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Grant Design Collaborative Products  
Featured in Las Vegas Home + Design

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press release

### For Immediate Release



Canton, Georgia – Grant Design Collaborative’s debut collections for Jaipur Rugs are prominently featured in the July/August issue of *Las Vegas Home + Design*. The firm’s hand-tufted and indoor/outdoor rugs are showcased in the home décor magazine’s current Market Preview section as well as editor Melinda Sheckells’ picks for the season. The new collections have their formal introduction at the Las Vegas World Market Center, Building C, Suite 0824, on July 28th through August 1st in Jaipur’s new showroom, also designed by Grant Design Collaborative.

The new products are only one component of the strategic product-to-market program that has been developed by Grant for the forward-thinking Indian rug company. Other elements created by the firm include a new brand identity and Jaipur’s showrooms in Las Vegas and High Point. According to Grant Design Collaborative’s president and creative director, Bill Grant, “We are extremely excited about the launch of our rug designs and new showroom for Jaipur Rugs. Our collaboration with this respected and innovative brand represents the best of our firm’s integrated design thinking, and to have our products selected as an editor’s choice by *Las Vegas Home + Design* is a great honor.”



**About Grant Design Collaborative**

Grant Design Collaborative designs business experiences from product to market. Founded in 1996 by president and creative director Bill Grant, the firm generates impactful and enduring results through an integrated design approach to product, research, strategy, naming, identity, collateral, advertising, publicity, interiors, interactive, video and distribution.

Its diverse team transforms the business landscape for clients, creating opportunities to redefine product categories and invent entirely new ones. A single source for designing business experiences from product to market, Grant has partnered with clients ranging from enterprising upstarts to established Fortune 500 companies. These include Adobe Systems, Aquafil USA, Blackberry Farm, Blue Ridge Commercial Carpet, F&D Advisors, Geiger International, Georgia Pacific, Herman Miller, International Paper, Jaipur Rugs, Muzak, Set Wallcovering Systems, Steelcase and Walden.

**About Jaipur Rugs**

Jaipur Rugs finds its strengths in blending a passion for ancient techniques honed by centuries of tribal weavers with an adept use of sophisticated color and modern production methodology. The results can be found in a diverse range of strikingly beautiful, thoughtfully designed rugs in hand-knotted, hand-tufted, flat-woven and indoor-outdoor formats. Jaipur has mastered the craft of rug making through a vertically integrated system, enabling a rapid development process and a custom program unmatched in the industry. Environmentally sound techniques and the use of materials such as hemp and jute are at the forefront of the company's latest product endeavors. Social awareness also takes center stage with a revolutionary program empowering weavers to remain in their own small villages in India rather than being forced to move to cramped urban centers in order to seek out a living. At Jaipur, the hands and heart strike an artful balance with skilled craftsmanship and intelligent design.

For more information on Grant Design Collaborative, please visit: [www.grantcollaborative.com](http://www.grantcollaborative.com)

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