

JAYPORE

Celebrate the festive colours of Navratri with a wide variety of shopping options from JAYPORE





October 12th, 2021: The festival of Navratri is celebrated with a lot of fervor and enthusiasm. From worshipping goddess Durga to playing Dandiya, from dressing in colorful clothes to dedicating a special color to wear each day, from loud beats to folk music and dazzling lights this festival is the perfect time to upgrade your wardrobe. JAYPORE India's leading destination brand for all things Craft and Artisanal has unveiled its festive collection that will surely entice all fashion lovers. The collection offers a stunning assortment of apparels, accessories and home décor items to choose from. With bright colours, intricate designs and motifs to contemporary silhouettes, this collection is ideal for the festive season. Every creation is a reflection of the expert craftsmanship involved in the designs with the use of viscose silk, brocade and varied fabrics.

And there's always the gift of choice! JAYPORE offers gift cards that ensure customers have flexibility to choose from an extensive collection with their own personal choices and preferences making the shopping experience truly a pleasurable one.

Here is a curated list of shopping options from JAYPORE, to help you make the right choice!

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1. **[DELARA](#)- Blue Embroidered Cotton Kurta, INR 3190** - JAYPORE's festive collection 'Delara' presents Parsi Gara-inspired embroidered kurtas, dresses, jackets & more. Embroidered sarees called 'garas' are a cherished heirloom piece for a to-be Parsi bride, embroidered with influences borrowed from China, Europe and Persia meshed elegantly with traditional Indian styles to create extravagant finds for opulent occasions.
2. **[KAALJAYI](#)- Multicolor Silk Brocade Kurta, INR 11990** - Kaaljayi' invokes a lyrical testimony to the timeless tradition of kimkhab or the fabric of dreams, as brocade, handwoven with threads in gold and silver hues is canonized as. An extravaganza in the finest silks, this collection of kurtas, lehengas & more has been crafted using upcycled vintage brocade sarees, where their treasured heritage has been re-interpreted into modern festive silhouettes, breathing a second heirloom-life to their opulence.
3. **[SANJAF](#)- Blue Gota Embroidered Lehenga and Kurta (Set Of 2), INR 14990**- The traditional regalia of Rajputi poshaks from Rajasthan has inspired this festive collection, in sublime hues of the desert and magnificent details of embroidered lace-work. The craft exclusive aspect of each extraordinary piece lies in the modern innovation of using the origami folding technique to couch gota patti onto the fabric.
- 4.
5. **[ALAYA](#)- Tribal Silver Takkar Earring-Tops, INR 3790**- JAYPORE presents a magnificent edit of tribal silver jewelry, Alaya, referring to a moon-shaped beauty, meant to dazzle on every occasion. Add an exuberant elegance to your days with our edit of steal-worthy tribal silver jewelry, crafted with a modern twist.

5. **[IHITA](#)- Pink Green Gold Tone Temple Necklace, INR 4290**- Ihita set is our festive feature of splendid temple-work jewelry to accent ensembles with a touch of traditions and the scintillating allure of gold-tone. Our edit features handcrafted pieces from southern India, designed by artisans with utmost attention to detail, festooned with sparkling stones and peppered with gorgeous temple aesthetics.

6. **[CHANDANI](#)- Ganesh Silver Coin (20 Gms), INR 2390**- Ring in the fervor of festivities with this sacred collection of auspicious silver coins, specially crafted for celebrations. The tradition of gifting silver coins dates back to centuries, and these splendid coins bearing

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symbols of the goddess of wealth: Laxmi, divine perfection: Lotus and remover of obstacles: Lord Ganesha make for gracious gifts and offerings.

7. **[SABIYA](#)- Black Handcrafted Beaded Velvet Clutch, INR 2590-** JAYPORE presents Sabiya, meaning brilliant in a fiesta-ready edit of handcrafted beaded clutches.  Festooned with intricate bead-work and splendid velvet are treasure-worthy finish, these clutches are the soiree companions that are
8. **[URIELA](#)- Golden Metal Double Lotus Hanging Tea Light Holder, INR 1290-** Revel in the season's soirees with JAYPORE's freshest edit of lamps, lights and tea-light holders. Welcome the season's greetings and light up the mood with the sacred luminescence of hanging lights, holding the promise of a new season with Uriela, meaning god's light.
9. **[MINAL](#)- Multicolor Chanderi Digital Printed Cushion Cover, INR 790-** JAYPORE presents 'Minal', a vibrant collection of printed cushion covers to be cherished this new season. The title means 'gift' and invites you to bring home the fervor of festivities in delightful hues dancing on the silken canvas on Chanderi.
10. **[RAIYSAR](#)- Chintz Porcelain Floral Mugs with Gift Box (Set of 2) INR 1390-** Echo the enchanting gardens of Golconda with this chintz-inspired spring celebration of ceramics. Crafted in the pristine beauty of porcelain, delicate gold-leaf details elevate the floral motifs that adorn each piece.

For more shopping options please log on to 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.

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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.

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**'