**JAIPUR LIVING GOES BACK TO (SOLIDS AND) BASICS**

**WITH ITS LARGEST LAUNCH OF 2020**

**FOR IMMEDIATE RELEASE**

(**ACWORTH, GA – October 20, 2020**) As the weather cools and the air turns crisp, global rug and textiles producer Jaipur Living introduces its largest assortment of 2020. More than 90 rugs will make their debut in November across 18 new and 7 existing collections that are rich with gorgeous handmade offerings, intricately-detailed power-loomed beauties and new additions to best-selling collections. They will be shoppable via Jaipur Living’s [website](https://www.jaipurliving.com/) and [digital catalogs](https://www.jaipurliving.com/catalogs) in November.

The trend of simplicity and ease of use are top-of-mind with Simply Put—seven collections featuring an eye-catching array of subtle textures and artful colors that embody a minimal design approach—making them as versatile as they are beautiful.

“We felt the collections in Simply Put should be solids and solid textures,” explained Jaipur Living Director of Product Development Steven Sorrow. “Designers love the depth and movement of the colors and textures of our solids. They’re easy to decorate with so they simplify our design decisions and, in turn, our lives.”

**Highlights:**

* Simply Put - seven handwoven collections that are easy to decorate with
* Detail-rich power-loomed rugs that mimic the look and feel of handknots
* Performance versions of popular Jaipur Living poufs
* Soothing desert neutral color palettes

**Simply Put**

**NEW!** [**BTE02 Breathe Easy Caraway**](https://www.dropbox.com/s/lwpxhw0vyrxfejk/BTE02_RUG148679_RCT_HS.jpg?dl=0)

Breathe Easy is a sublime handwoven collection that employs hand-tossed carding, giving the appearance of movement to the wool-blend yarns in both texture and color. The gray and tan Caraway rug’s solids and heathers pattern evokes a casual and easy vibe.

**NEW!** [**CBK01 Cloud Break Skye**](https://www.dropbox.com/s/w0g9xvu5aokmi9i/CBK01_RUG148694_RCT_HS.jpg?dl=0)

Cloud Break is casual luxe at its best. A handwoven blend of silk, wool, and polyester combine for a great new solid texture with a subtle hint of sheen. The Skye design is available in gray and white or taupe and gray.

**NEW!** [**DRM02 Day Dream Sanja**](https://www.dropbox.com/s/9i8q0l1vy2i76sr/DRM02_Day%20Dream_Sanja.jpg?dl=0)

Chunky thick and thin yarns are handwoven, creating an organic, casual weave so soft you can’t help but sink your toes right into it. The Day Dream Sanja rug comes in either brown and tan or a pink and white solids and heathers pattern.

**NEW!** [**MMR02 Morning Mantra Poise**](https://www.dropbox.com/s/l55sahvagaww9z5/MMR02_Morning%20Mantra_Poise.jpg?dl=0)

The Morning Mantra collection is handwoven of jute, polyester and cotton, creating a super soft weave with a tribal textural look. The Poise design comes in natural and black, natural and brown, or gray and black. Great for modern and casual spaces.

**NEW!** [**SST05 Second Sunset Gradient**](https://www.dropbox.com/s/o10bgrtu1l0raio/SST05_Second%20Sunset_Gradient.jpg?dl=0)

Second Sunset is handwoven on a double-back loom, creating a great, new texture. Gradient’s on-trend blue and gray stripes pattern is crafted in wool and rayon made from bamboo silk for a beautiful, lustrous finish.

**NEW!** [**STG01 Star Gaze Nebula**](https://www.dropbox.com/s/42cd5yflez2m9fd/STG01_Star%20Gaze_Nebula.jpg?dl=0)

Star Gaze is a super soft Nordic weave collection that’s perfect to have underfoot in bedrooms. Nebula’s solids and heathers pattern comes in a blend of wool, viscose and cotton in either gray and white or tan and white.

**NEW!** [**TWK01 The Weekend Sunday**](https://www.dropbox.com/s/zt5jlwbxx6rosvr/TWK01_The%20Weekend_Sunday.jpg?dl=0)

Natural and sophisticated with contrasting borders and fringe, The Weekend is a chunky wool and polyester flat weave collection--a non-solid solid that’s at home in multiple decors. Sunday features a gray and white chevron pattern that’s also available in black and white, brown and white, and white and tan.

