

ABFRL's Jaypore launches unique 24 Karat gold detailed Paithani inspired Homeware Collection

- 'Valleys of Sahyadri' Homeware Collection, a first of its kind approach that blends textile designs from Maharashtra's rich Paithan region known for its royal dynasties

Mumbai, November 21, 2022: JAYPORE, one of India's leading destination brand's for all things Craft and Artisanal, has unveiled its new Home Collection 'Valleys of Sahyadri', inspired by



Maharashtra's Paithani rich design ethos. The Homeware Collection is exclusively designed with magnificent Paithani prints, curated with asawalis, which were popular during the Peshwa period. This collection boasts of the splendid Charuta series featuring 24-carat gold embellishments, flaunting it as an exquisite collection at one's home.

These creations are inspired by a desire to preserve traditional crafts and the artisans who bring them to life. The collection is a journey through Maharashtra's cultural beauty, combining its art, craft, energy and lifestyle throughout the entire product range. The collection additionally combines rich cultural crafts such as Mashru, Himroo and Baraque designs.

The 'Valleys of Sahyadri' collection by JAYPORE comprises delicate porcelain table- and serve-ware adorned with Maharashtra heritage themes, Paithani weave motifs, rustic-style ceramics for easy entertaining, and floral-print stoneware that make distinctive gifts for the festive home. Among the artisan-made brassware for creative festive-ready environments are intricately crafted prabhavalis, hanging lamps, and idols of deities.

Speaking at the launch, Rashmi Shukla - Business Head – JAYPORE, Aditya Birla Fashion and Retail Limited says, "We dedicate our Homeware collection to the culturally rich Paithan of Maharashtra as we re-introduce Paithani inspired collection to consumers who can now possess a slice of the royal heritage in their homes with the 'Valleys of Sahyadri' Collection. It is a dedicated home décor collection with beautiful motifs inspired by textile prints. The dinnerware has a touch of 24-carat gold detailing, making it a unique element to add to our customers' homes. The aim

JAYPORE

is to revive rich crafts like Paithani, Himroo and Charuta and re-introduce them to our customers with a contemporary twist.”



The price range starts from Rs 590

Link to the collection: Jaypore.com

About JAYPORE

JAYPORE is one of India's leading destination brands 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 their 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 elevate everyday life.

About ABFRL

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,136 cr. spanning a retail space of 9.2 million sq. ft. (as on March 31, 2022), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,468 stores, approximately 28,585 multi-brand outlets with 6,515 point of sales in department stores across India (as on 31st March 2022).

It has a repertoire of India's largest brands such as **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established for over 25 years. **Pantaloons** is one of India's leading fashion retailer.

ABFRL's international Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Simon Carter, Ted Baker, Fred Perry, Forever 21, American Eagle** and **Reebok**.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva** and **Marigold Lane**. The Company has strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'. ABFRL is also embarking on a significant Direct-to-Consumer play to build a portfolio of new-age brands across fashion, beauty and other lifestyle segments.

JAYPORE



The Company is bolstering its digital capabilities by scaling up its brands.com to build an integrated portfolio of digital assets to provide an immersive customer experience, deepen consumer connect of its brands and expand its portfolio into emerging consumer segments.

For further information, please contact:

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