

Jaipur Living Unveils Michael Habachy Collaboration: A Testament to a Momentous Heritage

Atlanta, GA – [September 2024] – Jaipur Living, the global leader in handcrafted rugs is proud to announce an exciting collaboration with renowned Atlanta-based interior designer Michael Habachy. This partnership marries Habachy's sophisticated design sensibility with Jaipur Living's dedication to craftsmanship, resulting in a luxurious and cozy collection of handwoven and undyed wool rugs to warmly ground a space.

The collection consists of four rugs and is aptly named Gamil or “beautiful” in Egyptian. Habachy has positioned his heritage at the forefront of this project through his choice of neutral palette and integration of intentional, sacred geometrics inspired by various sites in Egypt. Each design is beautifully tied to his roots.

"I am honored to partner with Jaipur Living, a company that shares my passion for creating spaces that are both beautiful and functional," said Michael Habachy. "This collection is a true reflection of my design philosophy and background. My goal for this collection is to make a person feel connected, serene, safe and at home."

The collaboration features a curated selection of rugs that highlight Habachy's signature style. Each piece is meticulously crafted, showcasing Jaipur Living's commitment to sustainability and artisanal techniques.

The Gamil Collection by Michael Habachy will debut at High Point Market in October and available to the trade at JaipurLiving.com.

About Michael Habachy

Michael Habachy is a celebrated interior designer based in Atlanta, Georgia. With a career spanning over two decades, Habachy has built a reputation for creating luxurious, personalized spaces that reflect the unique tastes and lifestyles of his clients. His work has been featured in numerous publications, and he continues to be a sought-after designer for both residential and commercial projects.

About Jaipur Living

Jaipur Living is a global lifestyle brand known for its luxury rugs and home décor products. Committed to the highest standards of quality and craftsmanship, Jaipur Living partners with skilled artisans to create beautiful, sustainable pieces that bring comfort and style to homes worldwide. With a focus on innovation and social responsibility, Jaipur Living is dedicated to preserving traditional techniques while pushing the boundaries of contemporary design.

Note: High-resolution images of the collection and interviews with Michael Habachy are available upon request.

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Q&A with Michael Habachy on his collaboration with Jaipur Living and the Gamil Rug Collection

Q: Can you share a bit about your background and heritage?

Michael Habachy: I feel very fortunate to have been born with such deep and rich heritage. My parents, grandparents, great grandparents, and all of our ancestors as far back as we can trace were Coptic Egyptian. We are one of the oldest Christian communities in the world, and our roots extend back to the civilization of ancient Egyptians, descending from Pharaonic times.

Q: How does your heritage influence your work as an interior, furniture, and product designer?

Michael Habachy: As a designer, I take great inspiration from my ancestors and what they left behind for us. I am awestruck by their architecture, art, and design, and I am grateful for the opportunities I've had to visit many of the pyramids, ancient monuments, and ruins which still stand today. I love to imagine how they all appeared thousands of years ago when first constructed. But I also find so much beauty in how these monuments have stood strong, aged, and worn over the years by the harsh and arid desert environment.

Q: Can you tell us about the inspiration behind your new Gamil rug collection with Jaipur Living?

Michael Habachy: The Gamil rug collection (pronounced gameel) is translated from the Egyptian word "beautiful." I wanted to pay homage to the beauty of the treasures in the Sahara Desert with this rug collection because area rugs are such an integral part of setting the tone for an interior. In many cases, we may even use a rug as a starting point in the design process. It determines whether the room will be formal or informal, serene or bold, neutral or colorful. Our collection is inspired by earth and nature, consisting of a neutral palette created from natural, undyed wool fibers.

Q: How do you envision these rugs being used in people's homes?

Michael Habachy: I envisioned these rugs to be placed in areas where people could cozy up and read a book, spend quality time with loved ones, or just relax. I want these rugs to make a person feel connected, serene, safe, and at home.

Q: What inspired the patterns and names of the rugs in the Gamil collection?

Michael Habachy: For the patterns of each rug, I was inspired by the sacred geometric, triangular shapes used by the ancient Egyptians, as well as their monuments' perfectly sculpted

weathered stones. I named the various rugs after ancient Egyptian sites to honor their historical significance.

- **GIZA (pronounced Geeza):** The Giza pyramid complex in Egypt is home to the Great Pyramid and other historical treasures, including the Great Sphinx. Built during the Fourth Dynasty of the Old Kingdom of ancient Egypt, around 2500 BC, the Great Pyramid is the oldest of the Seven Wonders of the Ancient World and the only one still standing. This rug was inspired by their beauty and resilience.
- **SAQQARA (pronounced Sakkara):** Saqqara was an ancient Egyptian village in Giza Governorate. It contained the burial grounds of Egyptian royalty and was the necropolis for the ancient capital of Memphis. The Pyramid of Djoser, sometimes referred to as the Step Tomb, inspired the repeated triangular geometries in this rug design.
- **DUNES:** The Sahara desert in Egypt is one of the most sparse yet breathtakingly beautiful landscapes in the world. The constantly shifting sands, reflecting sun and moonlight and their contrasting shadows, can bring one into an almost meditative state. These infinite patterns bring a sense of calm to any space.

Q: What do you hope people feel when they see and use your rugs?

Michael Habachy: I want people to feel a deep sense of connection, serenity, and safety. These rugs are designed to create a warm and inviting atmosphere in any room, making people feel truly at home.