

Jaypore	November 2024	Fashion Network	National	Jaypore deepens craft ties with Dokra Handicrafts line
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Apparel, accessories, and homeware business Jaypore has collaborated with artisans in Chhattisgarh to launch a line of ornaments and jewellery made using the 4,000-year-old metal casting craft of Dokra to help craftspeople earn a sustainable income and to preserve the craft technique.



“Our collaboration with the Ghadwa artisans has been a remarkable journey of mutual growth,” said Jaypore’s creative head Radhika Chhabra in a press release on November 7. “At Jaypore, we take pride in preserving and promoting traditional crafts, while also ensuring that the talented hands behind these creations receive the recognition and support, they deserve.”

Dokra crafts use the lost-wax casting process to create figures inspired by nature, mythology, and village life. Each piece is designed to tell a story of both the artisan’s skill and cultural heritage.

“Jaypore’s Dokra collection showcases an array of exquisite metal artifacts that embody the heritage and craftsmanship of this ancient art form,” announced the brand in a press release. “The collection features everything from intricately designed home décor items like candle holders and figurines, to statement jewelry pieces, all handcrafted by the artisans using the traditional lost-wax casting technique.”

Jaypore aims to continue to collaborate with and support the Ghadwa community, who are known for their Dokra crafts. Jaypore now retails Dokra handicraft items at its 27 stores across the country and on its e-commerce store in a bid to bring India’s craft heritage closer to the world.