

JAYPORE

JAYPORE celebrates the auspicious festival of Ganesh Chaturthi with the launch of limited-edition Gajgamani collection

~ Hand-painted Kalamkari art and Ganesha motifs adorn the new collection ~



August 24, 2021: The festive season has commenced with one of the highly auspicious days in the Hindu calendar - Ganesh Chaturthi. Inspired by the radiance of the festival, JAYPORE has unveiled Gajgamani, a limited-edition festive collection of handcrafted dupattas that will enamor everyone with its elegant designs and ethnic charm. This exclusive collection celebrates the many forms of the beloved Ganesha that are hand-painted by skilled kalamkari artisans and are priced at INR 18990. JAYPORE has launched this collection to offer its patrons exquisite and unique designs through the traditional art of kalamkari.

The JAYPORE label works closely with artisans and craftpersons to curate best weaves, embroideries, and designs, packaged into collections across categories at exceptional value for its patrons.

Collection: Gajgamani by JAYPORE

Craft: Kalamkari

The ancient art of kalamkari was practiced by chitrakars who traversed various towns telling tales of Hindu mythology through hand-painted imagery. This craft has found this manifestation at the hands of traditional artisans from the temple city of Tirupati, Andhra Pradesh. The Gajgamani collection presents dupattas with intricate and complex designs of kalamkari's characteristic motifs and the diverse forms of Ganesha.

Each piece is one-of-its-kind, with elaborate motifs and exquisite artistic details that will elevate any traditional or contemporary look. This limited-edition collection celebrates the magnificence of the skill of kalamkari and its rich history. These products are hand-painted, and

JAYPORE

have variations of color, and design which are the hallmark of handcrafted products, making each of them unique and timeless.



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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 has a global audience. At the heart of everything JAYPORE does is the commitment to offering sustainable products that elevates 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. 5,249 cr. spanning retail space of 8.4 million sq. ft. (as on March 31, 2021), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

JAYPORE

The Company has a network of 3,212 stores across approximately 31,000 multi-brand outlets with 6,800+ point of sales in department stores across India (as on 31st March, 2021).

It has a repertoire of leading brands such as **Louis Philippe, Van Heusen, Allen Solly** and **Peter England** established for over 25 years. **Pantaloons** is one of India's largest fast fashion store brand.

The Company holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

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 **Jaypore** and strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**' and '**Sabyasachi**'