

## Press Release

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### Jaipur Living Unveils NEW Collaboration with Interior Design Studio House Sprucing

Atlanta, GA – [September 2024] – [Jaipur Living](#), the global leader in premium, artisan-made rugs and home decor, proudly announces the launch of its newest collaboration with Dallas-based premier Interior Design Studio and Home Shop, [House Sprucing](#). The collaboration is composed of six rugs across two handmade collections and inspired by the timeless elegance of European design and embodiment of the spirit of love and connection.

The *House Sprucing x Jaipur Living* collection draws its inspiration from the heart of Europe, where the founders of House Sprucing, husband and wife duo, Heather and Tyson Fujikawa lived and fell in love with European design. The collections aptly named, *Amata* and *Tesorino*, meaning "beloved" and "sweetheart" in Italian, capture the unique romance and charm synonymous with iconic European cities like Paris, the cultural capital of love and the backdrop for this collection.

Designed and crafted in collaboration with the skilled artisans at Jaipur Living, each rug in the collection is delicately handmade using 100% PET. These rugs are not only durable but also feature bold, versatile designs that can seamlessly fit into various styles and spaces. The intricate patterns and rich textures offer a fusion of vintage-inspired sophistication and contemporary aesthetics.

“Our goal for this collection was to create spaces that foster connection and celebrate love, artistry, and timeless design. This collection invites everyone to explore the beauty and connection that a rug can bring to their space. We are so excited to be working with the team at Jaipur Living who have brought their expertise and artisans to bring our vision to life” said Heather Fujikawa of House Sprucing.

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#### About House Sprucing:

House Sprucing is an Interior Design Studio and Home Shoppe based in Dallas, TX, focused on "New Traditional" design. The husband and wife team, along with their talented staff, provide inspired design that leads to joyful living. For more information, visit [HouseSprucing.com](#)

#### About Jaipur Living:

Jaipur Living is a global lifestyle brand specializing in rugs and textiles. They are committed to quality craftsmanship and the celebration of artisans worldwide. For more information, visit [JaipurLiving.com](#)

**About House Sprucing:** Based in Dallas, TX and serving clients nationwide, we are an Interior Design Studio & Home Shoppe focused on "New Traditional" design - our signature style we describe as classic with a modern touch. We lean into being inspired by our travels, in particular focusing on this first Jaipur x House Sprucing collection with our love for all things Europe. We lived abroad there together for years and fell in love with the layered, aged, unique inspiration that abounded at every turn. We're a husband & wife duo designing homes across the nation with our talented team and raising four busy kiddos back at home. We are all about the intersection of beautiful design and function for our customers and clients and bringing inspired design that leads to joyful living!

**About Jaipur Living:** In an industry often marked by conformity, Jaipur Living emerges as a beacon of inspiration with the passion to challenge the status quo. Our Brand growth reflects our unwavering commitment to doing things differently, driving us to break molds and establish new benchmarks in the industry. Jaipur Living is more than a rug company—we are storytellers, community builders, and advocates for sustainable and ethical creation. Our growth is a testament to the enduring power of our values, as we continue to set new precedents for innovation and exploration in the luxury textile industry.

As the world's largest manufacturer of hand knotted rugs, Jaipur Living is rooted in centuries-old craftsmanship and operates with a mission to empower, inspire, and connect differing communities while preserving the age-old art of handmade rugs.

Boasting dynamic partnerships with talented designers, their impressive network of more than 50,000 artisans in over 700 villages across India weave the highest standards of ethics into every touchpoint of the Brand. We believe how our products are made is as important as the products themselves. From the artisan to the end consumer, through meaningful and eye-catching design, Jaipur Living creations are made with artistry, integrity, and innovation at every step.

Founded in India in 1978, the U.S. business is led by CEO Asha Chaudhary from their headquarters in Acworth, Georgia.

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*Q: What is the inspiration behind the new rug collection?*

*A: The original inspiration of the collection was a nod to European design and honor the location where we lived, Verona, Italy which is the city of love. Our rugs are aptly named Amata and Tesorino, which mean beloved and sweetheart in Italian. We chose Paris for the backdrop of our collection shoot as there is no other city that embodies connection and romance more than Paris.*

Q: What are the unique features and materials used in the rugs?

A: Our collection, designed with the amazing team at Jaipur Living, is delicately handmade and crafted with the 100% PET It's designs are bold enough to make a statement, but neutral in their own right to fit many types of styles and spaces.

Q. What are the core values and vision of the collection?

A: We believe in integrity, proactivity and exceeding expectations. When we commit, we work hard and go deep for our clients, customers and relationships - which is exactly what we can offer to Jaipur. We are passionate about global unity and celebrating artisans worldwide and want to strive to make their stories known through this collaboration

Q:How does this collection align with current design trends?

A: There is a range of design sensibility that is timeless and contemporary in the same breath.

Q:What kind of lifestyle or ambiance do these rugs aim to create?

A: We juxtaposed a hint of vintage inspired sophistication with rich, moody hues and global sensibility. Our goal is to create a space of connection and love, no matter where you are.

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