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# Jaipur Rugs, India's largest maker of handmade rugs

*Discover the brand's new London showroom and high-profile collaborations*

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Jaipur Rugs

**I**t's unlikely you'll be familiar with Jaipur Rugs, but you'll undoubtedly have seen one of its creations, working as it does with many of the world's luxury labels.

While this in-house work continues apace, the company has recently decided to take the exquisite craftsmanship of its creations direct to consumers and designers, with showrooms across India, in Dubai, Singapore, Milan and now a new space in London's Design Centre, Chelsea Harbour.

Started in 1978 with just two looms, the family-owned company has grown to become India's largest network of artisans, with 40,000 working across 7,000 looms. Significantly, 85 per cent of its weavers are women.





Jaipur Rugs

'Chiku' rug, £5,820





Jaipur Rugs

'Cross Section' rug, £2,210

Unsurprisingly, Jaipur Rugs has won awards for its principles of social enterprise, revolutionising the industry by creating a new model working directly with makers and empowering communities to earn a sustainable living. In particular, its Manchaha Project gives weavers in rural India the chance to freestyle, using their self-expression and expertise to create individual designs rather than following a prescribed pattern. Mixing personal stories and cultural elements, these rugs are truly unique creations.

The heritage brand also stands out in the way it blends the handmade with contemporary design. At this year's Milan design week it launched collections with Vimar1991, a Piedmont-based yarn producer owned by Chanel, and contemporary kilims with Memphis-member Michele De Lucchi.



Jaipur Rugs

'Padiglione delle Capriate Carpet' rug created for Homo Faber

Its most recent collaboration has seen the company work with film director and creative polymath Luca Guadagnino on two graphic rugs for Venice's Fondazione Giorgio Cini, venue for luxury-craft showcase Homo Faber, of which he is creative director. [jaipurrugs.com](http://jaipurrugs.com)

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