

## ABFRL's Artisanal Brand Jaypore Unveils its 24<sup>th</sup> Store in India in Vegas Mall, Dwarka

*Discover and enjoy India's handcrafted heritage at Jaypore's newest Dwarka destination.*



**New Delhi, December 20, 2023:** Jaypore, the renowned artisanal lifestyle brand of Aditya Birla Fashion and Retail Limited (ABFRL), is excited to announce the opening of its latest store in Dwarka, Delhi. This store marks the 24<sup>th</sup> addition to Jaypore's retail network, offering more than just a shopping experience; it serves as a tribute to the intricate tapestry of Indian craftsmanship.

The store, covering 1350 sq. ft and situated in the heart of Dwarka, invites visitors to explore the distinctive creative traditions of India. This store assures a carefully curated space for enthusiasts of authentic Indian crafts, offering handcrafted apparel for both men and women, along with exquisite home décor, jewelry, and accessories.

The store's interior furnishings bear witness to India's lively handmade culture, featuring meticulous detailing and warm colour palettes. Exhibits showcasing age-old artisan techniques, such as the Khadi warping wheel, serve as captivating focal points, underscoring the

brand's dedication to highlighting the creativity woven into each piece.

Commenting on the occasion, **Mr. Sooraj Bhat, CEO – Ethnic Business, Aditya Birla Fashion and Retail Limited**, stated, *"The inauguration of Jaypore's artistic venture in Vegas Mall, Dwarka, is a source of pride for us. This establishment is not merely a store; it is a vibrant canvas that displays the grace of Indian craftsmanship. At Jaypore, we extend an invitation to everyone to delve into and immerse themselves in the narratives woven into each creation."*

As Jaypore continues to narrate tales of craftsmanship and heritage, the Dwarka store serves as a testament to the company's commitment to crafting a comprehensive and visually pleasing shopping experience.

# 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](http://www.jaypore.com) along with 24 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.

Apart from its own brand, Jaypore 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 31<sup>st</sup> 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 '**Shantnu & 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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