



Jaypore Celebrates “Karigari Ki Kahani” with New Limited-Edition Precious Jewellery & Saree Collection

Hyderabad, October 10, 2024: Jaypore, India’s leading curator of handmade and artisanal products from the house of Aditya Birla Fashion and Retail Ltd., launched an exclusive, limited-edition collection of precious jewellery and sarees at a bespoke event hosted at its Jubilee Hills store, Hyderabad. This much-anticipated showcase featured an array of exquisite jewellery designs alongside a curated selection of handcrafted sarees, offering a modern interpretation of India’s rich textile and jewellery heritage.

Steeped in tradition yet modern in appeal, Jaypore’s new collection pays homage to the artistry behind handcrafted sarees and heirloom jewellery. This limited-edition offering features just 250 sarees, making each one a true collector’s piece. The saree collection represents an array of iconic Indian textiles, from the vibrant Ikat and regal Kanjivaram to the intricately woven Benarasi and Maheshwari sarees. Each piece is a testament to the painstaking skill of master artisans, blending ancient weaving techniques with contemporary design sensibilities to create sarees that resonate with today’s fashion-conscious woman.

Complementing the sarees is Jaypore’s exclusive range of just 350 precious jewellery pieces. Adorned with emeralds, tourmalines, and other precious stones, the collection showcases the timeless beauty of Kundan, Polki, Meenakari, and contemporary styles. These handcrafted pieces, designed by renowned jewellers, embody heritage and innovation, offering patrons a unique opportunity to own a piece of India’s storied jewellery tradition.

Hyderabad provides a fitting stage for the launch, as the city’s rich cultural history seamlessly aligns with the essence of the collection. Commenting on the launch, **Mr. Sooraj Bhat, CEO, Ethnic Business, Aditya Birla Fashion and Retail Ltd.**, said, “Hyderabad has always been a city that appreciates the beauty of

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handcrafted art and design. With this collection, we aim to honour that legacy by presenting a range of sarees and jewellery that seamlessly blends tradition with modern sophistication. Our focus is on offering timeless pieces that reflect the craftsmanship and dedication of our artisans."



Ms. Radhika Chhabra, Creative Head, Jaypore, added, *"The festive season is a time when tradition and celebration come together, making it the perfect occasion to highlight the union of sarees and jewellery. At Jaypore, we believe this collection captures the essence of festive elegance, combining the timeless beauty of handcrafted sarees with exquisite jewellery to create something truly special for our consumers."*

The event in Hyderabad was not just a display but a true celebration of craftsmanship. In a dynamic showcase of artisanal mastery, attendees were treated to live demonstrations by master craftsmen, offering an up-close experience of the intricate processes behind each creation.

Manoj Soni, a third-generation jadau artisan from Jaipur, captivated the audience with his demonstration of the intricate jadau jewellery-making process. Honouring the Mughal heritage, Manoj showcased his expertise in setting uncut stones in gold-toned settings, a technique passed down through generations. With over a decade of experience, he has mastered the delicate craftsmanship that brings elegance and history to life in each piece, carrying forward the rich tradition of creating timeless heirloom jewellery.

Complementing this was the demonstration by Madhav Kumar, a seasoned pirohi artisan from Bihar, who added another dimension of craftsmanship to the event. Specializing in the intricate pirohi

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technique, Madhav, with over seven years of experience, illustrated how delicate patterns and designs can elevate both precious and statement jewellery. His meticulous craftsmanship brings a unique charm to every piece, making it a true masterpiece. Together, their artistry highlighted the cultural heritage and skilled craftsmanship that define Jaypore's exquisite jewellery collection.

Simultaneously, master weaver Mr. Badugu Ashok brought the art of saree weaving to life, demonstrating his expertise on the loom. His weaving techniques, passed down through generations, showcased the dedication and precision required to craft each saree, adding a deeper appreciation for the rich heritage embedded in every piece.

Elevating the experience beyond a traditional display, renowned saree draping artist Ms. Nisha Maurya transformed the event into an interactive session on the art of saree draping and styling. Her personalized guidance, combined with her vast knowledge of textile art, turned saree wearing into an expressive, contemporary fashion statement. With each drape, Nisha demonstrated how to seamlessly blend tradition with modern fashion, captivating the audience and encouraging them to explore the versatility of sarees. This session wasn't just informative but offered an immersive experience that empowered attendees to embrace saree draping as both an art form and a personal style statement.



The event offered an immersive experience into the world of traditional craftsmanship, where guests witnessed live demonstrations, engaged with artisans, and explored the intricate techniques behind the stunning sarees and jewellery. This limited-edition collection, now available exclusively at the Jaypore store in Jubilee Hills for three weeks, invites connoisseurs of fine fashion to explore the beauty of India's heirloom crafts, showcasing the timeless elegance that has defined the country's artisanal heritage for centuries.

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

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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 27 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.

Apart from its own brand, Jaypore 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. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as on March 31, 2024), 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 4,664 stores across approximately 37,205 multi-brand outlets with 9,563 point of sales in department stores across India (as on 31st March 2024).

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.

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, Simon Carter 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.

The Company in Sept 2023 completed the acquisition of 51% stake in TCNS Clothing Co. Ltd. TCNS is India's leading women's branded ethnic apparel company that designs, markets and retails portfolio of women's branded apparel across brands **W, Aurelia, Wishful, Elleven & Folksong**.

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