

# JAYPORE

## Attention Shopaholics, The Summer Sale by JAYPORE is here!

*~Enjoy upto 50% Off on apparels, jewellery, home décor & accessories from 8th – 21st July 2021~*

**Mumbai, 14<sup>th</sup> July 2021:** It's time to splurge as JAYPORE from the house of Aditya Birla Fashion and Retail Limited is back with its Summer Sale! Starting **8<sup>th</sup> July 2021**, enjoy **Up To 50%\*Off** on JAYPORE brand across apparels, jewellery, home decor & accessories. Additionally, from 14<sup>th</sup> July 2021, the sale will be extended to renowned brands such as **Ruby Rang, house of Masaba, Ritu Kumar, Anantaa, Imli Street, Smriti Gupta, Truebrowns, Joules By Radhika, Amoli Concepts** and many more.

JAYPORE works closely with artisans, craftpersons and leading brands to curate best weaves, embroideries, and designs, packaged into collections across categories at exceptional value for its patrons. Each piece tells a grand craft story and celebrates the rich cultural history of this country.

### Here are the top 5 must-buys for The Summer Sale by JAYPORE!

1. **Silver Tone Tribal Jhumki Earrings, INR 990-** A handcrafted pair of silver-tone earrings that pay homage to eclectic and earthen tribal aesthetics



2. **Yellow and Indigo Cotton Cushion Cover, INR 495-** Shibori is a tie-dye craft that is proficient in both attention to detail as well as effortless style. The pensive patterns in

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geometrical shapes are created by folding, binding and knotting the fabric in mindful ways to reveal a gorgeous medley of tones and tints. Choose this home linen collection for a depth of conversation and a statement of style



- 3. Multicolored Hand Block Printed Cotton Cushion Cover (Set of 2), INR 950-** Add a splash of color and a touch of elegance to your furnishings with this beautiful hand block printed cushion cover



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4. **MAHAM BEGUM Biege Block Printed Silk Cotton Kurta with Sequin, INR 3423-** An ethereal interplay of geometrical block-prints & delicate hand-embroidery with a hint of sequins on a canvas of buttery Chanderi, is what makes this edit sensational



5. **BALASORE Ivory-Green Printed Cotton Flared Kurta, INR 2394-** Jaypore's special collection 'Bandargaah', meaning harbor, pays homage to this timeless tradition with a beautiful and vivid range of cotton mulmul kurtas in splendid saturated hues & chintz-inspired floral motifs

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Don't miss out on this opportunity and grab your favourites only at [www.jaypore.com](http://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

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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.