

TRAVEL AND HOSPITALITY

Raffles Jaipur reaches Pink City

July 10, 2024



Opened this week in a growing luxury market, Raffles Jaipur reaches India. Image courtesy of Perowne International

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

A new property from luxury hospitality brand Raffles Hotels and Resorts is ready for guests.

Its latest launch is situated in India's Pink City and features 50 suites and guest rooms, golden murals, and locally sourced objects among its interior touches. Opened this week, Raffles Jaipur is operating in a growing luxury market.

"We are incredibly excited to welcome guests to Raffles Jaipur, the brand's second property in India," said Omer Acar, CEO of [Raffles Hotels and Resorts](#), in a statement.

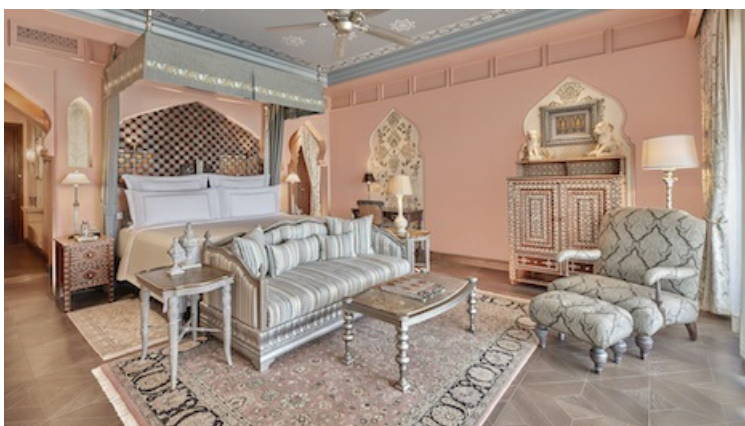
"At Raffles, we look for world-renowned destinations rich with history, beauty, and culture, which is what led us to grow our presence in Rajasthan whose ancient heritage of forts and palaces continues to inspire and capture the imagination of international travelers."

Think pink

Raffles Jaipur offers visitors an ideal location thanks to its proximity to many hot spots.

The country is becoming a major region for engagement from the luxury industry. As citizens grow their wealth and expendable income, a bevy of related national activations, retail openings, brand ambassador appointments and investments are unfolding in the sector ([see story](#)).

Now, Raffles is digging its heels deeper into India.



Pink takes center stage throughout the many corners of Raffles Jaipur in reference to the surrounding city's nickname. Image courtesy of Perowne International

With white marble, Mughal and Rajputana architecture, unique room layouts and adornments, painted corniced ceilings, locally woven carpets and furniture with camel bone inlay, the hotel showcases the Rajasthani craftsmanship, ancient techniques and glamour that are distinct to the nation. Culture is a sticking point throughout the space.

Patterned marble floors in the grand hall, an attached atrium, Mughal decorations and a Shikar tent similar to those used in the historic dynasty's expeditions add to this. Hand-carved sandstone columns in the courtyard are also shaped according to different artistic eras in Rajasthani architecture.

Every suite contains a balcony and either a plunge pool or soaking tub outside. Butler services are also available; these professionals provide personalized experiences for travelers such as authentic healing rituals.

A regal past, a grand opening.

We are thrilled to announce that Raffles Jaipur has officially opened its doors. Discover an uplifting experience of authentic beauty inspired by age-old traditions, enhanced by modern luxuries at <https://t.co/MAMW7QPg8k>
[pic.twitter.com/eLAGzJxmFi](https://t.co/MAMW7QPg8k)

RafflesHotels (@raffleshotels) July 8, 2024

Wellness plays a key role on-site. The building houses a large rooftop swimming pool, and Raffles Jaipur's 6,674-square-foot spa, home to treatment rooms, mineral pools and a fitness studio offers another option.

Its dining venues are inspired by the regional culinary scene. At Arkaa, customers will find plant-based menus that fall in line with the vegetable-forward traditions of the Mughal court's women's quarters called the "Zenana."

Ingredients are sourced from local microfarms, granting visitors a taste of Northern India. Concocted with ground spices and herbs picked fresh from the garden, drinks including the Jaipure Sling reinterpreting the Singapore Sling, the cocktail that was created at the brand's hotel in the namesake city in 1915 can be found at Raffles Jaipur's Writers Bar.

With orange liqueur, pineapple juice, lime, bitters, Indian dry gin and herb liqueur, the updated version's pink tint nods to Jaipur's colorful nickname.



Drinks made with garden-grown herbs at a literary-themed bar add to a diverse array of dining options. Image courtesy of Perowne International

Afternoon tea is served in Safir, and those wanting views of the Aravalli Hills can find them above at Sehara, the rooftop bar, which serves Mediterranean and Italian dishes.

An event lineup doubles down on the sense of place that Raffles is building. Master classes, private concerts and later, an Artisan Trail that connects guests with local craftspeople, are all scheduled to roll out.

"Every element of Raffles Jaipur has been thoughtfully considered, from the architecture and design to the culinary offerings and wellness experiences," said Binny Sebastian, general manager at Raffles Jaipur, in a statement.

“We hope to inspire our guests to immerse themselves in the local Rajasthani culture while inviting locals to experience their home through a lens that is distinct to Raffles.”

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