

Jaypore strengthens retail network with grand opening of new store in Delhi



- ✓ *Expansion reinforces commitment to bringing handcrafted artisanal products closer to urban consumers*
- ✓ *Jaypore now has 28 exclusive brand outlets nationwide, with 7 stores in North India*

Delhi, March 20, 2025: Jaypore, India’s premium artisanal lifestyle brand from Aditya Birla Fashion and Retail Ltd., announced the launch of its newest exclusive brand outlet in Delhi, marking a strategic milestone in its retail expansion. Located in Greater Kailash, a prime upscale retail destination, the store underscores Jaypore’s mission to make ethically sourced, artisan-crafted products accessible to a growing urban audience while supporting rural artisans across the country. Jaypore currently operates 28 exclusive brand outlets across the country, including 7 stores located in North India.

Spanning 2,360 square feet across two levels, the newly inaugurated store blends contemporary design with traditional Indian aesthetics through thoughtfully designed spaces. The store design revitalizes an

existing structure, incorporating nuanced architectural interventions that create a warm and engaging shopping experience. The striking façade, inspired by Punjab’s Phulkari craft, featuring a perforated geometric lattice, transforms the store into a glowing beacon at night. Bathed in terracotta red, the arched entrance welcomes visitors into a space where craftsmanship takes center stage.

Commenting on the expansion plans, **Manu Gupta, Vice President and Brand Head, Jaypore** said, *“The opening of our flagship store in Greater Kailash marks a pivotal milestone in Jaypore’s journey of growth and evolution. This store is a testament to our commitment to bringing India’s finest handcrafted products to a wider audience while creating an immersive retail experience. As we continue to expand our presence, we remain dedicated to supporting artisans and preserving the country’s rich craft heritage, while also catering to the evolving tastes of today’s consumers.”*



The store launch aligns with Jaypore’s vision to strengthen its omnichannel presence, integrating physical stores with digital platforms. This expansion not only enhances customer accessibility but also amplifies the impact of its artisan partnerships, empowering over 30 craft clusters nationwide.

Inside, the store showcases an earthy palette of materials that complement the artisanal collections on display. Dedicated walls spotlight new collections and artisan stories, with textured wall finishes adding a tactile dimension to the space. Signature triangular motifs inspired by textile traditions like Phulkari and Ikat adorn the display units, reinforcing Jaypore’s deep-rooted connection with Indian crafts.

The store’s staircase, adorned with handcrafted Chettinad inspired tiles, provides a seamless visual flow across both levels. Thoughtfully placed accents, including vintage Suzani textiles, hand-painted Mughal butas, and Rabari mirror work textile, enrich the ambiance, creating an inviting and immersive shopping experience. Natural light streaming through the double-height ceiling enhances the interplay of textures, light, and artisanal details. The larger-than-life display screen offers an experiential journey through

captivating visuals and videos, bringing to life the artisans and the captivating stories behind our collections.

Jaypore's jewellery and accessories collection is housed within an intimate shop-in-shop setting, featuring a hand-painted Kalamkari entrance arch that echoes India's artistic legacy. Designed as an experiential space, the flagship store seamlessly integrates traditional craftsmanship with contemporary aesthetics, reflecting the brand's commitment to preserving and promoting India's rich heritage through design and storytelling.



The new flagship store showcases an exquisite selection of handcrafted apparel, artisanal jewellery, and bespoke home décor. Customers can explore the symphony of the season in floral block prints, line-drawn blooms, layered nature-inspired motifs, and the poetry of Indian textiles, curated to evoke the spirit of a soulful spring, complemented by handcrafted silver and gold-plated jewellery.

Store Address: Block N – 238, GK-1, New Delhi – 110048

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 28 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 of 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 4,538 stores across approximately 37,952 multi-brand outlets with 9,047 points of sale in department stores across India (as of 30th September 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, while **Style Up** is an emerging value retail format.

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, Simon Carter and Galeries Lafayette**.

The Company's foray into the branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantnu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'. This also encompasses the recently amalgamated TCNS portfolio of women's ethnic brands: **W, Aurelia, Wishful, Elleven, and Folksong**.

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.

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