

Jaypore Unveils 'The Nizam' Celebratory Campaign – A Majestic Ode to Hyderabad's Imperial Elegance

Where royal opulence, Deccan grandeur, and contemporary sophistication converge in a modern portrait of the city of the Nizams.



National, November 18, 2025: Jaypore, India's beloved artisanal lifestyle brand from the house of Aditya Birla Fashion and Retail Ltd., announces the launch of 'The Nizam', a campaign that reimagines the imperial splendour of Nizams of Hyderabad through a modern, fashion-first lens. Inspired by the refined elegance of Deccan and the understated grandeur of its architectural legacy, the campaign pays homage to a world where heritage, craftsmanship, and regal restraint shaped an unmistakable aesthetic for modern royals.

At the heart of the campaign lies a celebration of quiet, imperial luxury. The film unfolds like a moving miniature painting, revealing moments of poetic intimacy: the soft swirl of dhuna, the scent of ittar drifting through morning light, footsteps gliding beneath the arches of Charminar, and muted laughter resonating across historic corridors. Each visual vignette evokes the royal opulence and artistic refinement that defined Nizami culture, bringing its timeless grace into the present.

Speaking about the campaign **Manu Gupta, Brand Head, Jaypore**, said, *"With The Nizam campaign, we wanted to reinterpret the grandeur of Hyderabad's royal past, not in its extravagance but in its refined quietude. This campaign is a tribute to India's extraordinary craftspeople and to women who embody strength through elegance and softness."*

Crafted in luxurious cotton-silk and rich silks, 'The Nizam' collection reflects intricate hand embroidery and exquisite craft techniques like Rogan art, lampi gota work, handwoven tissue detailing, and sequins in antique hues, all inspired by the artistic traditions of the Deccan. The palette draws from the twilight tones of the region: deep wine, antique gold, jade, ivory, red, and black, reminiscent of historic Nizami textiles. Contemporary silhouettes are paired with traditional craftsmanship to create ensembles that balance heritage charm with modern sophistication, offering richness without excess.

Extending beyond apparel, 'The Nizam' includes artisanal jewellery and curated home accents. These additions complete a refined universe of celebration, rooted in India's cultural legacy yet crafted for modern living.

'The Nizam' is more than a campaign. It is an invitation to rediscover enduring beauty, a reminder that true elegance, like the legacy of Hyderabad's Nizams, remains timeless and ever evolving.

Link to the campaign: <https://www.instagram.com/p/DRE2ob8k4Tb/?hl=en>

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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 39 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 March 31, 2025, the Company has presence across 1,168 stores spanning 7.1 Mn sqft. 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 **Shantnu & Nikhil, Tarun Tahiliani, Sabyasachi, 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**.

To address the evolving preferences of digitally native consumers, ABFRL is also building a portfolio of new-age, digital-first fashion brands under its tech-led venture **TMRW**. This platform collaborates with emerging entrepreneurs to co-create scalable fashion businesses in India's rapidly expanding fashion ecosystem.

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