

**PRODUCTS**

# Weave stories, spark dialogue and celebrate womanhood through this collection by Jaipur Rugs and Princess Pea

Jaipur Rugs in collaboration with multidisciplinary artist Princess Pea, announces the launch of “DAYS” — a series of hand-knotted carpets that transcends function to become a tactile language of endurance, reflection, and reclamation.

by **Staff Writer** November 9, 2025

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What started as an art project commissioned by the Jaipur Rugs Foundation gradually evolved into a series of workshops between the artist Princess Pea and artisans, later becoming a capsule collection with Jaipur Rugs. Princess Pea explores gender identity, self-worth, and the invisible labour of women through the act of knotting, a gesture that carries both intimacy and endurance. DAYS is a special edition of hand-knotted carpets, born out of months of dialogue and intervention within domestic spaces where women's hands translate silence into pattern and repetition into resilience.

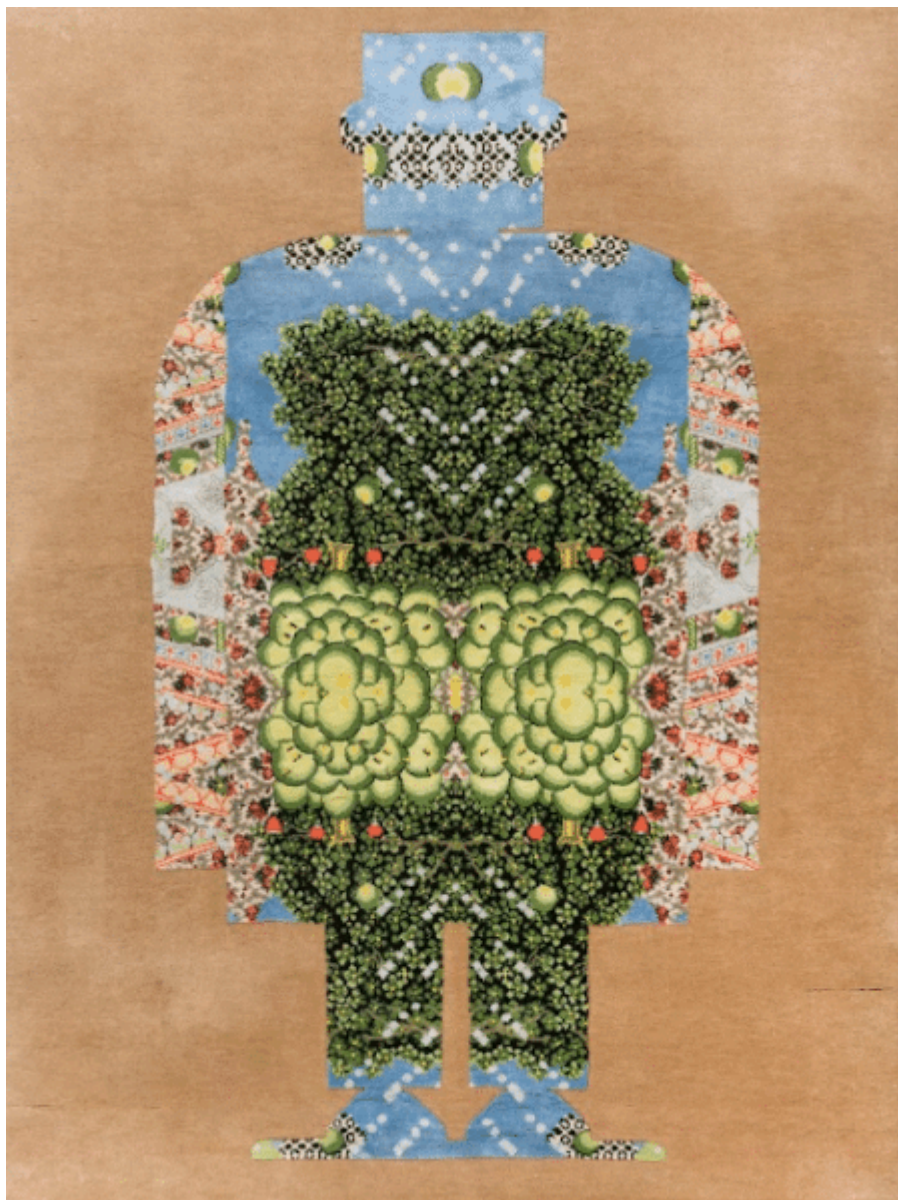
Conceived through months of dialogue within domestic spaces, DAYS unfolds as a meditation on the cyclical nature of a woman's body and spirit — her capacity to endure, nurture, and renew. Each piece reflects a moment within this continuum, rendered through colour, form, and rhythm:

- Day 1 — Blue for Depth and Reflection
- Day 2 — Pink for Tenderness
- Day 3 — Mustard for Resilience