**HAND-KNOTTED**

**[LIB11 Liberty Wesson](https://www.dropbox.com/s/4bi5ev0dirm6vsy/LIB11_Liberty_Wesson.jpg?dl=0)**

The best-selling Liberty collection of artisan-made Persian handknots gets a beautiful new addition with the Wesson rug. Crafted of 100% wool in an oriental pattern, Wesson’s nubby texture in gray and taupe evokes an authentic, vintage look for traditional décor.

**[REL11 Revolution Williamsburg](https://www.dropbox.com/s/7vbk27g5brdk6cl/REL11_Revolution_Williamsburg.jpg?dl=0)**

Jaipur Living’s best-selling Revolution collection welcomes a new colorway in the popular Williamsburg design. The Persian hand-knotted trellis, chain and tiles pattern comes in a stately gray and white that’s at home in traditional and transitional spaces.

**POWER LOOMED**

**New!** [**WNO05 Winsome Jamestown**](https://www.dropbox.com/s/5jjlc40yofnch8h/WNO05_Winsome_Jamestown.jpg?dl=0)

The two-million-point power-loomed construction of the Winsome collection allows for incredibly intricate patterns in either medallion, oriental, or trellis, chain and tiles designs -- seen here in the Jamestown rug. Made to mimic the look and feel of high-end traditional handknots at an affordable price point.

**NEW!** [**SZN01 Sarzana Calimesa**](https://www.dropbox.com/s/55s2mhrcaw0enr6/SZN01_Sarzana_Calamesa.jpg?dl=0)

The Sarzana collection of easy-care power-loomed rugs offers great high-end looks at an opening price point. Calimesa displays a gray and blue trellis, chain and tiles pattern perfect for transitional and updated traditional styles.

**[CTY10 Catalyst Fawcett](https://www.dropbox.com/s/o9oydknf594i50e/CTY10_RUG148363_RCT_HS.jpg?dl=0)**

Jaipur Living’s popular Catalyst collection of animal print and abstract rugs welcomes three new additions. Fawcett presents a traditional motif that’s made modern thanks to mesmerizing metallic polyester accents. Easy care with a lustrous finish and high-low pile.

[**SNL09 Sinclaire Druzy**](https://www.dropbox.com/s/qp04rczntxfp2xt/SNL09_Sinclaire_Druzy.jpg?dl=0)

The best-selling Sinclaire collection of power-loomed rugs welcomes two abstract additions. Crafted in a blend of metallic polyester and polypropylene, Druzy pops with modern style in a palette of sophisticated gray and white or stunning yellow/gold and white.

[**MYD16 Myriad Emeline**](https://www.dropbox.com/s/a1sjgfol0tjqjet/MYD16_Myriad_Emeline.jpg?dl=0)

The Myriad line of popular Turkish-inspired rugs with beautifully faded palettes gets a jolt of bright color and modern style in Emeline’s abstract design. It’s one of nine rugs joining the best-selling easy-care Myriad line.

**POUFS**

**New!** [**FIK01 Fika Alrik**](https://www.dropbox.com/s/76kv6xljlevpoug/FIK01_Fika_Alrik.jpg?dl=0)

The jacquard woven Fika pouf brings a clean, contemporary touch to both indoor and outdoor spaces. Alrik is a performance piece that’s made to withstand the elements.

[**https://www.dropbox.com/sh/gv1im0c3jrfh2m1/AAC0BrZyiqLYJY1QJmE72sc3a?dl=0**](https://www.dropbox.com/sh/gv1im0c3jrfh2m1/AAC0BrZyiqLYJY1QJmE72sc3a?dl=0)

**About Jaipur Living**

With a free-spirited creative aesthetic that celebrates individuality and the everyday, Jaipur Living imbues rugs and textiles for the home with an updated and unmistakable point of view. Inspired by a model that nurtures artisans and indigenous crafts around the globe, the company’s passion for people, product and design stems from a women-centric approach finely attuned to fashion trends and how we want to live today. Boutique-like collections are a cut above and a world apart, blending respect for the handmade with a focus on innovative constructions to create one of the fastest growing home furnishings companies in the U.S.

Every purchase of a hand-knotted Jaipur Living rug helps uplift artisan communities in India, where more than 40,000 artisans are empowered via livable wages, access to health care, leadership education, and more.

Additional Information: [www.jaipurliving.com](http://www.jaipurliving.com)

Media Contact:

Karen Waygood

karen.waygood@jaipurliving.com