

# JAYPORE

## JAYPORE celebrates timeless crafts from India with five unique 'Karigari Ki Kahaniyan'

~Tangaliya, Koraput, Kasuti, Lambani, Toda collectible shawls, stoles & dupattas in a Special  
Craft Edit: 8th –12th Sept. 2021~

**Mumbai, 7<sup>th</sup> September 2021:** The wealth of Indian arts and handicrafts is enchantingly diverse, and each one deserves to be celebrated for its enthralling beauty and cultural significance. Many of these crafts are fading away today, leaving traditional artisans without a sustainable livelihood and also leading to a cultural loss. **JAYPORE, India's leading destination brand for all things Craft and Artisanal** is bringing the spotlight back on five such exquisite handicrafts with a **Special Craft Edit of collectible shawls, stoles & dupattas scheduled to be held from 8th– 12th September 2021.** The campaign titled '**Karigari Ki Kahaniyan**' celebrates five ancient crafts and their timeless traditions with slow-crafted collections of Tangaliya from Gujarat, Kotpad from Orissa, Kasuti and Lambani from Karnataka, and Toda from the Nilgiris in Tamil Nadu, homespun by artisans.



*Rashmi Shukla, Business Head, JAYPORE says, "JAYPORE as a brand has always been vocal about promoting India's rich craft & textile heritage. Supporting artisans and adopting craft clusters from across the country is a core value of the brand and has become even more important now. 'Karigari Ki Kahaniyan' is an articulation of JAYPORE's identity as a storyteller of crafts and culture where these stories find expression in the products we sell. In this special craft edit, we will be showcasing a handpicked selection of shawls, stoles and dupattas in the timeless traditional handicrafts of Tangaliya, Toda, Lambani, Kasuti and Koraput, from different corners of the country. We intend to introduce many such customary Indian crafts at an exceptional value, for our patrons."*

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JAYPORE works closely with the artisans' communities to curate best weaves, embroideries, and designs, packaged into collections across categories and presents it at exceptional value to its patrons. Further, with an intent to take India's craft legacy forward, the brand has undertaken the initiative to revive and restore India's timeless arts and crafts, while simultaneously empowering rural artisans and craftsmen, by providing them a platform for better livelihood.

These special craft collections are only available on [www.jaypore.com](http://www.jaypore.com)

## **Here are the crafts taking center stage at JAYPORE's Craft Edit this September**

### **700-year-old TANGALIYA art from Gujarat**

A testament in textile of a romance between the shepherd & the weaver communities from Saurashtra, Tangaliya is a tale told in wool, cotton, and in motifs of the mor, verdure and the local vista. Threads are twisted together on two warp ends to form a dana or a dot, a feature characteristic of this weave, almost to intertwine with a history that is 700 years old.

#### **Collection: [Nuqta](#)**

This graceful anthology of stoles has been handwoven on traditional pit-loom by Tangaliya artisans from the minuscule Dangasia community of Dedara village in Surendranagar, who are striving to sustain this ancient art form. 'Nuqta' refers to the dot or bindu used in Indian scripts to accentuate a word's cadence, like the signature daana embroidery of this rare craft lifts its fine canvas.

### **KORAPUT art from Odisha**

Woven for centuries in Kotpad in Odisha, by the Mirgan community, the fabric continues to celebrate ancient tribal symbols and traditional motifs. The Koraput yarn is dyed in warm reds and maroons with the roots of the Indian Madder or Aal keeping it completely organic and exalted on the green index.

#### **Collection: [Pata](#)**

Evocative of a thousand wildflowers in blossom, Kotpad or 'Pata' is a traditional craft from the hamlet town of Koraput, Odisha. The peculiarity of this authentic craft collection 'Pata', is that its magnificent hues can only be dyed in the winter using locally sourced natural dyes like roots of the Indian madder or aal. This excerpt of stoles and shawls has been handwoven by tribal artisans from the Mirgan community, under the guidance of master weaver Padmashree Gobordhan Panika.

### **KASUTI art from Karnataka**

Kasuti is a traditional form of folk embroidery practiced in the state of Karnataka, India. This intricate handwork of cotton thread inspired from temple architecture. Four types of stitches are used namely gavanti (geometric), murgi (steps), negi (weave) and menthi (cross-stitch) to craft a beautiful tapestry of motifs.

#### **Collection: [Chandrakali](#)**

Inspired by rangoli patterns, gopurams of Southern temples and the local milieu, the ancient art of Kasuti embroidery from the Kanara district of Karnataka has been revered across centuries from the Chalukya period to the Mysore Kingdom to a fresh revival of this rare needle-craft in modern day. 'Chandrakali'

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invokes traditional bridal dupattas or drapes with Kasuti details, where precise motifs appear on either side of the fabric like a clear mirror-image.

## **LAMBANI art from Karnataka**

Practiced by the semi-nomadic banjara community known as Lambani, it is a highly specialised form of embroidery combining pattern darning, mirror work, cross stitch, along with overlaid and quilting stitches, rendering each piece into a unique piece of art.

### **Collection:** [Sandur](#)

A town amongst hills or 'Sandur' as it is known in Kannada, is home to the culturally vibrant Banjara community, who have been practicing the lambani craft for centuries. This flamboyant fabric has been embroidered with the creative ingenuity of patchwork, appliqué, beadwork and more, making it an antecedent of upcycled and sustainable fashion.

## **TODA art from Tamil Nadu**

Hailing from a hamlet in the Nilgiris, toda embroidery, also known as 'pukhoor' is practiced by the eponymous tribal community. The womenfolk of this herdsman community practice the craft with its signature red and black design to make cloaks and other essentials.

### **Collection:** [Phukoor](#)

A tribute to nature, the traditional red and black motifs of Toda embroidery grace this authentic collection of shawls and stoles handcrafted by the indigenous Toda tribe from the Nilgiri Hills on the Western Ghats of India. 'Phukoor' refers to both this heritage handicraft of richly woven reversible fabric and is also the native word for 'flower'.

Discover more such incredible craft products at [www.jaypore.com](http://www.jaypore.com)

## **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.

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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 31<sup>st</sup> 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**'.

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