

ABFRL's Artisanal Brand Jaypore Launches its 20th Store in the country

The brand's milestone store at Jubilee Hills, Hyderabad celebrates rich Indian Crafts in a unique retail format



Hyderabad, 28 June 2023: JAYPORE, India's leading artisanal lifestyle brand from Aditya Birla Fashion Retail and Lifestyle (ABFRL), today announced the launch of its first store in Hyderabad. The highly anticipated launch marks a significant milestone for Jaypore, as it embraces the opportunity to extend its retail presence in the country. Nestled in the vibrant high-street location of Jubilee Hills, Hyderabad, this new store is a testament to JAYPORE's commitment to celebrating the rich Deccan culture and exquisite crafts.

The launch of JAYPORE's first exclusive brand outlet in Hyderabad, embraces the rich tapestry of Deccan culture and exquisite craftsmanship. Encompassing a sprawling area of 3,300 sq ft, the first brand-new store is a haven for enthusiasts of crafts and culture. Consumers will be captivated by an extensive array of apparel for men and women, exquisite home décor, jewellery and

accessories. Meticulously crafted interiors reflect the diverse craft culture of India, creating an immersive experience for all.

JAYPORE's façade is an awe-inspiring reflection of Phulkari craft, a folk embroidery tradition from Punjab, showcased through a geometric jaali. Embracing this cherished tradition, Jaypore's branding incorporates a jaali motif, infusing cultural heritage into the store's identity. Inside, a diverse range of craft expressions await, from [Kansa's](#) mesmerizing metalwork to [Phool-Patti's](#) delicate florals, vibrant [block prints](#) and ornate [Kalamkari celebrating the Deccan craft heritage](#). Temple [jewellery](#), inspired by centuries-old traditions, adds elegance and grace. Each piece displayed in the store celebrates Indian craftsmanship, inviting customers to embark upon an exploration of art and craft.

Rashmi Shukla, Business Head, JAYPORE, Aditya Birla Fashion and Retail Limited stated, *"We are delighted to announce the launch of our first store in the Hyderabad market marking 20 stores of Jaypore in India. This new store represents an exciting milestone for the JAYPORE brand. Through this exclusive outlet, we aim to bring the rich tapestry of Indian craftsmanship to the forefront of contemporary fashion and lifestyle. This store is a testament to our unwavering commitment to showcasing heritage Indian crafts in modern avatars. We extend a warm invitation to craft enthusiasts, fashion connoisseurs, and all lovers of artistry to immerse themselves in the beauty and creativity that Jaypore has to offer.*

"Currently, we have a retail presence across North, South, West and Central India with a total of 20 exclusive and standalone stores. With this new brand outlet in Hyderabad, we intend to increase and strengthen our footprint across the country offering customers a unique retail shopping experience", added Ms. Shukla.

At the heart of the store lies an awe-inspiring wall adorned with authentic Kalamkari art, depicting native scenes of an aviary, paying homage to the Deccan heritage. This striking representation showcases JAYPORE's dedication to preserving and promoting traditional Indian art forms while presenting them in a contemporary context. Jaypore's store offers exquisite crafts that celebrate India's rich heritage, displaying the remarkable Bidri hand-carved wall plates showing the skill and artistry of Telangana's craftsmen. Moreover, the store provides a captivating experience through the revival of Pichwai art captured in an awe-inspiring 8-foot wall painting. Complementing these are eclectic accent pieces like seating made with Kilim Dhurries from Jaipur, adding elegance and comfort to the space.

In addition to providing an exceptional retail experience, JAYPORE's Hyderabad store will host a series of events and workshops. These initiatives will create a platform for local artisans to share their skills and engage with a vibrant community.

The brand has also announced few inaugural offers for consumers. Customers can shop for Rs 6,990/- and get 15% off. This offer is valid until July 31, 2023.

Store Address: Plot No: 468, Unit No. 1A, Fortune Atrium, Road No. 36, Jubilee Hills, Hyderabad, Telangana – 500033

Links:

Jaypore's Website:

https://www.jaypore.com/?gclid=CjwKCAjwkeqkBhAnEiwA5U-uMyxnXSDwi4TD4v5H_Pv15g8cELHnz4KffegvzabUHSdocJ6XXZnV-RoCj5IQAvD_BwE

Categories:

Men's wear -

<https://www.jaypore.com/search?q=Men& category level 2=Clothing& category level 3=Men&orderBy=-created at>

Women's wear-

<https://www.jaypore.com/search?q=& category level 2=Clothing& category level 3=Women&manufacturer=Jaypore&orderBy=-searchpos>

Home Décor-

<https://www.jaypore.com/search?q=& category level 2=Home%20%26%20Decor&manufacturer=Jaypore&orderBy=-searchpos>

Exquisite Craft Collections at Jaypore, Jubilee Hills, Hyderabad:

Phool-Patti Applique –

<https://www.jaypore.com/shop-collection/kaagaz-ke-phool-jaypore-phool-patti-origami-applique-on-ethnic-summer-separates-23547>

Block prints –

<https://www.jaypore.com/shop-collection/zunaira-jaypore-block-printed-summer-staples-in-ivory-lime-green-23424>

Tribal Silver Jewellery - <https://www.jaypore.com/shop-collection/shakti-jaypore-luminous-tribal-silver-necklaces-23106?preview=4df99b4c1d189f1d1d90ced16d1a604d7cb51c13>

Kansa-

<https://www.jaypore.com/shop-collection/jiya-jaypore-a-heartfelt-edit-of-kansa-coffee-set-mugs-glasses-and-more-to-gift-and-get-22032?preview=e888b57a08046f89023eeb8e28226fd1c66b40f4>

Ceramicware -

<https://www.jaypore.com/shop-collection/sambhalah-jaypore-stylish-handcrafted-ceramic-dinner-plates-platters-mugs-bowls-20931>

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 20 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.

The brand runs an eponymous label called Jaypore and also 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. 12,418 Cr. spanning retail space of 10.8 million sq. ft. (as on March 31, 2023), it is India's first

JAYPORE



billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,977 stores across approximately 33,535 multi-brand outlets with 6,723 points of sales in department stores across India (as on 31st March 2023).

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.

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 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. With a focus on Fashion & Lifestyle categories, TMRW is building a portfolio of the most-loved consumer brands that tap into the significant growth potential in India and globally.

For further information, please contact:

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