PRINCESS PEA LENDS HER ACTIVISM TO A NEW EDIT WITH JAIPUR RUGS

A weaver wearing Princess Pea's mask

Jaipur Rugs x Princess Pea collection titled Days

A Jaipur Rugs weaver at work wearing Princess Pea's head

Gurgaon-based contemporary artist Princess Pea, known for her distinctive alter-ego persona — an oversized, doll-like head — that she uses to explore ideas of identity, gender, body image, and the performance of self, collaborated with Jaipur Rugs for a collection titled Days. With this edit, she changes her medium and weaves her protest-powered stories into pieces that are charged with her activism.

"With Jaipur Rugs, what drew me in was their deep respect for the artisans. I found a connection with their process, which is not just about weaving textiles, but weaving lives and creating stories of identity, resilience, and quiet power. Both of us believe that art is a form of empathy, and that collaboration can become a language of healing," said Pea, talking about her collaboration with the luxury rug brand.

For Pea, the collection was about translating something intangible, such as emotion, time, womanhood, into a tactile form. The rug became a body, a landscape that could hold the marks of lived experience.

"I wanted the weaves to breathe, to pulse with the same rhythm as the women whose stories inspired it. It was less about adapting my medium and more about expanding it into texture and touch. Weaving, for me, symbolises the invisible labour that sustains the world, most often done by women, and rarely celebrated. It felt poetic to use that same act to reclaim the narrative. Through the warp and weft, we could speak of pain, strength, and tenderness, not as opposites, but as intertwined threads of the same identity."

The collection, titled Days, features four rugs, each reimagining Pea's miniature silk paintings through the lens of hand-knotted craftsmanship. Each rug in Days corresponds to a colour and state of being — Blue for reflection, Pink for tenderness, Mustard for resilience, and Salmon for renewal. Sharing what guided this chromatic symbolism, and how these shades narrate the emotional arc of womanhood.

Pea said: "For me, colours are emotional frequencies. I chose them to mark the shifting moods that define womanhood — reflective, nurturing, defiant, and reborn. The palette follows an internal journey from introspection to release, from quietude to bloom. Each rug becomes a day in the life of a woman, ordinary yet profound."

Carpets have hardly been used as a canvas for activism or championing a cause, but with Days, Pea speaks about issues like menstruation as both a biological and political experience. She understands that through craft, the conversation becomes gentle but persistent. "The rug doesn't shout — it breathes, it invites. That's its power, it allows discomfort to transform into dialogue," she makes us note while giving us a background of her alter ego. "Princess Pea was born out of anonymity — a mask that allowed me to be everyone instead of someone. She questions ideas of beauty, gender, and individuality. For this collection, the silhouette became part of the weave, no longer separate from the narrative. She is every woman — seen and unseen — whose story threads through the fabric of care and identity," she concluded.

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Yogesh Chaudhary, director, Jaipur Rugs, termed the collaboration organic. He said: "Princess Pea's work beautifully questions ideas of self, gender, and individuality, while our weavers express similar emotions through their knots and textures. The collaboration felt organic, as both our worlds meet at the intersection of emotion and craftsmanship. Together, we've explored identity through the tactile language of weaving, turning deeply personal narratives into tangible works of art."

Farah Khatoon

Pictures courtesy: Jaipur Rugs