

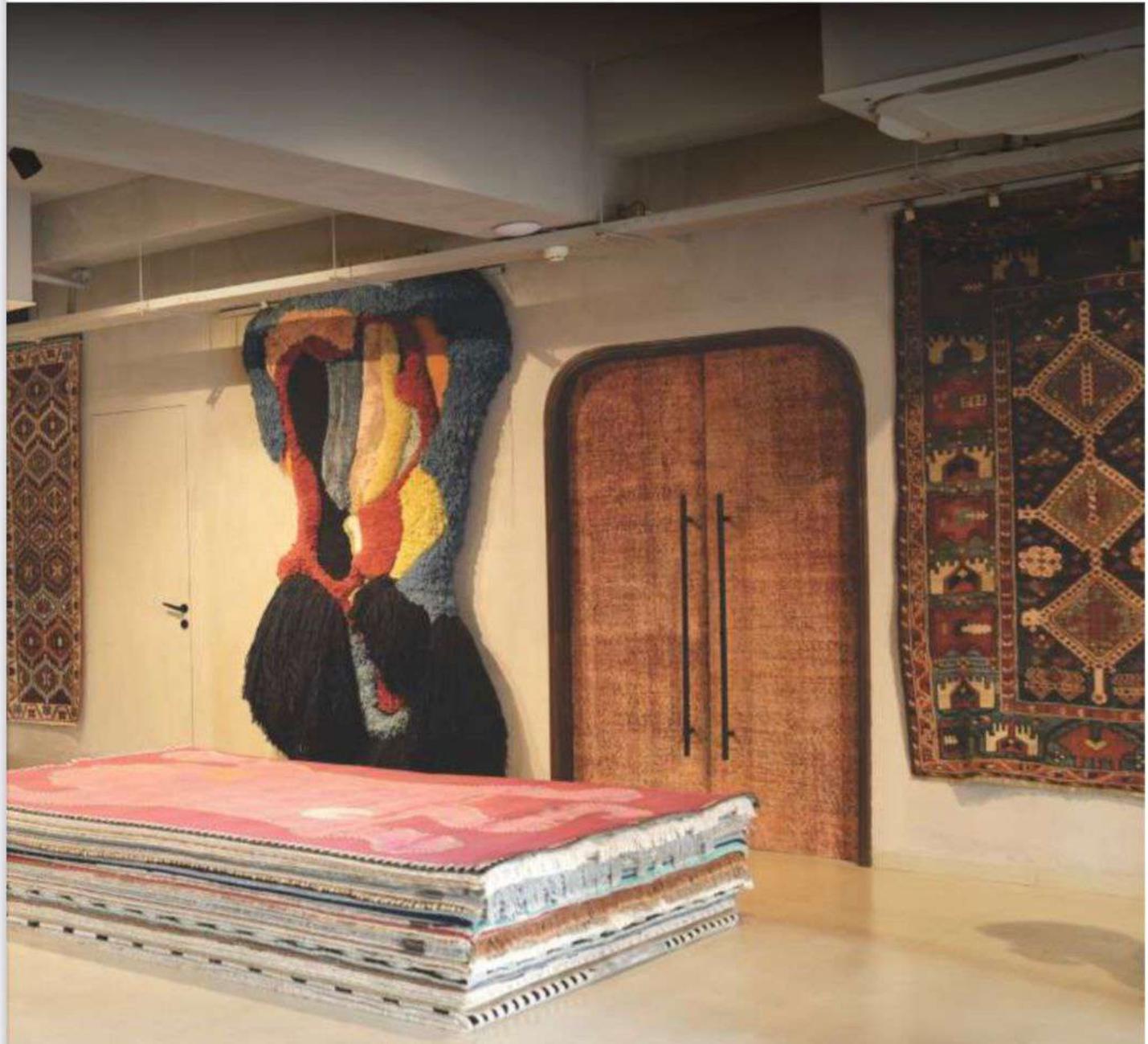
Where Threads Speak and Hands Dream:

Jaipur Rugs Opens in Raipur

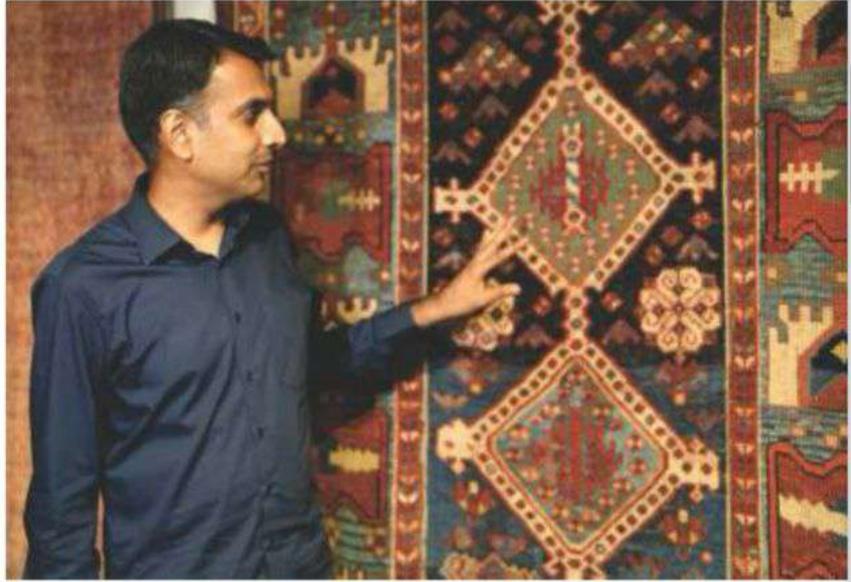


In late June 2025, amidst the sweltering stillness of a Raipur summer, something quiet yet profound stirred in the city's design landscape. Jaipur Rugs, the globally recognized purveyor of handcrafted carpets, opened its first store in Chhattisgarh — not with fanfare, but with feeling.

