

**PRODUCTS**

# Step into the landscapes of the UAE through this rug collection by Jaipur Rugs in collaboration with Bodour Al Qasimi

Jaipur Rugs, globally renowned for transforming ancestral craftsmanship into contemporary design narratives, unveils Whispers of the Desert, an evocative new collection created in visionary collaboration with Bodour Al Qasimi.

by **Staff Writer** January 6, 2026

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Rooted in the ancient landscapes of Mleiha and Faya, the collection transcends the idea of a designer rug to become a living archive of land, memory, and time. Each of the six handwoven masterpieces translates the desert's vast silence, celestial horizons, and evolving terrains into tactile, contemporary woven art—inviting reflection, pause, and connection.

Commenting on the collaboration, Yogesh Chaudhary, Director, Jaipur Rugs, says: "At Jaipur Rugs, we believe a rug is not an object—it is a story, a memory, and a living witness. 'Whispers of the Desert' is a profound expression of how land, time, and the human spirit can be translated through the hands of our artisans.



This collaboration with Her Highness Bodour Al Qasimi bint Sultan Al Qasimi is deeply meaningful to us, as it honours ancient landscapes while speaking a contemporary language rooted in emotion, respect, and shared heritage.” he further adds

Whispers of the Desert captures the poetry of a land where history, nature, and humanity intertwine. Windswept dunes, eroded mountains, hidden oases, and celestial rhythms are interpreted through nuanced textures, layered palettes, and intricate weaving techniques, resulting in pieces that feel at once ancient and modern.

## The Six Woven Narratives

### Cry of the Sands

A meditation on mystery and movement, this rug reveals a desert seen through veils of sand and light. Subtle landmarks rise like half-remembered shelters, echoing the rhythm of wind and the quiet power of impermanence. Each weave whispers of passage, presence, and secrets held beneath shifting dunes.

### Edge of the Plain

A living memory captured in thread, this piece traces the gradual transformation of landscape—where mountains recede, trees thin, and desert emerges. Beauty persists through change, revealing nature's quiet resilience and the delicate continuity of life.

### The Land of Beginnings

Illuminated by the night sky, this rug evokes cosmic energy flowing through hills, valleys, and stars. Erosion, retreat, and rebirth unfold across its surface, chronicling creation and renewal. It is a vision of a land both fleeting and eternal, alive in imagination and remembrance.

### The Land Bears Witness

Here, memory drifts across mountain ridges as the land observes its own history. Twin celestial forms—sun and moon—mark time's steady rhythm. The rug captures the tension between endurance and disappearance, standing as a testament to a land suspended between past and future.

### The Passage of Time

At its core, concentric rings mirror a tree's cross-section—each marking growth, struggle, and survival. Radiating bands etched with symbols and spirals trace cycles of land, life, and cosmos. The piece becomes a contemplative map of time itself.

### Oasis of the Ancestors

A tender vision of Mleiha as it once was—abundant, alive, and harmonious. Flowing waters, flora, fauna, and human presence pulse through the weave, evoking a sanctuary where history and imagination flourish together.

Handwoven by master artisans of Jaipur Rugs, the collection reflects the brand's enduring commitment to craftsmanship, cultural storytelling, and ethical production. Guided by the creative vision of H.H. Sheikha Bodour bint Sultan Al Qasimi, Whispers of the Desert becomes a dialogue between geography and memory, tradition and modernity. Each rug stands as an invitation—not merely to inhabit a space, but to feel the soul of a land etched in time. This made-to-order collection, crafted from wool and bamboo silk, is priced at ₹8,300 per square foot.

#### ***About Jaipur Rugs***

*Jaipur Rugs is a family business strengthened by the purpose of protecting*

*ancestral knowhow and connecting rural craftsmanship with global consumers. By placing the human aspect at its core, the company has grown to become the largest network of artisans in India. It uses the age-old art form of handmade carpets as a tool to bring prosperity into the homes over 40,000 rural artisans of which 90% are women.*

***About Bodour Al Qasimi***

*Her Highness Bodour Al Qasimi bint Sultan Al Qasimi is a custodian of cultural preservation and artistic excellence, whose visionary sensibilities breathe life into heritage through storytelling. In collaboration with Jaipur Rugs, her vision culminates in *Whispers Of The Desert*. This artistic collection pays tribute to magnetic landforms, celestial rhythms, & stories long held in sand and stone now exquisitely preserved in handwoven form.*

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