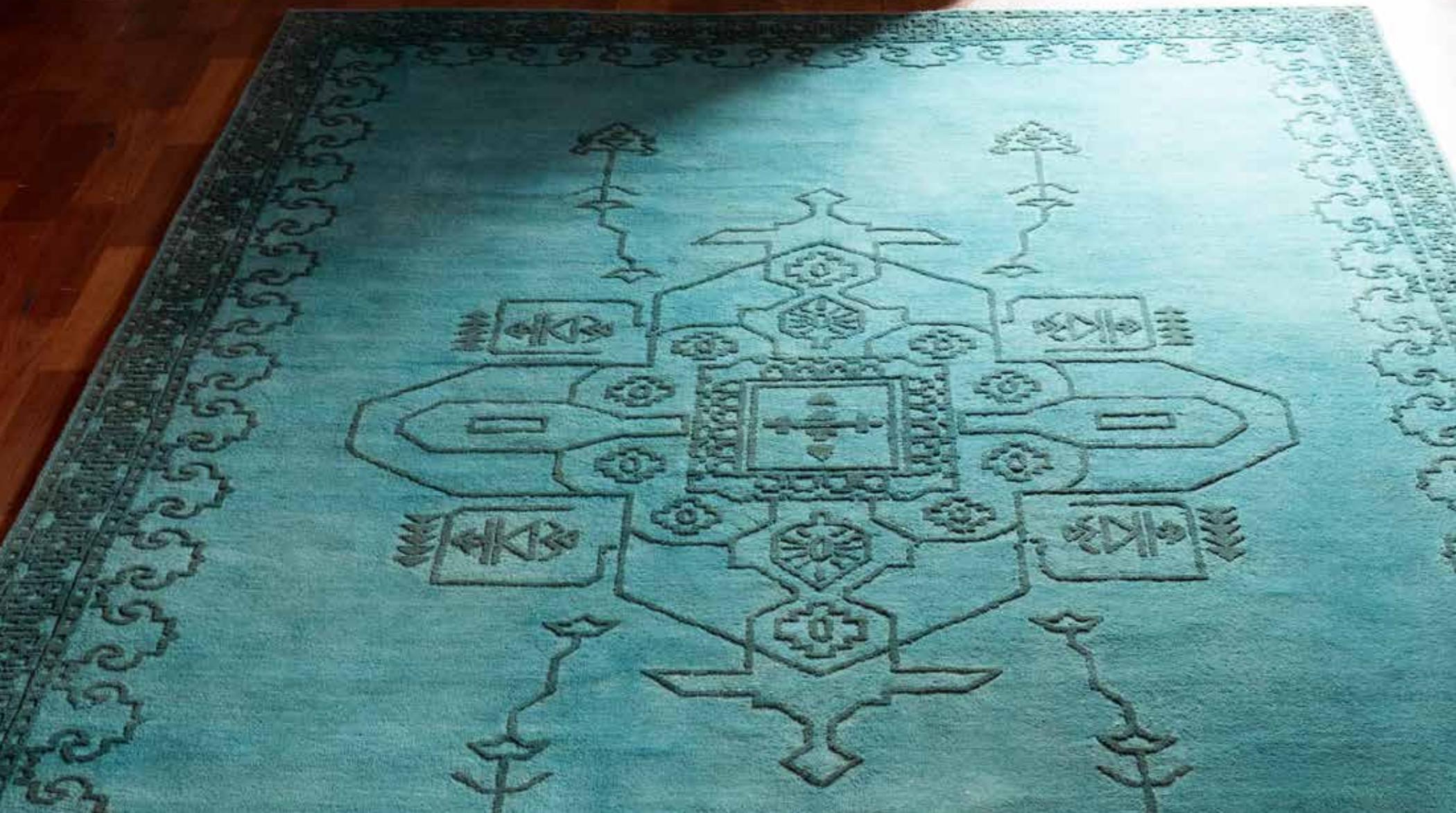




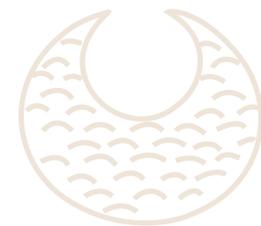
EPR-7043

Soft Gold/Tawny Brown



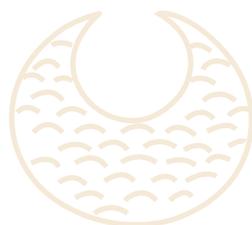






Sakya

Originating from a deeply powerful and mystical space, coupled with the Cintamani - a design motif found in ancient Buddhist and Hindu literature – our Sakya rug celebrates a design legacy that has traditionally symbolized power, wisdom, and strength. Combined with the concept of a “Persian flaw” - a tradition of making intentional mistakes, as perfection is reserved for the Almighty - it’s a perfect marriage of design legacies across the Indian Subcontinent.





AKWS-7042(CM-01)

Clove/Clove









AKWS-7042(CM-01)

Canterbury/Canterbury

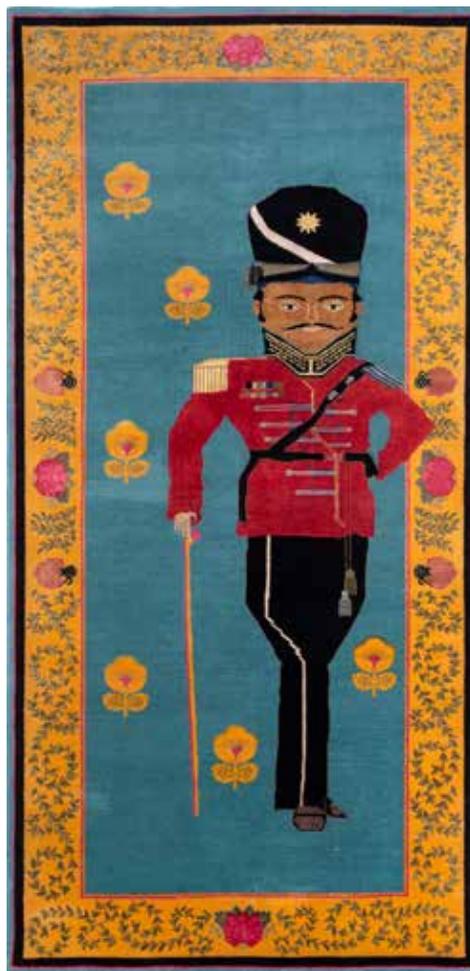
Sipahi

Our Sipahi rug tells a powerful story of a painful Colonial legacy. Inspired by design traditions from Afghanistan, that not only capture poignant beauty but are also a reminder of the painful history of their country, Sipahi adapts the tradition in an Indian context. Rendered in the same folk-inspired style, it is a reflection of India's experience with colonialism, post 1857, and captures the uniform worn by many Indians who served their British masters.









AKWS-7040 Bristol Blue /Golden Glow
(CS-01)



AKWS-7040 Light Mahogany/Dark Purple





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