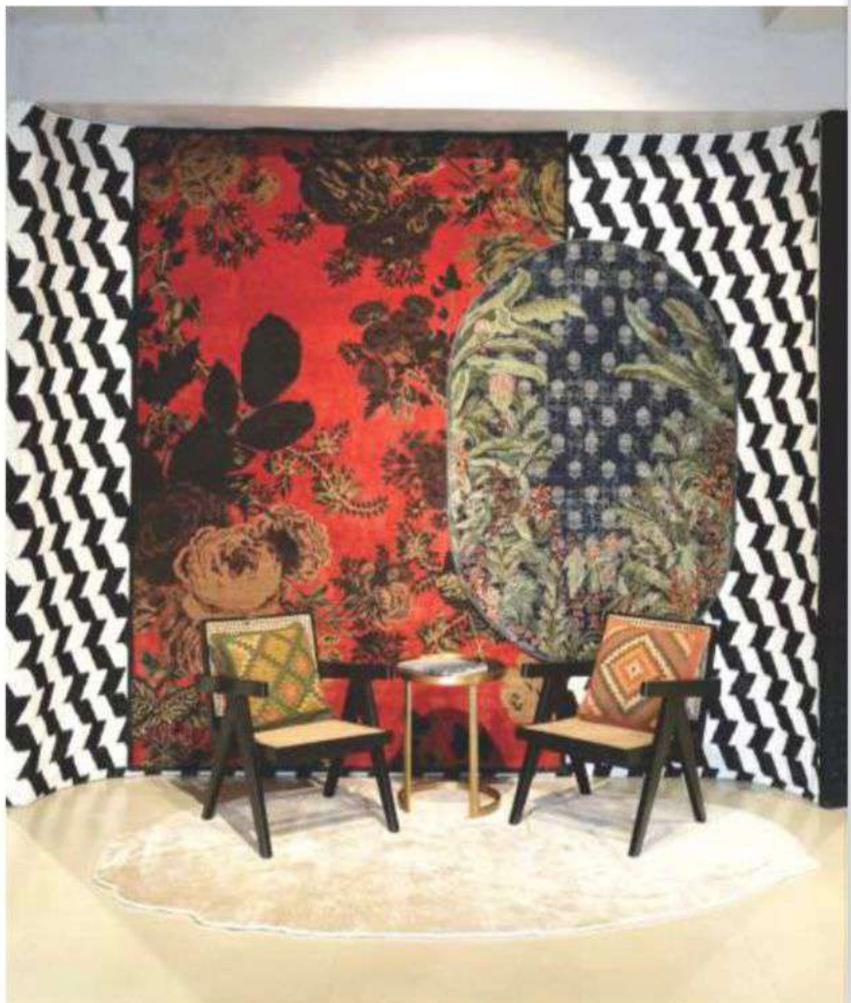
Tucked within SS Turning Point near Shanti Sarovar in Kachna, the new 3,400-square-foot space marks the brand's 18th outlet globally. But this is no ordinary showroom. Conceived less as a retail space and more as a cultural gallery, it brings Jaipur Rugs' long-standing commitment to Indian craftsmanship into the heart of central India — a place often overlooked in luxury design circles.



Jaipur Rugs is a family business strengthened by the purpose of protecting ancestral know how and connecting rural craftsmanship with global consumers. By placing the human aspect at its core, the company has grown to become the largest network of artisans in India. It uses the age-old art form of handmade carpets as a tool to bring prosperity into the homes of 40,000 rural artisans of which 85% are women. Founded in 1978 by Nand Kishore Chaudhary with just two looms, it now has over 7,000 looms and sells in over 90 countries. Today the company creates contemporary works of art by collaborating with creative talents capable of showcasing this ancestral craft with a new vision.



The Raipur outpost unfolds like a tactile narrative, drawing visitors into a world where the floor beneath their feet tells stories. Curated with the brand's in-house sensibility, the interiors showcase collections that span the aesthetic spectrum — from the raw and mythic beauty of the Mythos range to the modern



abstraction of Chaos Theory by Kavi, and the eclectic Jaipur Wunderkammer series, which juxtaposes tradition with whimsy. These are not trend-driven displays. They are threads of personal history, carried forward by thousands of rural artisans, most of whom remain unnamed but never unacknowledged.

The store's inauguration was attended by patrons, design professionals, and press, but the quiet heart of the event belonged to the people it honors most: the weavers. Not in person, perhaps, but certainly in presence. As Director Yogesh Chaudhary noted during the opening, the store aims not merely to sell rugs, but to allow visitors to feel "the invisible hands that turn yarn into poetry."

This language of care and craft resonates through the ethos of the company. Founded by N.K. Chaudhary, Jaipur Rugs has long advocated for the dignity of labour and the recognition of rural artisans as artists. In his address, Chaudhary reflected on how each rug holds "silence, stories, sorrows, and dreams" — a sentiment that sets the brand apart in a market often driven by surface and speed.

The Raipur store joins a lineage of carefully placed galleries across India and abroad, following the most recent launch in Pune. Its emergence in Chhattisgarh suggests a growing interest in decentralizing access to design — making it not the reserve of metro cities, but part of the everyday vocabulary of smaller urban centres. ©

