



PRODUCTS

Unveiling Jaipur Rugs' latest collection 'Playing with Tradition' inspired by the festival of Holi

Jaipur Rugs, a beacon of luxury in the world of handcrafted rugs, is proud to unveil its highly anticipated collection, "Playing with Tradition," created in collaboration with the visionary designer Richard Hutten.

by **Staff Writer** | April 29, 2025

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This collection, along with three exceptional collaborations featuring Tatiana de Nicolay, Peter D'Ascoli, and VIMAR 1991, showcases Jaipur Rugs' unwavering commitment to marrying time-honored craftsmanship with forward-thinking design.

For Jaipur Rugs, the fusion of heritage and innovation is not just a philosophy—it is the essence of their craft. The “Playing with Tradition” collection is a prime example of this ethos. Richard Hutten has masterfully reimagined ancient rug designs through a modern lens, introducing bold 3D textures and vibrant, playful patterns that breathe new life into traditional motifs. These rugs are a bold tribute to both the past and the future, proving that heritage can evolve and thrive in contemporary settings.

Playing with Tradition: Inspired by the vibrant celebration of Holi festival in India, this collection reimagines the timeless art of hand-knotted rugs, blending centuries-old craftsmanship with a bold, contemporary twist. Bursting with the dynamic hues of India’s Festival of Colors, each piece captures the festival’s exuberance, while incorporating playful references to the comedic genius of silent film icons. With whimsical details like banana motifs, these rugs offer an unexpected touch of joy and personality. Expertly crafted from natural wool, they are not merely decorative accents—they are heirlooms, designed to endure and evolve with beauty over time

In addition to “Playing with Tradition,” Jaipur Rugs is unveiling three extraordinary collaborations, each with a distinct artistic vision:

Tatiana de Nicolay – Jardins du Monde: Inspired by the world’s most iconic gardens, Jardins du Monde is an evocative tribute to the beauty and serenity of nature. From the storied Albert Kahn gardens in Paris to the lush English countryside, this collection—designed by the celebrated Paris-based designer Tatiana de Nicolay—captures the essence of botanical tranquility. Each rug in this collection tells a unique story, inviting

you to explore the calming allure of nature's masterpieces and the cultural richness they embody.



Peter D'Ascoli – Gilded Age Collection: Drawing inspiration from the opulence of 19th-century Parisian flea markets and the glamour of Hollywood Regency, Peter D'Ascoli's Gilded Age collection fuses chintz florals, bold paisleys, and neoclassical motifs with contemporary design elements. These hand-knotted rugs are timeless works of art, paying homage to a bygone era while integrating modern sensibilities. The Gilded Age collection is a perfect balance of past grandeur and present-day sophistication, creating heirlooms that transcend time.



VIMAR 1991 – Atelier Collection: In a groundbreaking collaboration with the prestigious yarn atelier VIMAR 1991, owned by Chanel, Jaipur Rugs presents the Atelier Collection. Defined by luxurious monochrome threads, this collection features intricate patterns that evoke the artistry of haute couture fashion. The collection's black-and-white designs exude understated elegance, making them versatile yet striking additions to any space. These rugs are a celebration of high-fashion design and the exquisite craftsmanship that defines Jaipur Rugs.



Craftsmanship Meets Sustainability

Jaipur Rugs' commitment to sustainability and ethical craftsmanship is at the heart of everything they do. Each rug is a testament to the extraordinary skill of the artisans who craft them, but it goes beyond artistry. Jaipur Rugs is deeply dedicated to the well-being of its artisans, ensuring fair wages, healthcare, and educational opportunities. Through these efforts, Jaipur Rugs is not only preserving the tradition of rug-making but is also empowering communities and uplifting families.

From Richard Hutten's playful reimagining's to Tatiana de Nicolay's botanical masterpieces, every collaboration reflects a commitment to social responsibility. Jaipur Rugs is proving that the future of luxury design can be both innovative and ethical, creating products that stand the test of time while leaving a positive impact on the world.

A Vision Shared at Salone del Mobile, Milano

Rutvi Chaudhary, Director at Jaipur Rugs, shared her excitement about the debut of these collections, particularly in the context of Salone del Mobile, Milano, one of the most prestigious design events in the world. "This year's collection is a true celebration of our commitment to innovation and craftsmanship," she says. "The Playing with Tradition collection, along with our collaborations with Tatiana de Nicolay, Peter D'Ascoli, and Vimar 1991, perfectly embodies Jaipur Rugs' philosophy of bridging heritage with modernity. Showcasing these collections at *Salone del Mobile, Milano* provides a global platform to connect

with design enthusiasts from all over the world, and we are thrilled to see how the fusion of traditional craftsmanship and contemporary design resonates on such a grand stage.”

The “Playing with Tradition” collection, alongside the exclusive collections from Tatiana de Nicolay, Peter D’Ascoli, and VIMAR 1991, is now available at Jaipur Rugs’ flagship stores and select global retail partners. These collections represent not just an investment in design, but in the stories, craftsmanship, and values that will transcend generations.

Available at: www.jaipurrugs.com/in

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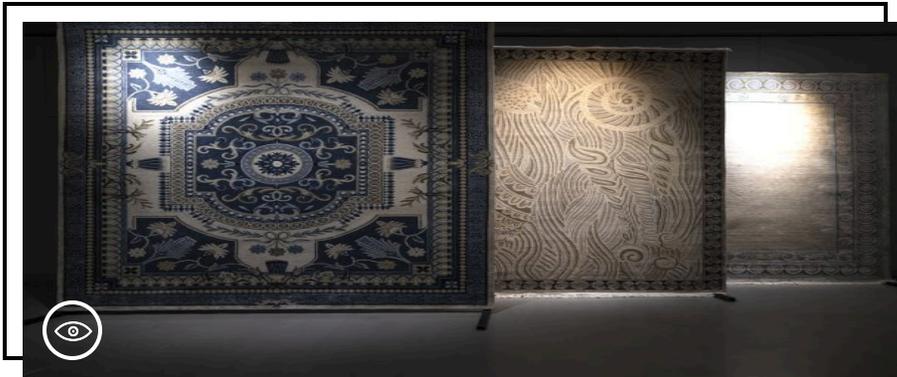
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