

Jaypore launches *Letters to the Sea*, A Coastal Collection Inspired by India's Shores



An artisanal journey across apparel, jewellery, and home, echoing India's coastal rhythms through craft and design

National, September 19, 2025: Jaypore, India's beloved artisanal lifestyle brand from the house of Aditya Birla Fashion and Retail Ltd., presents *Letters to the Sea*, a campaign and collection that draws its spirit from the vastness of India's coasts.

Like letters carried by the tide, the collection is a lyrical ode to the shore, to monsoon-washed skies, salt-laden breezes, and the rhythm of waves meeting land. *Letters to the Sea* reflects the beauty of what the ocean leaves behind and how it shapes stories, memories, and craft traditions.

Speaking about the launch, **Manu Gupta, Vice President & Brand Head, Jaypore**, said, "*What the sea leaves behind, we have shaped into handcrafted treasures. Letters to the Sea is a collection that speaks to the heart, a reminder of the beauty and serenity found along India's coasts. At Jaypore, we continue to celebrate heritage by reimagining it through design, creating pieces that are both timeless and fashion-forward.*"

In this collection, India's coastal essence finds voice across apparel, jewellery and home. Silhouettes flow like ocean tides, crafted for seaside retreats, urban strolls and everyday rituals. Sarees echo the timeless rhythm of waves, fluid, rooted and woven with artisanal mastery. Handwoven linens carry breezy warmth, adorned with coastal florals that capture the poetry of salt air and monsoon skies.



The jewellery line gleams with a quiet radiance, soft as moonlight on misty horizons. From delicate beaded accents to luminous pieces reminiscent of the sea's devotion, each jewel is like a keepsake of the coast, a story crystallized in craft.

Completing the narrative is Jaypore's home collection, where coastal living becomes part of everyday life. Mango-wood serveware carved with tropical allure, hand-painted ceramics with spice-toned motifs, and breezy linens create soulful spaces that echo India's shores in every feast and intimate gathering.

With *Letters to the Sea*, Jaypore invites patrons to carry the coast with them, to wear its stories, to adorn its jewels and to live its spirit in the embrace of home.

The collection is now available across Jaypore stores and online at <https://www.jaypore.com/m/coastal>



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 37 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

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 **Galleries 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**.

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