

# THE PEAK

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## CARRYING THE TORCH

DATO' SRI DANIEL CHIANG REFLECTS  
ON BONIA'S 50TH ANNIVERSARY  
MILESTONE AND HOW IT MARKS A  
TIME FOR REJUVENATION



# DREAM WEAVERS

When it comes to ethical luxury, Jaipur Rugs has long empowered the artisans they work with. We speak with its Regional Director Omar Khan on the intricate craftsmanship that goes behind their hand-knotted rugs.

TEXT NOOR AMYLIA HILDA

Renowned in the carpet industry for their groundbreaking business model, which prioritises the livelihood of their artisans with the aim of empowering communities and ensuring a sustainable livelihood for those involved, Jaipur Rugs was founded in 1978 by NK Chaudhary.

From humble beginnings with just nine artisans on two looms, the business has since evolved into one of the largest manufacturers of hand-knotted rugs in the world. Today, Omar Khan, a well-known name in the luxury rug industry, serves as Jaipur Rugs Regional Director where he plays a key role in showcasing the craftsmanship and creativity behind the company. He gives us an insight into his role.



01 Omar Khan,  
Regional Director of  
Jaipur Rugs.



**What was it that drew you to Jaipur Rugs?**

As a rug designer, I'm always on the lookout for companies that are pushing the envelope and have a true commitment to their craft. Learning about the rich heritage around Jaipur Rugs as a brand has also been remarkable – not only from the artisans and weavers but also from the founder and his approach to the business. The more I learnt about Mr NK Chaudhary, the more respect I gained for his vision. Especially as being owners of our own businesses, specific to rugs, it was particularly inspiring to see how he cultivated and grew his legacy.

**What fascinates you the most about the art of hand-knotted rugs and the craftsmanship behind it?**

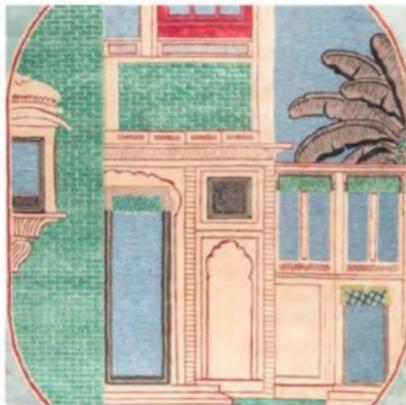
Simply put, it is the craftsmanship of the rugs, and the people behind it. The art of hand-knotting rugs is extremely detailed and intricate. In joining Jaipur Rugs, I've discovered the care that goes into every stage, from wool selection and dyeing to the intricate knotting process and the eighteen finishing steps it goes through before it reaches your home. I think to have access to that level of workmanship truly feels like there's a couture aspect to it and so to be a part of that is interesting and rewarding to me.



**What excites you the most about your role as Regional Director?**

One of my main goals as Regional Director is the unique opportunity to blend business growth with social impact. I am passionate about promoting the artistry and craftsmanship of our rugs while connecting with artisans and empowering their communities as well as to expand this network of accessible luxury to the region through beautiful, handcrafted rugs.

It has been exciting to explore new markets and tailoring our approach to meet the diverse needs of customers, all while staying true to our mission of sustainability and ethical practices.



**For someone who has had success with your own company, what advice would you give to someone who is hoping to make a career change by starting a new chapter in their careers?**

I would say be open-minded and willing. I think it's great to take audit of where you are, where you've come from, assess what you've accomplished and always ask the question of what's next and how can I grow.

**What is your goal for Jaipur Rugs in the coming years?**

Jaipur Rugs is a beloved household brand in India and my goal is to extend that same love and trust into the region here.

I would also like to enhance our market presence while remaining true to our commitment to quality and sustainability. Similarly, I aim to expand our distribution channels and explore new markets in the Southeast Asia region further to our latest showroom opening in Singapore as we see a growing interest in the artisanal rugs industry.

Ultimately, I would like to position Jaipur Rugs as a leader in ethical luxury, where we balance profitability with our mission of social responsibility which has always been at the core of our brand. 🌱

