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When cricket meets craft: Jaipur Rugs' World Cup campaign

Jaipur Rugs celebrates the Women's Cricket World Cup with a dazzling carpet pitch where captain Harmanpreet Kaur and rural artisans unite sport, craft and female empowerment.



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As the Women's Cricket World Cup begins, Jaipur Rugs unveils a vivid new campaign that transforms India's favourite sport into an ode to craft. The Jaipur Rugs Cricket Pitch, a shimmering

installation composed of 36 layered antique carpets, sets the stage for Indian captain Harmanpreet Kaur to play alongside the brand's master artisans.

Following the brand's viral carpet tennis court, this cinematic pitch is brighter, glossier and filled with design wit. Hand-embroidered red leather balls, saris dyed to match Kaur's jersey and logo details on bats, wickets and even lawn mowers bring Jaipur Rugs' creative language into every element.



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The result is a lively meeting of athletic intensity and textile artistry. Semi-professional players from Udaipur join artisans from Badi Jori village in a high-energy scene that reflects the drama of tournament play.

At its core, the project speaks to female empowerment and inclusivity, placing world-class athletes and rural women weavers on the same ground. Directed by Gorkey Patwal with photography by Avani Rai, the campaign continues Jaipur Rugs'



mission to bring traditional craftsmanship into contemporary culture.



Review: COVER Connect New York 2022



Deirdre Dyson



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