

# JAIPUR RUGS

The Court of Carpets  
Master Artisans vs. a Wimbledon Pro







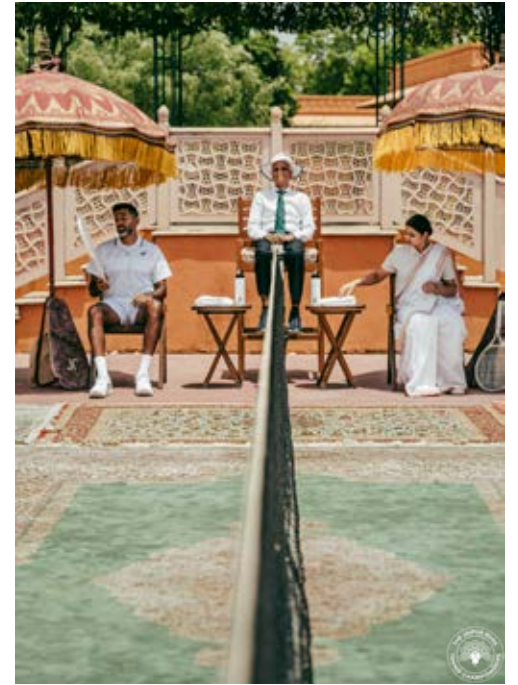
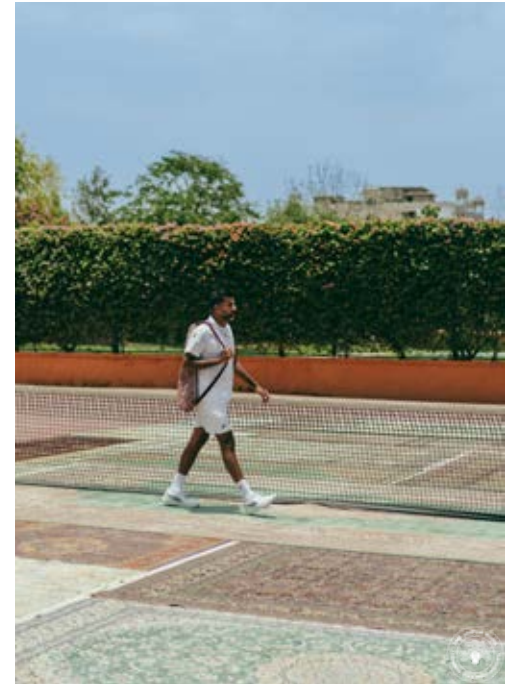


## The Jaipur Rugs Tennis Championships

One of Jaipur Rugs most loved campaigns was our village cricket team - an empowering match by an all-female team of artisans who also love to bat. Played on a pitch of layered antique carpets, the imagery struck a chord for its inclusivity and imagination. For Wimbledon 2024 and in celebration of our new London showroom, the village team is back for The Jaipur Rugs Tennis Championships on The Centre Court of Carpets. But this time the stakes are higher: weeks of coaching in our weaving village of Manpura has nurtured four master artisans turned tennis stars who are set to take on India's number one player, Rohan Bopanna, just before he competes in Wimbledon. Created with gloriously detailed scenography, our layered tennis lawn features witty details that are woven especially for the campaign - from the hand knotted net to the neon dyed balls of yarn that are used as tennis balls. Against the odds, and owning their court, our master artisans prove to be pros against the world's No.1 ranked doubles player. But who will triumph in this game of craft? Watch our film where Wimbledon meets rural Rajasthan, and where a shared value for excellence is the winning storyline.

- Surprise, wit and poetry.
- Imagination.
- Inclusivity.
- A story of empowerment.
- Wimbledon meets rural Rajasthan.
- Mentoring and coaching.
- Showing Jaipur to be even more manicured and beautiful than Wimbledon.
- Saris replace sports shorts!
- Mango and cream versus strawberries and cream.
- The latest in a series of world class campaigns produced by Jaipur Rugs.
- The best visuals coming out of India.

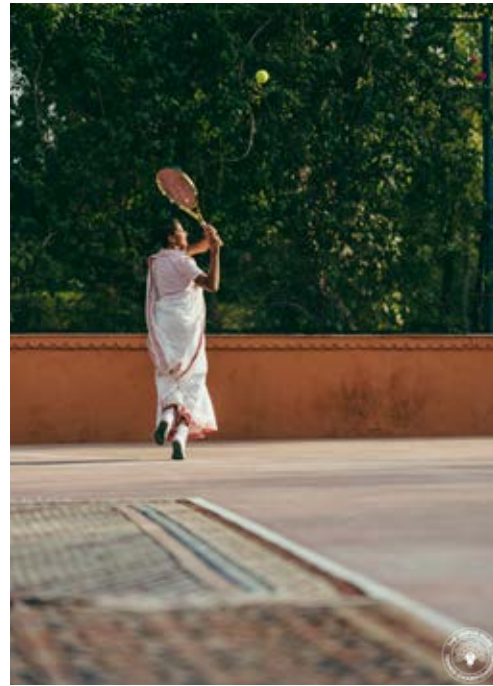
The Court of Carpets is the latest in a series of special projects commissioned by Jaipur Rugs that connects the outstanding craftsmanship of our artisans with exceptional talents from across contemporary culture.

























## About Jaipur Rugs

Jaipur Rugs is a family-owned rug company based in Jaipur, India. It was founded in 1978 by Nand Kishore Chaudhary. The company has a proud history of promoting and preserving traditional craftsmanship while also embracing innovation and modern design. By prioritizing the human aspect, Jaipur Rugs has become India's largest network of artisans, with over 40,000 + rural artisans, 85% of whom are women. The company is committed to empowering these artisans by providing them with employment opportunities and skill development programs.

Jaipur Rugs was founded with only two looms, but today, it has grown to over 7,000 looms and exports to more than 90+ countries. The company specializes in handmade rugs crafted using a variety of techniques, including hand-knotting, hand-tufting, flat weaving, and hand-loomed. Jaipur Rugs are well-known for their exquisite designs, superior quality, and attention to detail. Today, the company collaborates with creative talents to create contemporary works of art that showcase this ancestral craft with a new vision.