

Jaypore, ABFRL's Leading Artisanal Lifestyle brand, unveils its Winter Wedding Collection

- A celebratory evening curated in association with **Khushboo Grewal**, noted playback singer
- Celebrities **Simple Kaur**, **Dimple Jangda**, **Dhrriti Saharan**, **Shilpa Saklani** and **Akriti Ahuja** graced the event



Mumbai, December 13, 2022: JAYPORE, India's leading artisanal lifestyle brand from ABFRL, unveiled its Winter Wedding Collection at a star-studded event at its **Turner Road, Bandra store**. Noted playback singer **Khushboo Grewal** hosted the evening for a select audience that included eminent personalities like Simple Kaur, Dimple Jangda, Dhrriti Saharan, Shilpa Saklani, Akriti Ahuja, Shrima Rai, Himani Singh and Shweta Bhardwaj, among others. The celebrity guests were dressed in regal apparel and aesthetic fashion accessories created exclusively for the event.

With its signature heavy embellishments, stunning embroidery and rich Indian colours, JAYPORE's Winter Wedding collection promotes Indian crafts and is an enticing addition to one's closet and home. Each element perfectly complements the festive and celebratory mood, from the grandiose collections of [Padmini](#), [Zar](#), [Amirah](#) and more in women's apparel to craft-inspired home décor collections of [Amithi](#), [Kaavia](#), and [Ganjifa](#).

Besides unveiling the wedding collection, stylist Mandeep Kaur gave the guests beautiful makeovers in ornate pieces from the new collection.

Highlights of the collection:

Amirah- Winter-special kurtas in regal shades of maroon, navy and black, with the beautiful drape and sheen of lush, tufted Velvet, each piece is enriched with Mughal motifs and hand-embroidered Marodi and Zari details for jewel-like opulence. The intricate hand-embroidered Marodi embroidery on Silk Velvet is the design's focal point.

Zar- The gilded grandeur of golden Zari work inspired this handcrafted collection of traditional festive silhouettes in diaphanous tissue Chanderi. The fine detail is enhanced by beautiful hand embroidery in the Cut-dana technique. The collection features a one-of-a-kind hand-cut dana embroidery on tissue fabric.

Padmini- This festive collection sings tunes of magnificence in vibrant Indian hues, inspired by the Rani Padmini's regal Rajputi 'Poshaks' of the ancient Mewar region. Each embroidered piece combines traditional and contemporary techniques, with Gota Patti couched on the fabric using the origami folding technique.

The spirit of the season is captured in dazzling ceramics for festive gatherings and Ganjifa-print cutlery that make for memorable gifts. The range also includes delicate porcelain tables and serveware adorned with Mughal-inspired motifs that evoke regal celebration and cheer.

Rashmi Shukla - Business Head – JAYPORE, Aditya Birla Fashion and Retail Limited said, "This wedding season, Jaypore is excited to present our new winter wedding collection. Highlighting a diverse and extensive range of regal attires and accessories for men and women. Elegantly embellished in rich hues, with a wide range of options to choose from. These have been specially curated for the festivities along with an artisan craft inspired homeware collection, making it the perfect gifting option this celebratory season."

The price range of the new wedding collection starts from Rs 6,990

The link to the event: [Winter Wedding Collection Launch Event](#)

The collection is available across all stores in India and online on the website: <https://www.jaypore.com/>

Collections:

Apparel Individual collections

Amirah:

<https://www.jaypore.com/shop-collection/amirah-jaypore-winter-special-kurtas-in-lush-velvet-elevated-with-zari-marodi-details-22111>

Padmini:

<https://www.jaypore.com/shop-collection/padmini-jaypore-an-exhibition-of-regal-separates-with-gota-patti-detailing-21653>

Zar:

<https://www.jaypore.com/shop-collection/zar-jaypore-diaphanous-tissue-chanderi-separates-elevated-with-hand-embroidered-cut-dana-work-21408>

Home Individual collections

Kaavia:

<https://www.jaypore.com/shop-collection/kaavia-jaypore-mughal-motifs-inspired-dinnerware-collection-for-entertaining-dining-21501>

Ganjifa:

<https://www.jaypore.com/shop-collection/ganjifa-jaypore-ganjifa-inspired-edit-of-eclectic-trays-cake-stands-roti-boxes-more-21717>

Amithi:

<https://www.jaypore.com/shop-collection/amithi-jaypore-decorate-your-abode-with-glass-and-wooden-home-decor-pieces-21629>

Women Apparel:

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

Home:

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

Store locator link - <https://www.jaypore.com/store.php>

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 design, source and retail authentic Indian products suited for a modern lifestyle. The brand sources from more than 70 craft clusters and curates on its beautiful website jaypore.com and has 15 stores pan India. 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 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 offer sustainable products that elevate everyday life.

About ABFRL

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,136 cr. spanning a retail space of 9.2 million sq. ft. (as on March 31, 2022), 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 3,468 stores, approximately 28,585 multi-brand outlets with 6,515 points of sales in department stores across India (as on 31st March 2022).

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

ABFRL's international Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands and has long-term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Simon Carter, Ted Baker, Fred Perry, Forever 21, American Eagle** and **Reebok**.

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 brands such as **Jaypore, Tasva** and **Marigold Lane**. The Company has strategic partnerships with Designers '**Shantanu & Nikhil,**' '**Tarun Tahiliani,**' '**Sabyasachi**' and '**House of Masaba**'. ABFRL has embarked on a significant Direct-to-Consumer play to build a portfolio of new-age brands with a launch of **TMRW**, a digital-first lifestyle brand across fashion, beauty, and other lifestyle segments.

JAYPORE



The Company is bolstering its digital capabilities by scaling up its brands.com to build an integrated portfolio of digital assets to provide an immersive customer experience, deepen consumer connect of its brands and expand its portfolio into emerging consumer segments.

For further information, please contact:

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