

Jaypore Enters Chandigarh with New Flagship Store



Punjab's most loved Phulkari inspired design adorns Jaypore's façade, patterned with a glowing geometric lattice

Chandigarh, 13 June 2025: Jaypore, India's beloved artisanal brand from the house of Aditya Birla Fashion and Retail Limited, enters the Chandigarh market with the launch of its first store in the city—an evocative celebration of the region's rich craft heritage. Known for its deep-rooted traditions and expressive artistry, the Chandigarh region offers a natural setting for Jaypore's ongoing journey of bringing Indian craftsmanship to life across the country. The launch is part of the brand's continued expansion, strengthening its presence through thoughtfully curated spaces that honour artisanship and invite customers into a world of culture, design, and storytelling.

Tucked in the heart of Chandigarh, Jaypore's 1,830+ sq. ft. store is a haven where craft and design come alive in quiet conversation. Its terracotta-hued façade, patterned with a glowing geometric lattice inspired by Punjab's beloved Phulkari, offers a gentle invitation inward. Inside, light spills through arched thresholds onto textured walls and artisan-crafted displays, creating a space that feels both timeless and personal. From the whisper of Chanderi silks to the bold stitch of hand embroidery, each piece tells its own story—carefully curated to reflect the depth of Indian artistry.



*“At Jaypore, every new store is more than just a milestone—it’s a dialogue with the region’s culture and its people,” said **Manu Gupta, Vice President and Brand Head, Jaypore.** “Chandigarh, with its design-forward spirit and deep cultural roots, felt like a natural extension of our journey. This store reflects our commitment to building spaces that honour India’s craft heritage while creating meaningful, immersive experiences for our growing community of craft enthusiasts.”*

Inside, the store unfolds like a thoughtfully composed narrative—each detail designed to stir the senses. Sunlight pours in, casting a gentle glow on lime-washed walls and handcrafted textures. Hand-painted Mughal butas enrich quiet corners, and a large-format digital screen brings to life the artistry and spirit of the artisans, offering intimate glimpses into their world. Throughout, the space evolves with the seasons, inviting visitors into new expressions of India’s enduring craft legacy.



Within a quiet alcove, the dedicated jewellery space—framed by a hand-painted Kalamkari arch—offers a moment of discovery. Here, tribal silver, gold-plated heirlooms, and stone-studded treasures shimmer with handcrafted charm, each piece embodying the timeless elegance at the heart of Jaypore. It is a space where ornament becomes story, and beauty carries the weight of legacy.



With its Chandigarh debut, Jaypore invites visitors to explore a thoughtfully curated selection of handcrafted apparel, expressive jewellery, and soulful home accents. From intricately carved wooden décor and woven textiles to floral block prints and nature-inspired layers, each creation reflects the poetry of Indian craftsmanship—and the enduring joy of the handmade.

As Jaypore continues its journey across India, each new store becomes more than a destination—it becomes a tribute. A tribute to the artisans, the traditions, and the quiet luxury of things made with care. Chandigarh is the latest chapter in this growing story: rooted in culture, shaped by design, and waiting to be discovered.

Store Address: Shop no. 9A, Ground Floor, Sector 7-C, Chandigarh, 160019.

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 33 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.

Aditya Birla Fashion and Retail Limited

Aditya Birla Fashion and Retail Limited (ABFRL), part of the Aditya Birla Group, is India's leading fashion powerhouse, offering a distinguished portfolio of renowned brands and retail formats, catering to multiple high-growth segments. As of December 31, 2024, the Company has presence across 1,187 stores spanning 7.2 Mn sq. ft. retail space.

ABFRL's portfolio includes **Pantaloons**, one of India's most loved fashion destinations, and **Style Up**, a growing value retail format. The Company also operates **The Collective**, who commands a dominant position as one of the country's most influential multi-brand luxury retailers, with exclusive long-term tie-ups with global fashion brands including **Ralph Lauren, Hackett London, Ted Baker and Fred Perry**. **ABFRL has also partnered with Paris based Galeries Lafayette** to introduce a high-end luxury destination in India.

ABFRL is a market leader in branded ethnic wear, its portfolio includes **Jaypore, Tasva and TCNS brands** and it has forged strategic partnerships with India's top designers such as **Sabyasachi, Tarun Tahiliani, Shantnu & Nikhil, and House of Masaba**. Recently, the Company further expanded its ethnic wear leadership with the integration of **TCNS brands**, home to leading women's brands **W, Aurelia, Wishful, Elleven and Folksong**.

For further information, please contact:

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