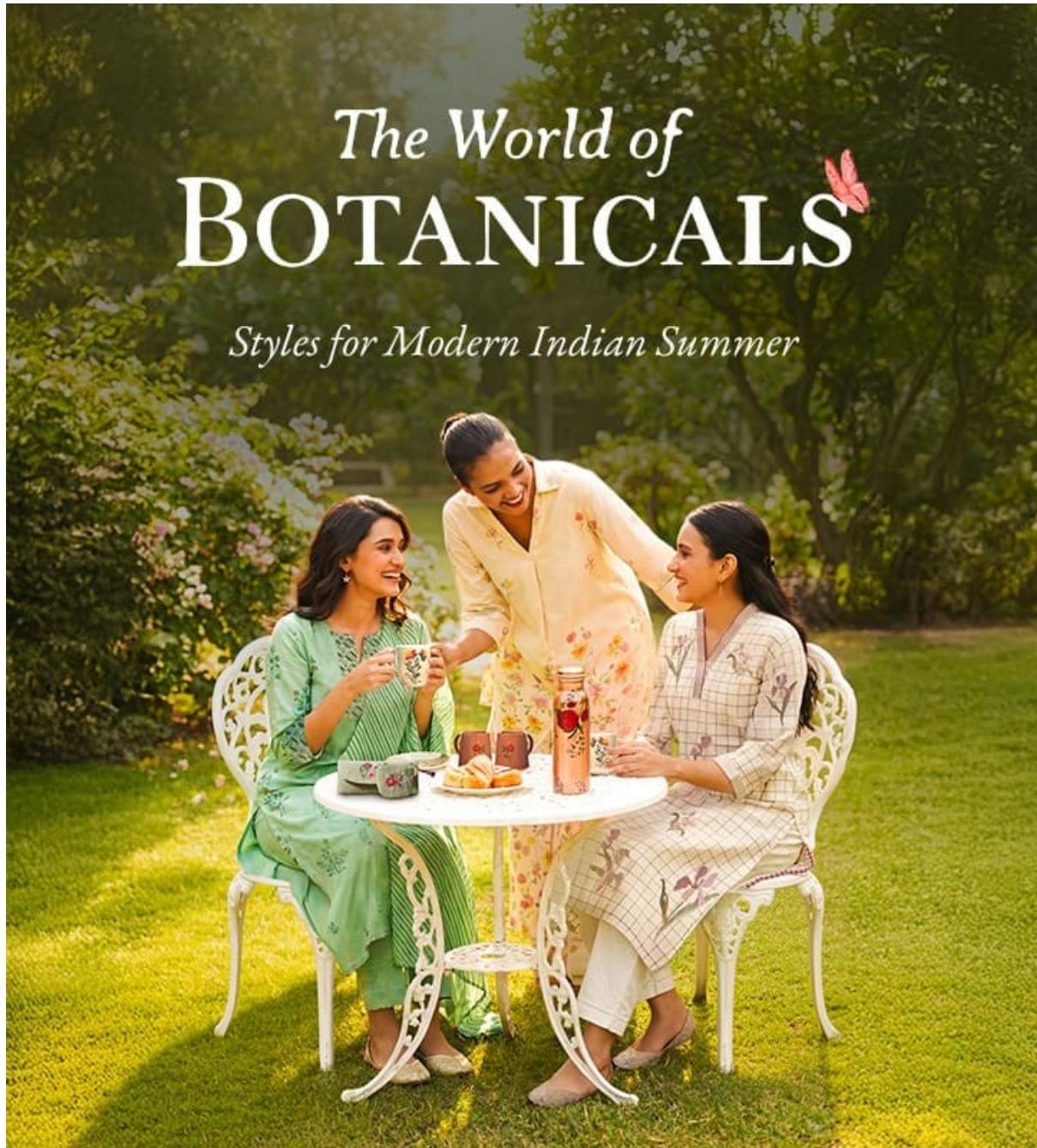


Jaypore Launches 'The World of Botanicals' Campaign for Spring–Summer 2026

A seasonal narrative rooted in florals, heritage, and contemporary Indian craftsmanship



National, February 17, 2026: Jaypore, the artisanal lifestyle brand from the house of Aditya Birla Fashion and Retail Limited, unveils '*The World of Botanicals*', its Spring–Summer 2026 campaign. Conceived as a celebration of spring's quiet arrival, the campaign draws inspiration from English gardens in bloom and the understated elegance of colonial Indian courtyards. Through sunlit florals, softened palettes, and thoughtful compositions, it creates a seasonal narrative that brings together heritage, nature, and contemporary design.

Rooted in Jaypore's artisanal ethos, the campaign places craft at the forefront, interpreting botanical influences through a distinctly modern lens. It reflects the brand's continued commitment to elevating Indian craftsmanship while presenting it in ways that feel relevant, wearable, and aligned with today's evolving aesthetic sensibilities.

"Every season at Jaypore begins with a feeling," said Manu Gupta, Brand Head, Jaypore. "With 'The World of Botanicals', we wanted to capture the quiet arrival of spring – gentle, fragrant, and full of promise. This campaign is our love letter to summer gardens, to slow mornings, and to the beauty of Indian craft meeting nature's poetry. From hand-painted florals to airy silhouettes, every piece carries the breath of spring and the romance of thoughtful making. It is a world where heritage blooms alongside modern ease."

At the heart of the campaign is Jaypore's Spring–Summer 2026 collection, a cross-category offering spanning apparel, jewellery, footwear, accessories, and home. Organised around floral narratives, the collection interprets botanical inspirations through contemporary silhouettes and summer-ready fabrics, expressed across relaxed coordinated sets, dresses, modern kurta silhouettes, and versatile co-ords suited for both everyday and occasion wear.

Hand-painted botanical artworks, vintage miniature-inspired florals, and structured motifs with subtle checks define the seasonal aesthetic. Craft techniques such as block printing, handloom weaving, Ajrakh, Chikankari with Mukaish, Shibori, Jamdani, and Rogan add depth and texture, while lightweight cottons, cotton-silks, and linen blends ensure comfort and breathability for the warmer months.

The campaign will unfold across Jaypore's retail and digital platforms through immersive visual merchandising inspired by English garden courtyards, editorial storytelling, brand films, collaborations with regional content creators, and curated in-store styling sessions. Together, these touchpoints aim to create meaningful engagement while offering customers a holistic seasonal experience.

With 'The World of Botanicals', Jaypore continues to champion India's rich craft traditions, presenting them within a contemporary lifestyle framework where heritage and nature converge. The Spring–Summer 2026 campaign reaffirms the brand's vision of celebrating artisanal excellence while shaping a refined, seasonally relevant narrative for modern wardrobes and homes.

Link to the campaign: <https://www.instagram.com/reels/DU2XbQuk61H/>

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 42 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 **OWND!**, 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 **Shantanu & 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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