

# EMOTION, WOVEN

In DAYS, Jaipur Rugs steps into its most intimate territory yet — an artistic collaboration with the enigmatic Princess Pea. The collection unfolds like a study of human emotion, where threads become metaphors and artisans become storytellers. It's a quiet, contemplative world that invites you to feel before you interpret, and to see craftsmanship not just as a skill, but as an emotional language.

**ELLE: WHAT INSPIRED THE COLLABORATION BETWEEN JAIPUR RUGS AND PRINCESS PEA FOR THE DAYS COLLECTION?**

**Yogesh Chaudhary (YC):** This collaboration grew from a shared curiosity about human emotions and identity. Princess Pea's art explores the unseen layers of the self, like vulnerability, hope, and duality, which align deeply with our philosophy of weaving human stories into every thread. DAYS became our shared canvas to celebrate the subtleties of everyday life and the emotional textures that make us who we are

**ELLE: HOW DOES THE COLLECTION REFLECT JAIPUR RUGS' PHILOSOPHY OF STORYTELLING AND CRAFTSMANSHIP?**

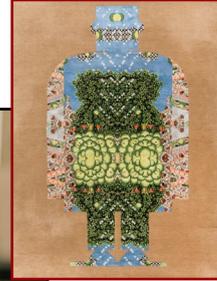
**YC:** Every rug in DAYS tells a story, handwoven by artisans whose moods, emotions, and memories are reflected in the colours, textures, and patterns. We see rugs as living narratives, and this collection captures the rhythm of human days, from chaos to calm, and from joy to solitude. It's a quiet reminder that beauty often lives within our emotional spectrum.

**ELLE: HOW DID THE CREATIVE PROCESS UNFOLD BETWEEN JAIPUR RUGS ARTISANS AND PRINCESS PEA?**

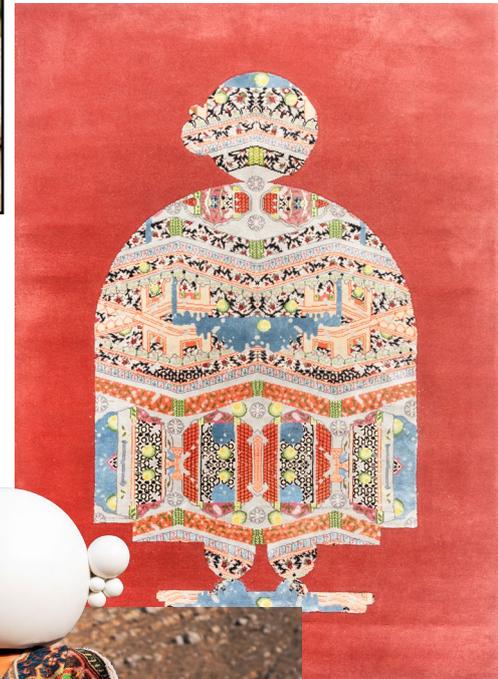
**YC:** It was a natural exchange of feeling and technique. Princess Pea shared abstract ideas around identity and emotion, and our artisans translated those into tactile expressions through colour blending, knotting, and texture play. It wasn't about reproducing an artwork; it was about interpreting a shared emotion, a dialogue between art and craft.

**ELLE: WHAT SETS THIS COLLECTION APART FROM OTHER JAIPUR RUGS COLLABORATIONS?**

**YC:** Our earlier collaborations often celebrated design innovation or cultural heritage. DAYS takes a more introspective path. It blurs the line between contemporary art and craft, turning something deeply personal, even philosophical, into something you can live with. It's emotional minimalism, woven by hand.



*Yogesh Chaudhary,  
Director, Jaipur  
Rugs, calls DAYS  
one of the most  
emotionally rich  
chapter yet*



**ELLE: HOW DOES PRINCESS PEA'S SIGNATURE PERSONA, THE MASKED WOMAN, FIND EXPRESSION IN THE COLLECTION?**

**YC:** Her anonymity is a metaphor for universality. The mask invites us to look beyond appearances and connect with shared emotion. In DAYS, this spirit is conveyed through abstraction in colours, textures, and forms that evoke feelings without relying on faces. Each rug becomes a mirror, reflecting whoever encounters it. ♦