



ART

Threads of Grandeur: Timeless Rugs That Speak a Global Design Language

An Indian rug-making company is capturing international attention with its new collection of stunning hand-woven carpets that beautifully blend heritage and innovation.

By Shilpi Madan

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Jun 1, 2025



The design of the Tea Pavilion rug is a reminder of Japan's beauty featuring plants, palm leaves and the architecture of the land. It has 4,97,664 knots.

Image courtesy: Jaipur Rugs

It's a landmark moment not just for a brand, but for India's place on the world design map. Jaipur Rugs, one of India's most respected rug-making companies, is capturing international attention for its rare blend of heritage and innovation. Its new collection, *Jardins du Monde*—or *Gardens of the World*—reflects a deeply creative partnership between Parisian designer Tatiana de Nicolay and the thousands of artisans working across India's rural heartlands.





A Tale of Two Worlds

At the heart of this collection lies a beautiful convergence—Parisian refinement meeting the earthy soul of rural India. Tatiana, a designer known for her poetic sensibility, drew inspiration from the lush serenity of Albert Kahn's garden in Paris. From there, she imagined a global journey through seven extraordinary gardens, each translated into intricate rug designs.

The result? A rich tapestry of motifs echoing Japanese Zen landscapes, English meadows, and French floral gardens. There are labyrinths, forest trails, and pagoda-inspired forms—each telling a quiet story through its design. But what makes this more than just a series of beautiful objects is the deeper story behind how they came to be.





The Snake Song rug showcases ficus and Bermuda palm trees, pepper vines and herbs. As one wanders through the dense vegetation, the hiss of a tropical snake is dominant and hence the name of the collection.

Image courtesy: Jaipur Rugs

Two years in the making, the *Jardins du Monde* collection exemplifies what happens when deep-rooted craftsmanship meets bold creative vision. “What makes this collection special is not just the design, but the story within each piece,” says Yogesh Chaudhary, director, Jaipur Rugs. “It’s a narrative expressed through colour, texture, and technique—woven by artisans whose skills have been passed down through generations.”

He further elaborates, “The seamless blend of contemporary design with age-old craftsmanship created something timeless yet modern.”

Each rug in the collection is brought to life through traditional hand-knotting methods, made richer with varying pile heights, intricate carvings, and soft transitions that create almost sculptural surfaces. A mix of wool and silk threads gives the rugs a luxurious feel, with floral patterns and gradients that catch the light in quiet, expressive ways.

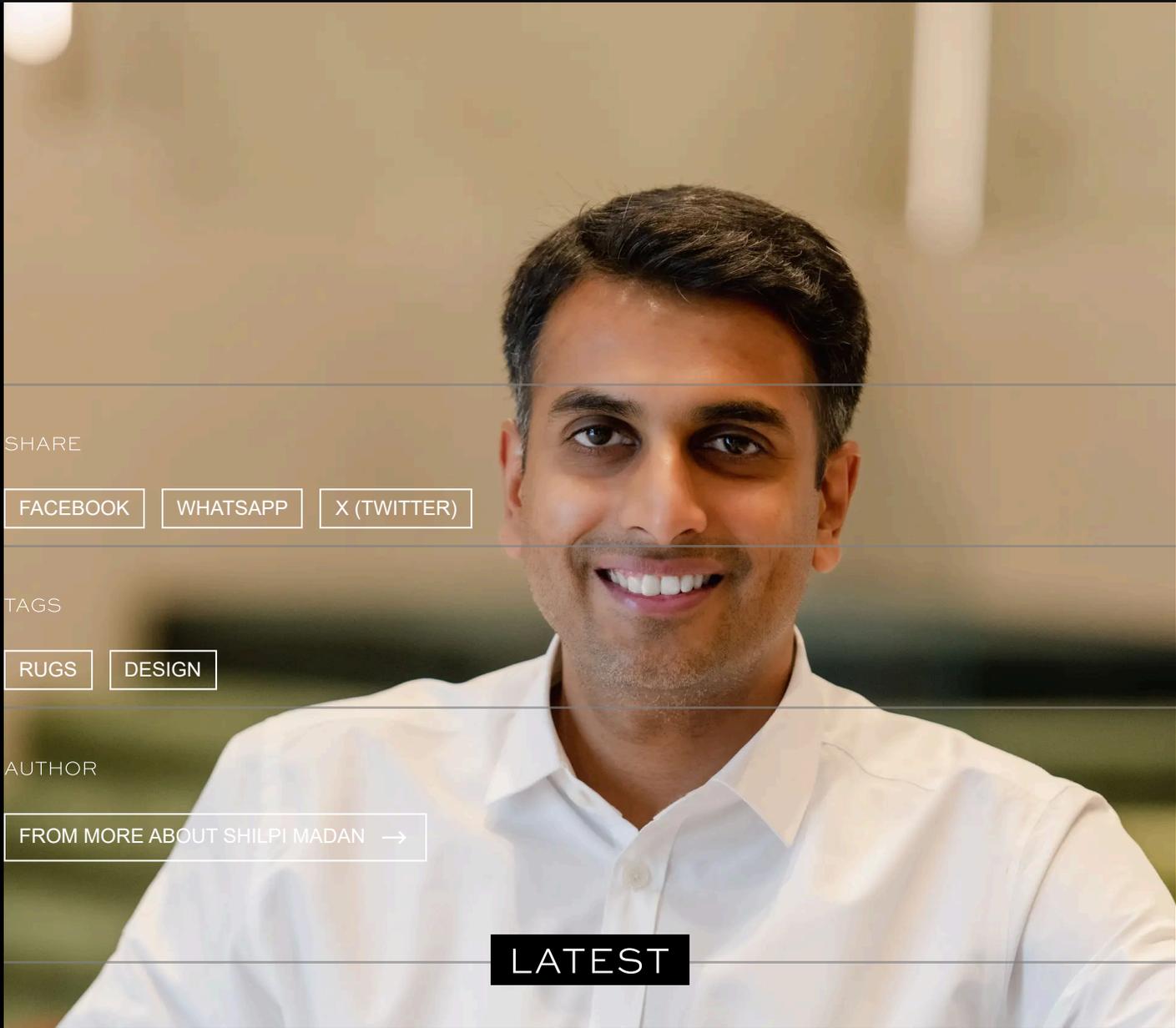
Bridging the Divide

With Tatiana based in Paris and the weaver clusters in India, the real challenge lay in managing the distance and ensuring her creative vision was accurately translated into the final rugs.

Bridging this gap required constant communication, close collaboration and a deep understanding between both sides to make sure the essence of her designs was reflected beautifully in each handcrafted piece,” says Chaudhary.

“What I have taken away from working on this collection is how powerful true collaboration can be. It is amazing how two very different worlds—Paris and rural India -- came together so beautifully. This project taught me a lot about the importance of clear communication and staying true to the designer’s vision, across distance. But more than anything, it reminded me that design has no borders. When creativity meets craftsmanship, something truly special happens.”





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This collection signals something bigger—a moment where Italian craftsmanship is not just celebrated, but placed at the heart of a new, global definition of luxury. As *Jardins du Monde* continues to make waves internationally, the company behind it has set its sights on scaling even



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