

Jaypore, ABFRL's leading artisanal brand unveils 'Mausiqi' - a handcrafted collection inspired by the iconic art deco monuments of Mumbai

The exquisite dinnerware collection brings alive luxury with its intricate decal work and 24-karat gold leafing



Mumbai, 24th July 2023: Jaypore, the leading artisanal lifestyle brand from Aditya Birla Fashion and Retail Ltd (ABFRL), proudly presents its handcrafted dinnerware collection 'Mausiqi'. Inspired by Mumbai's architectural marvels such as the 'Royal Opera House', this extraordinary ensemble beautifully captures the essence of the global Art Deco movement that swept through the roaring twenties. With an unwavering focus on sophisticated design, Jaypore's Mausiqi dinnerware collection continues to enthrall consumers who are connoisseurs of art.

Mausiqi is a celebration of the yesteryear's opulence and grandeur, personified by the likes of Royal Opera House and other architectural gems spotted across Mumbai's landscape. Each piece is a true testament to unparalleled craftsmanship. Every motif is meticulously traced by hand, ensuring authenticity and an unmatched level of detail. These signature designs are then transferred to porcelain creations through methodical decal work. The final touch of glitz is added by leafing and highlighting each piece with 24-karat gold by the artisans.

The motif story of Mausiqi presents an enchanting fusion of Art Deco geometrics, gracefully elevated with subtle fluid nuances reminiscent of petals, dots, and curves. While the borders adorning the plates, bowls, mugs, and more exhibit classic Art Deco geometrics inspired by ornate window railings, architectural facades, and Terrazzo tiles, the central motifs depict the same with fluidity.

Within the Mausiqi Collection, a diverse range of culinary essentials awaits, including dinner plates, serving bowls, pasta bowls, platters, mugs, and more. Each meticulously crafted piece pays homage to the seamless fusion of Indian design sensibilities with a global art movement.

Prices for the Mausiqi Collection range from Rs. 790 to Rs. 3,390, ensuring that those who curate their dining experience with these treasures can revel in the magnificence of glitz, glamour, and gold.

The Mausiqi Collection is available for purchase at Jaypore's premium stores nationwide and through their website, inviting connoisseurs to step into the mesmerizing world of timeless beauty and unparalleled craftsmanship.

Rashmi Shukla, Business Head, Jaypore said, "We are thrilled to unveil the 'Mausiqi' Collection, a symphony of elegance and artistry inspired by the art deco movement. This extraordinary collection makes for a memorable gift perfect for the upcoming festive season as well as can be a treasured addition to one's bridal trousseau. Mausiqi lets connoisseurs curate their dining experience with a touch of opulence and grace. We invite you to embrace the grandeur of this collection, where Indian heritage meets global design nuances, to elevate your everyday dining experiences."

Website Collection link: https://www.jaypore.com/shop-collection/mausiqi-jaypore-resplendent-dinnerware-inspired-by-the-royal-opera-house-24289?preview=e7f2f2435eedcae14fd45c08c8297b9743940ec5&utm_source=whatsapp&utm_medium=preview_mausiqi_23Jul23&utm_campaign=whatsappmausiqi230723

Store Addresses:

- **Hyderabad:** Jubilee Hills
- **Delhi/NCR:** GK1, N-Block Market | Khan Market | DLF Place, Saket | Mall of India, Noida
- **Mumbai:** Turner Road, Bandra | Phoenix Palladium Mall, Lower Parel
- **Bangalore:** Indiranagar | HSP | Phoenix Market City

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 designing, sourcing and retailing authentic Indian products suited for a modern lifestyle. The brand hosts more than 30 crafts and curates them on its beautiful website www.jaypore.com along with 20 stores pan India.

In a very short time, Jaypore has become a well-respected brand in the artisan community for not only hosting authentic crafts but also taking them to a larger audience.

The brand runs an eponymous label called Jaypore and aggregates other artisan-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 authentic products that elevate everyday life.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 12,418 Cr. spanning retail space of 10.8 million sq. ft. (as on March 31, 2023), 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 3,977 stores across approximately 33,535 multi-brand outlets with 6,723 point of sales in department stores across India (as on 31st March 2023).

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

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

The Company's foray into branded ethnic wear business includes brands such as Jaypore, Tasva & Marigold Lane. The company has strategic partnerships with Designers 'Shantanu & Nikhil', 'Tarun Tahiliani', 'Sabyasachi' and 'House of Masaba'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology-led 'House of D2C Brands' venture TMRW. TMRW is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market. With a focus on Fashion & Lifestyle categories, TMRW is building a portfolio of the most loved consumer brands that tap into the significant growth potential in India and globally.

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JAYPORE

