

JAIPUR RUGS

Jaipur Rugs in Gulmarg: Photographs by Ashish Shah
Shot on location at Highlands Park, Kashmir

CONCEPT:

Finally, it's snowing in Gulmarg! In the second in our series of landmark destination shoots, Jaipur Rugs heads to India's favorite ski slopes, the Klosters of Kashmir, and to the much-loved Highlands Park hotel. Taking over the resort's iconic interiors that combine Kashmiri crafts with retro mountain design, the Gulmarg Collection campaign is shot with great sensitivity and a sense of place. With the brief to showcase our carpets with wit and surprise, photographer Ashish Shah's pictures are charming, and celebratory and come with a sense of humor that we hope brings a smile. Our most ambitious production to date saw our Jaipur team put on their snow boots to unroll our rugs at 13,780ft while knee-deep in the powder-soft piste. With many Kashmiri designs in our Gulmarg Collection, the project is a fusion of made-in-Rajasthan craft and some of the most iconic motifs from India's heritage. Jaipur would like to thank Gulmarg - the Highlands Park team and everyone on the mountain - who brought these pictures to life and made the magic happen.



















































































