

## ABFRL's JAYPORE launches 'Utsav' first of its kind campaign with real artisans

- The digital campaign features artisans from the Meghwaad Marwaad Community filmed at India's UNESCO Heritage Site, Gujarat



**Mumbai, 20<sup>th</sup> October, 2022:** JAYPORE, one of India's leading destination brands for all things Craft and Artisanal, recently launched its festive campaign '**Utsav**'. This unique campaign is a wholehearted celebration of culture and crafts, infused with rich Indian hues and classic crafts such as Ajrakh, made by the legendary Khatri family of Kutch making it the perfect fit for the festive season. Jaypore Utsav is an ode to craft, color and celebrations; a treasure trove of elevated closet and home finds made for transitioning effortlessly into the festive season.

The brand's digital campaign has been captured at India's UNSECO heritage site in Gujarat featuring the Utsav Collection flaunted by the Meghwaad Marwaad Community artisans, the real hands behind the craft. The campaign aims to highlight the rich legacy and efforts of the marvelous craft.

**Speaking on the launch, Rashmi Shukla - Business Head – JAYPORE, Aditya Birla Fashion and Retail Limited says,** "We are delighted to present the '**Utsav**' campaign with the real artisans to

# JAYPORE



*showcase the indigenous tribe who are the brilliant and untapped craftsmen of our country. Capturing these enthralling moments in a raw and real environment at India's UNESCO Heritage Site in Gujarat and collaborating with the artisans for the digital campaign has brought us and our customers immense joy". **She further added,** "JAYPORE works relentlessly to preserve, promote, and sustain authentic Indian handicrafts, that are nurtured through traditions and heritage. We work closely with the Indian artisan's community to create a beautiful blend of modern and traditional merchandise for our customers."*

## **Jaypore's 'Utsav' featuring Men's Collection:**

Long and Short kurtas with Nehru Jacket complements in tussar cotton and tussar gicha in regal shades of emerald green, wine, mustard, indigo, jewel tones as well as perennial ones of beige, black and off-white crafted to be the mainstay of every festive wardrobe.

## **Jaypore's 'Utsav' featuring Women's Collection:**

Luxuriant weaves like Chanderi and tissue Chanderi, contemporary mixed fabrics like viscose linen, breathable textiles like cotton adorned with the heritage craft of ajrakh block prints, form the base of the collection's pieces.

These are specially made for festive occasions are embellished with hand done embroidery, sparkling zari work, moti work, tassel braids and gold sequins.

## **Jaypore's 'Utsav' featuring Festive Home:**

Jaypore's Utsav carries delicate porcelain table and serve-ware adorned with Maharashtra's heritage Paithani weave's motifs, rustic-style ceramics for easy entertaining and floral-print stoneware that makes memorable gifts.

Artisan made brassware for creative festive-ready spaces includes intricately crafted prabhavalis, hanging lamps and deity idols.

The campaign is live across platforms like Facebook, YouTube and Instagram

Link to the Campaign Video: [Jaypore Utsav Campaign](#)

## **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

# JAYPORE

has a global audience. At the heart of everything JAYPORE does is the commitment to offering sustainable products that elevates 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.

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:**

**Janet Arole, AVP & Head – Corporate Communications, ABRL, [janet.arole@abfrl.adityabirla.com](mailto:janet.arole@abfrl.adityabirla.com); 9702720666**