

'Carpet Couture by Rashi'

'Carpet Couture by Rashi' is a couture brand of handmade carpets, where the age old craft of carpets meets the contemporary designs and forms. Designs which seamlessly blend beautiful fibers like kela silk, raw silk, Malai dori and New Zealand wool embellished with Austrian Swarovski crystals, leather, wood etc. to create never seen before pieces.

Vision & USP

The brand aims to take the art of carpet creation to a new high by offering not only custom made carpets but innovative designs in line with International Lifestyle experience which would turn carpets into pieces of art.

No longer will the carpet remain a floor piece, '**Carpet Couture by Rashi**' is turning them into embellishments to compliment décor without which no house/office will be complete.

The USP lies in the designs which are extremely contemporary and chic. Though made in rural India by skilled craftsmen, each Carpet is designed keeping in mind the modern set up and is meant to harmonize the current trend of 'straight line furniture'.

Experience

Rashi is the principal designer and proprietor at **Carpet Couture by Rashi**. After completing her schooling from Welham, Dehradun, she went on to complete her Bcom (H) from Lady Sri Ram College, Delhi post which she completed her post graduation in business management from SCMHRD, Pune. Though she had a promising corporate career ahead in Infosys, (where she worked for almost 1 year) she decided to follow her real calling – designing carpets, and joined family business in 2008. In 2009, she launched her own label, 'Carpet Couture by Rashi' probably being the first Carpet Designer in India.

The designs by '**Carpet Couture by Rashi**' have travelled far and wide and have received immense appreciation from clients from countries like Greece, Poland, UK and Belgium.

'**Carpet Couture by Rashi**' has its own manufacturing unit which gives an instant edge in terms of size and colour in addition to being extremely cost effective.

Web Presence

Web: www.carpetcouture.com (under construction)

Face book: <http://www.facebook.com/home.php?#/group.php?gid=137599713277>