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Indian Textile Industry Trends For 2024 & Beyond



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'People Love The Colours And Truly Appreciate The Designs' – Kavita Chaudhary

By **Textile Insights**

🕒 February 9, 2025

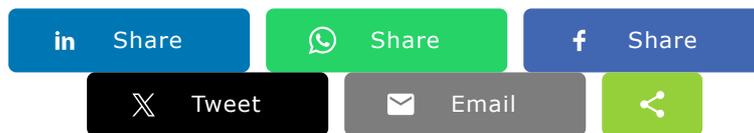
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Kavita Chaudhary, Design Director, Jaipur Rugs



“We are very, very happy because we weren’t sure what to expect. Heimtextil brings together a mix of customers from different countries, and with so many changes in the industry, there was a lot of uncertainty. However, the response has been overwhelmingly positive,” stated Kavita Chaudhary, Design Director of Jaipur Rugs, sharing her thoughts on the exhibition’s success.

“We took a trial approach this time, presenting something entirely different from what we’ve done in the past,” Chaudhary explained. “People are really loving it. The designs, the colours, and even the different constructions, such as our jute and hand-knotted pieces, have been exceptionally well-received.”

One of the standout elements of the collection is its vibrant colour palette and meticulous detailing. Visitors have shown a keen appreciation for the thoughtful integration of colours and patterns,

which reflect the brand’s commitment to pushing boundaries while honouring its artisanal heritage.

“People love the colours and truly appreciate the designs,” Chaudhary said. “It’s rewarding to see such an enthusiastic response, especially for something that was new and experimental for us.”

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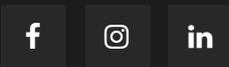
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