

Jaypore Presents 'The Nizam' – A Collection That Revives the Quiet Grandeur of Hyderabad's Imperial Legacy

A modern tribute to the Deccan's regal serenity and the enduring artistry of India's craftsmen.



National, December 10, 2025: Jaypore unveils 'The Nizam', a collection that celebrates the serene grandeur of Hyderabad's royal heritage through contemporary design. Inspired by the sublime refinement of the Nizams, the collection unfolds as a study in poetic restraint and quiet opulence – an exploration of beauty shaped by heritage, meticulous craftsmanship, and a reverence for cultural memory. It reinterprets the elegance of the Deccan courts for a modern audience that seeks richness without ostentation and sophistication without spectacle.



Crafted in sumptuous cotton-silk blends and luxurious silks, each piece bears the hallmark of the artisans whose hands have carried forward centuries of skill. Intricate Rogan motifs, lampi gota accents, handwoven tissue textures, and sequins in antique hues come together in a delicate choreography of design, echoing the ornate artistry of Hyderabad's imperial ateliers. The palette draws from the twilight tones of the Deccan – deep wine, antique gold, jade, ivory, crimson, and black – mirroring the colours of palace corridors, historic textiles, and the city's storied monuments. Contemporary silhouettes merge seamlessly with heritage craftsmanship, creating ensembles that exude understated majesty and effortless poise.



Speaking on the collection, **Vandana Gupta, Creative Director, Jaypore**, said, “With ‘The Nizam’, we sought to channel the majestic refinement and timeless elegance of Hyderabad’s imperial courts. Each silhouette is a dialogue between heritage and contemporary design, where meticulous handcraft – be it Rogan motifs, lampi gota, or handwoven tissues – resonates with the poetic grandeur of the Nizams’ ateliers. This collection celebrates the quiet opulence of the Deccan, inviting women to embody strength, grace, and effortless regality through garments that are as rich in story as they are in texture.”



Extending beyond clothing, *'The Nizam'* encompasses artisanal jewellery and curated home accents that complete a world of modern celebration. Filigree-inspired adornments, subtle metallic glimmers, and decor shaped by India's cultural heritage come together to craft a universe that is both intimate and imperial in spirit.



'The Nizam' is more than a collection – it is an invitation to step into a world where every detail is deliberate, every texture a tribute, and every silhouette a testament to enduring elegance. It embodies a lineage of imperial artistry while speaking to contemporary sensibilities, honouring Hyderabad's storied past even as it shapes the present.



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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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