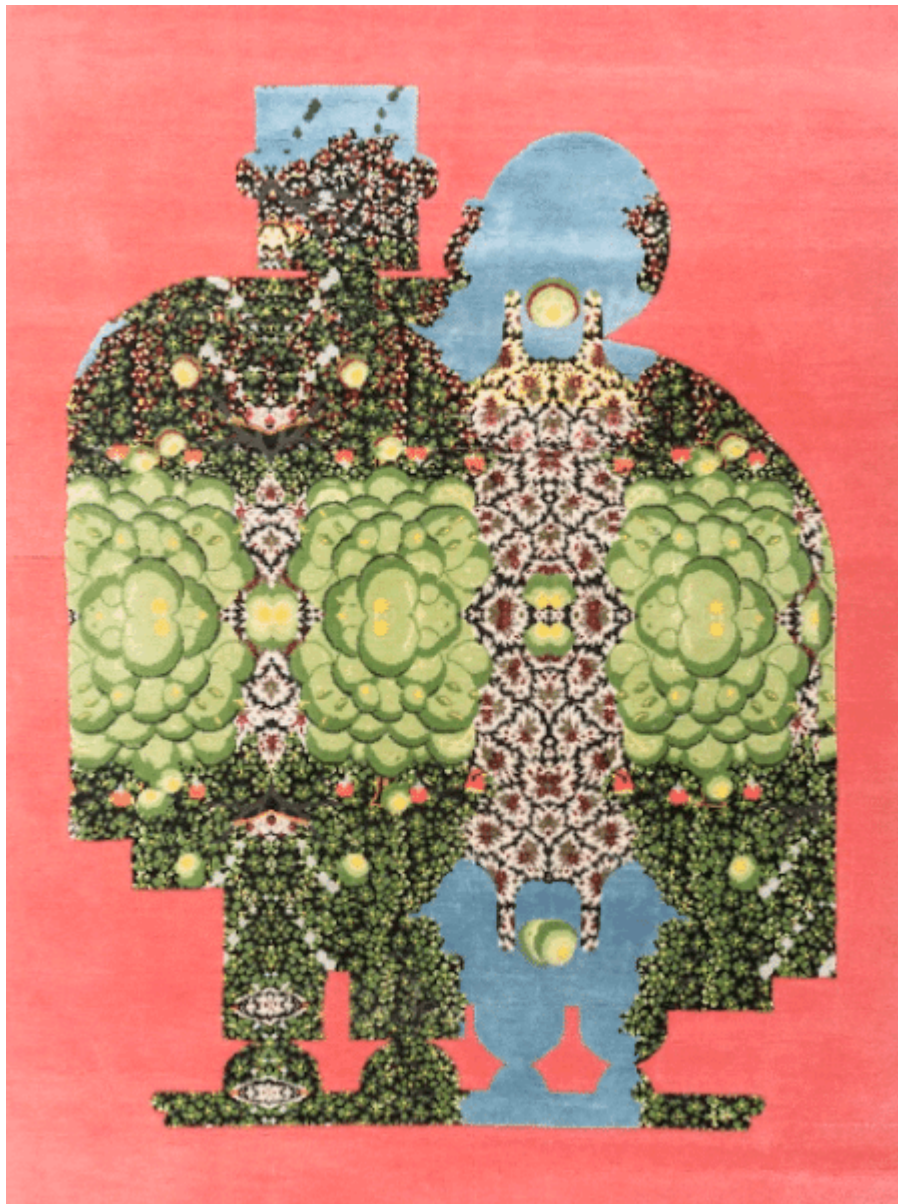
- Day 4 — Salmon for Warmth and Renewal

The conceptual anchor of DAYS lies in Princess Pea's reflection on menstruation — a phenomenon that embodies fertility and life, yet remains steeped in taboo. These works emerge from a space of stillness, where the body rests, heals, and asserts its own presence. The artist introduces figures of the father, mother, sister, and couple — archetypes of familial care — to cradle the woman through her "days," reimagining domestic intimacy as a site of empathy and collective strength.

Visually, DAYS extends from Princess Pea's miniature paintings on silk, translated through the hands of Jaipur Rugs' women artisans into the medium of wool and weave. This transition from brushstroke to knot is not merely technical but symbolic — a transmission of touch, patience, and endurance from one form of creation to another. Each rug thus becomes an archive of collaboration, where the artist's conceptual framework is embodied through the artisans' lived rhythm of making.







"DAYS' beautifully captures the spirit of what we stand for at Jaipur Rugs — the intersection of art, craft, and human emotion," says Yogesh Chaudhary, Director, Jaipur Rugs. "What began as a meaningful project with the Jaipur Rugs foundation has evolved into a powerful artistic collaboration that gives voice to women whose stories are often unheard. Through Princess Pea's vision and the hands of our artisans, this collection transforms everyday labour into a language of dignity, resilience, and self-expression."

In DAYS, the language of craft becomes an act of authorship. The carpets resist silence, reclaiming the domestic sphere as a space of creation and assertion rather than confinement. They blur the boundaries between art and labour, artist and maker, private and political — allowing the material to speak of what is often left unspoken.

Through this collaboration, Jaipur Rugs reaffirms its commitment to bridging traditional craftsmanship and contemporary artistic practice, fostering new dialogues around the role of women, both as creators and as subjects of art.

DAYS is not a collection to be owned; it is one to be contemplated — an ongoing conversation between body and material, intimacy and endurance, one knot, one day, at a time.

**About Jaipur Rugs:**

*Jaipur Rugs is a family business strengthened by the purpose of protecting ancestral knowhow and connecting rural craftsmanship with global consumers. By placing the human aspect at its core, the company has grown to become the largest network of artisans in India. It uses the age-old art form of handmade carpets as a tool to bring prosperity into the homes over 40,000 rural artisans of which 90% are women.*

**About the Artist -Natasha Preenja aka Princess Pea**

*Princess Pea is the alter ego of Indian Artist Natasha Preenja, whose work explores gender identity, the body, and self-worth. Drawing on feminist literature, mythology, and traditional crafts, her practice explores the politics and aesthetics of care, domesticity, and women-led narratives of self. Trained as a painter, she works across drawing, photography, sculpture, and performance. In collaboration with Jaipur Rugs, her collection, named DAYS, presents the language of craft as a form of resistance and renewal, a way for women to reclaim their stories, one knot, one day at a time.*

**Available at:** [www.jaipurrugs.com/in](http://www.jaipurrugs.com/in)