

Jaypore Launches 'Reclaim Your Roots' Campaign, Celebrating Heritage with a Contemporary Twist



The brand's new festive campaign featuring artists Aditi Rao Hydari, Nandita Das, Amaan & Ayaan Ali and Priya Malik serves as a homage to the diverse cultural roots that shape an individual

New Delhi, November 7, 2023: - Jaypore, India's leading artisanal lifestyle brand from Aditya Birla Fashion and Retail Ltd., is set to ignite the festive season in India with an innovative campaign that resonates with the spirit of our time. Under the theme '**Reclaim Your Roots**', Jaypore invites you to embrace the essence of your heritage which is a culmination of your multi-faceted roots.

A Message of Resonance

In a world that's constantly evolving, our roots are evolving too. Born from diverse origins, enriched by varied traditions - our roots today are embroidered with multicultural influences & experiences. Jaypore celebrates these roots with crafts that enable one to 'Reclaim Your Roots'.

Collaborative Storytelling

Jaypore's 'Reclaim Your Roots' campaign showcases celebrated personalities such as **Aditi Rao Hydari (actor)**, **Nandita Das (director, actor & activist)**, **Amaan & Ayaan Ali (musicians)** and **Priya Malik (actor & poet)** who unveil their journeys, revealing the new worlds they've embraced as a part of their roots.

They share their personal stories and how these multi-cultural experiences have influenced them. Each narrative culminates with a heartfelt celebration of their cherished roots.

This campaign gave Jaypore a unique collaborative storytelling opportunity. The brand worked with each of these personalities to understand their narratives, influences and cultural nuances which were then co-written and will be brought alive throughout the campaign.

Unity in Diversity

Jaypore proudly celebrates India's vibrant culture. 'Reclaim Your Roots' is a call for unity and diversity. In a time when the world often seems polarized, Jaypore seeks to bridge those gaps. We stand for unity, embracing the rich tapestry of cultures, traditions, and roots.

With Jaypore, it's not just about celebrating one's native roots; it's about celebrating the multiplicity of geographies and cultural experiences from across the country that shape each one of us. It's about celebrating you. Jaypore's promise is to enable you to feel closer and celebrate your roots with their diverse range of crafts and craft-inspired finds that have been thoughtfully curated from across India.

Rashmi Shukla, Business Head, Jaypore, Aditya Birla Fashion and Retail Limited stated, *"As we bridge the realms of heritage and contemporary living, Jaypore's mission is not just to sell products; it's to celebrate the stories, cultures, and traditions that define us. Each purchase at Jaypore is an act of preserving our collective heritage as you embrace your cherished root. Launching during the festive season, our collaborative stories come to life. It's an ode to diversity and unity this festive season, where the warmth of traditions mingles with the excitement of new beginnings."*

"Reclaim Your Roots reflects the brand's core values and a response to the evolving strands of our identity in a globalized world. We hope that this campaign will spark a wave of self-discovery, encouraging people to embrace and celebrate numerous threads that interweave to form the fabric of their roots. It's more than simply a campaign; it's a movement towards embracing and celebrating our roots", added Ms. Shukla.

Jaypore, stands as a true testament to the rich Indian crafts while blending it with modern aesthetics. The brand offers womenswear, menswear, jewelry, home décor and accessories that represent 30 crafts and many more craft-inspired traditions from across India. These includes patra hand embroidery, khadi block print, kantha, hand painted dabu, rogan print and more from states like West Bengal, Rajasthan, Telangana, and more.

Through 'Reclaim Your Roots', Jaypore invites you to join them on an exhilarating journey of rediscovering and celebrating your roots through timeless crafts.

Reclaim Your Roots with Jaypore!

Link of the campaign – https://www.youtube.com/watch?v=f_sLUjAGSFE

JAYPORE



About Jaypore

Jaypore is one of India's leading destination brands for all things Craft and Artisanal across exquisite apparel, jewelry 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 23 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 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 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 point 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 retailer.

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 **Galleries Lafayette**.

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 & 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.

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