



Fashion Accessories

Jaipur Rugs Unveils "Playing with Tradition" Collection



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Jaipur Rugs has launched its latest designer collaboration, the *"Playing with Tradition"* collection, at the prestigious Salone del Mobile, Milano. Created with celebrated Dutch designer **Richard Hutten**, the collection reinterprets age-old rug-making techniques using playful 3D textures, Holi-inspired colors, and motifs drawn from silent film humor—offering a vibrant fusion of craft and creativity.

Also unveiled at the event were three exclusive collections:

- **Tatiana de Nicolay – Jardins du Monde:** Inspired by iconic global gardens, this collection captures botanical serenity with a romantic, nature-infused aesthetic.
- **Peter D'Ascoli – Gilded Age:** A richly layered series that blends 19th-century Parisian opulence with Hollywood glam, incorporating paisleys and chintz with a modern flair.
- **VIMAR 1991 – Atelier Collection:** Developed with the Chanel-owned yarn atelier, this monochrome series features couture-inspired designs with understated elegance.

Speaking at the Milan showcase, **Rutvi Chaudhary**, Director at Jaipur Rugs, emphasized the brand's dedication to bridging tradition with modernity: "These collections are a celebration of design innovation and craftsmanship."

Beyond aesthetics, Jaipur Rugs remains deeply rooted in social and environmental responsibility—empowering artisans through fair trade, healthcare, and education. Each rug is a story of legacy, artistry, and community.

The collections are now available at Jaipur Rugs flagship stores and select global outlets

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