

JAYPORE

Celebrate the special bond of friendship with thoughtful gifting options from JAYPORE

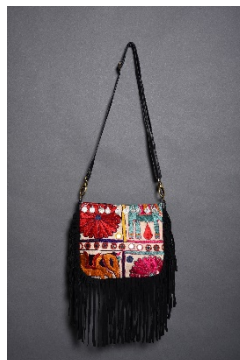
Mumbai, 27th July, 2021: Friends are those special people that play a very important role in one's life. Whether they are close or afar, childhood buddies or travel companions, college or work friends, the unique bond built with them, is unmatched. With Friendship Day round the corner, the best way to make them feel special, is to remind yourself of what they like the most! Whether your friend loves fashion, cooking or baking, gardening or indoor plants, JAYPORE has something for everybody! With craft and craft-inspired collections across apparel, accessories, footwear and home décor, JAYPORE can help you find the perfect artisanal gift that will ensure your friend feels special!

Here is a curated list of gifting options from Jaypore, to help you make the right choice!

1. [ZAMINA](#) - **Ivory-Red Handwoven Linen Stole, INR 990-** Tracing back to the Indus Valley civilization, handloom fabric has come a long way since, garnering patronage from the likes of Mahatma Gandhi. Adorn your closet and special occasions with this elegant handwoven linen stole, marrying effortless grace and modern sensibilities with ease



2. [BANJAARAN-](#) **Multicolored Vintage Rabari Genuine Leather Sling Bag, INR 2990-** From the nomadic pastoral community of Rabaris comes this edit of exquisite embroidered genuine leather bags. The tight-knit Rabaris are said to trace back their origins to Himalayan legends of Shiva & Parvati. Adorned with embroidery and mirror-work in a riot of hues, this splendid sling bag are for the modern-day Banjaaran



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2. [LARGER THAN LIFE](#), **Olive Green Handcrafted Suede Leather Mules, INR 2390**- An olive-colored pair of suede leather mules, handcrafted for stylish comfort to wear with ethic as well as everyday wear



4. [ROOTED IMPRESSIONS](#), **Red Handcrafted Wood and Glass Hand Mirror, INR 950**- This product has been hand-carved by traditional block-carvers of Pilkhuwa, Uttar Pradesh. The artisans use ancient techniques that date back centuries, and practice the delicate art of wood-chiselling and carving to sculpt the most magnificent objects of everyday usage



5. [SIDDRA](#), **White Silver Earrings, INR 2290**- From Jaypore's collection 'Siddra', meaning star-like, this pair of white silver earrings comes adorned with zircon stones



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6. [NQRAH](#), **Tribal Silver Adjustable Ring, INR 1790**- A beautiful silver adjustable ring with a unique tribal design



7. [NQRAH](#), **Tribal Silver Dholki Beaded Necklace, INR 2490**- Make a bold statement with tribal-inspired silver necklace with dholki beads
8. [TASTEFUL CORNERS](#) , **Ovate Copper and Black Iron Planters (Set of 2), INR 7000**- This oval-shaped pair of planters cast in copper and black iron has been handcrafted by skilled artisans from rural regions in India. The vintage yet contemporary appeal of these products make them a décor essential for the modern home
9. [HOST IN HUES](#), **Wooden Lazy Susan with Ceramic Plate, INR 4490**- An elegant addition to your table setting, this handcrafted wooden plate comes with beautiful details in ceramic
10. [HOST IN HUES](#) , **Indigo and White Handcrafted Wood and Ceramic Cake Stand, INR 2290**- A delightful amalgamation of handcrafted wood and indigo ceramic, this cake stand with a glass lid carries a unique charm

Further, Jaypore offers gift cards that ensure customers have flexibility to choose from an extensive collection.

For more gifting options please log on to www.jaypore.com

About JAYPORE

JAYPORE is one of India's leading destination brand for all things Craft and Artisanal across exquisite apparel, jewellery and home products. India has a rich heritage of handmade crafts and traditional products. JAYPORE as a brand is committed to design, source and retail authentic Indian products suited for a modern lifestyle. The brand sources from more than 70 craft clusters and curates it on its beautiful website Jaypore.com, and three stores in Delhi and Bangalore. In a very short time, the business has earned high respect amongst the craft vendor community for showcasing products in all its glory and amongst connoisseur customers for making craft accessible. The brand runs an eponymous brand called JAYPORE and also aggregates other artisanal-based brands on its portal. JAYPORE ships worldwide and has a global audience. At the heart of everything JAYPORE does is the commitment to offering sustainable products that elevates everyday life.

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Aditya Birla Fashion and Retail Limited

ABFRL is part of The Aditya Birla Group, a leading Indian conglomerate. Spanning a retail space of 8.4 million sq.ft. (as on March 31, 2021), Aditya Birla Fashion and Retail Limited (ABFRL) is India's fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

ABFRL brings together the learnings and businesses of two renowned Indian fashion icons, Madura Fashion & Lifestyle and Pantaloons creating a synergistic core that will act as the nucleus of the future fashion businesses of the Aditya Birla Group.

As a fashion conglomerate, ABFRL has a strong network of 3,212 brand stores across the country. It is present across 31,000+ multi-brand outlets and 6,800+ point of sales in department stores across India. It has a repertoire of leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England established for over 25 years. Pantaloons is one of India's largest fast fashion store brand. The Company

also holds exclusive online and offline rights to the India network of California-based fast fashion brand Forever 21. The International Brands portfolio includes - The Collective, India's largest multi-brand retailer of international brands, Simon Carter and select mono-brands such as American Eagle, Ralph Lauren, Hackett London, Ted Baker and Fred Perry. Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand.

Apart from Jaypore and Shantanu & Nikhil, the Company closed two additional strategic investments with Sabyasachi and Tarun Tahiliani, expanding its horizon in branded ethnic wear business.