

Jaypore's Festive Campaign *Threads of Light* Celebrates Craft, Culture, and Women Who Inspire, in Collaboration with Designer Anju Modi



Featuring Shefali Shah, Bindu Subramaniam, Dr. Gita Prakash, and Anju Modi, the campaign illuminates tradition and creativity

National, October 3, 2025: Jaypore, India's beloved artisanal lifestyle brand from the house of Aditya Birla Fashion and Retail Ltd., welcomes the festive season with 'Threads of Light', a cinematic campaign that celebrates fire as a symbol of inner strength, the poetry of heritage, and the grace of women who carry resilience and creativity within them.

The film brings together four remarkable women, each embodying a different shade of strength and artistry. Actor and artist Shefali Shah lends her depth, grace and spirit to the story. Singer-songwriter and educator Bindu Subramaniam represents the perfect harmony between tradition and modern creativity. Dr. Gita Prakash, once an Army doctor and now a model, reflects courage, reinvention and resilience. And designer Anju Modi herself, with her devotion to craft and design, completes the circle of inspiration. Together, they shine as keepers of light, echoing the timelessness of India's heritage in their own unique ways.

Speaking about the campaign, **Manu Gupta, Vice President & Brand Head, Jaypore**, said, *"Threads of Light is our way of celebrating the quiet magic of Indian craft and the remarkable women who embody strength, creativity, and grace in every step of their journey. This festive season, we wanted to create something that feels alive, rooted in heritage yet vibrant for today, a collection and campaign that honour both the hands that make and the hearts that inspire."*

At the heart of *Threads of Light* is Jaypore's festive partnership with veteran designer Anju Modi. With a legacy of over three decades, Modi has championed India's crafts, creating designs that are both timeless and poetic.

Her festive collection for Jaypore brings together rich tones of emerald, red, and antique gold, adorned with zari and zardosi embroidery, along with delicate block-printed details, blending heritage with contemporary elegance.



Shot in sweeping, cinematic frames, the campaign journeys from the quiet rhythm of artisans at work to the presence of these women of substance, culminating in a vivid tableau of festive living. Alongside the apparel, Jaypore's home offerings in brass, kansa, dokra, and décor find their place in the glow of Diwali, reflecting the brand's dedication to artisanal living.

With *Threads of Light*, Jaypore reaffirms its belief that heritage is not only preserved but lived—in what we wear, how we celebrate, and in the stories we carry forward.

Link to the campaign - <https://www.instagram.com/p/DPQYbvlE1bZ/?hl=en>

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 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**.

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