

Jaypore Showcases the Rare Legacy of Tangaliya Craft at Bharat Tex 2026

Experience 5th generation Tangaliya weaver Shri Rathod Baldevbhai Jahabhai bring the 700-year-old craft to life through live loom demonstrations at Bharat Tex. 2026.



New Delhi, July 16, 2026: In an era that moves ever faster, Jaypore, India's most loved artisanal lifestyle brand from the house of Aditya Birla Fashion and Retail, unveils a sanctuary of slow craft at Bharat Tex 2026. Known for mapping the soul of Indian heritage into contemporary silhouettes, the brand is bringing its craft philosophy to life through an immersive pop-up experience, inviting visitors to step into a world shaped by texture, generational memory, and the human touch.

At the absolute heart of this curation was the rare, ancient art of **Tangaliya weaving**, a 700-year-old indigenous craft native to the Surendranagar region of Gujarat. Born from folklore and collective memory, this intricate

technique belongs to the Dangasia community, who historically wove these heavy, warm textiles as shawls and wraps for pastoral Bharwad shepherds.

The pop-up comes alive through a striking, live demonstration by **Shri Rathod Baldevbhai Jahabhai**, a fifth-generation weaver from Vastadi village. Baldevbhai carried the rich legacy of his father, **Jaha Bhai**, a master artisan who spent over 40 years dancing with the warp and weft. Working at a humble pit loom, Baldevbhai demonstrates how tiny, raised *danas* (bead-like dots) are formed, not through later embroidery or printing, but born organically within the weave itself, delicately twisted by the artisan's fingers as the cloth comes alive. Guided entirely by muscle memory and a lifetime spent at the loom, he weaves without a single template or printed guide, reminding onlookers that a single Tangaliya piece demands 15 to 25 days of unhurried patience.

Speaking about this experience, **Vandana Gupta, Creative Head, Jaypore**, said, *"Tangaliya is a craft that gently commands you to slow down, to notice the quiet devotion resting within every single raised dot. Our journey with the weavers of Vastadi village began in 2024 out of deep reverence for master artisans like Jaha Bhai. Witnessing his son, Shri Rathod Baldevbhai, bring that generational muscle memory to the loom here at Bharat Tex epitomizes what Jaypore stands for. We view our brand not just as a curation, but as a vital, artisanal-first platform dedicated to bringing these incredible artisan clusters out of rural pockets and onto larger platforms. Our purpose is to honour this unbroken thread ensuring these rare, indigenous art forms are given the visibility they deserve to grow and find contemporary resonance, while remaining fiercely true to the hands that create them."*

Alongside this rhythm of dots and devotion, the Jaypore sanctuary showcases a thoughtfully woven tapestry of India's most celebrated heritage crafts:

- **Jamdani:** The ethereal, hand-loomed muslin from West Bengal, prized for its intricate motifs that seem to float weightlessly upon the sheer fabric.
- **Ikat:** The absolute precision of the resist-dye technique, where yarns are bound and dyed before meeting the loom, producing its iconic, beautifully blurred geometric patterns.
- **Handwoven Textiles:** A soulful showcase of regional looms and weaving traditions brought together from diverse corners across the country.
- **Ajrakh:** Kutch's complex, multi-stage hand-block printed craft, deeply rooted in history and recognized by its rich indigo and earthy madder hues.
- **Chikankari:** The delicate shadow-work embroidery of Lucknow, tracing poetry onto fabric through exquisite needlework.
- **Dabu:** Rajasthan's ancient mud-resist hand block printing technique, where the earth itself is used to shield patterns from the dye.
- **Kantha:** The rhythmic running-stitch embroidery tradition of Bengal, beautifully rooted in the art of reuse, memory, and visual storytelling.
- **Shibori:** Intricate resist-dyeing and textured tie-dye techniques that create organic, fluid patterns on cloth.
- **Dokra:** The ancient lost-wax metal casting craft, breathing an old-world soul into non-ferrous tribal and folk-art figurines.

Together, these collections mirror Jaypore's ongoing collaboration with artisan clusters, a partnership rooted in mutual respect, designed to honour the integrity of traditional techniques while opening contemporary pathways for them to breathe and grow.

Ultimately, Jaypore's presence at Bharat Tex 2026 stands as a quiet, powerful reminder that true luxury cannot be rushed. By bridging the rustic warmth of the weaver's pit loom with the sophisticated sensibilities of modern design, the pop-up experience did more than just exhibit textiles, it honours the artisans who keep India's cultural heartbeat alive. For visitors, it becomes a memorable journey into the very fabric of Indian identity, written knot by knot, dot by dot, and thread by thread.

Location: JAYPORE, Hall Number - 3, Bharat Mandapam, Pragati Maidan, New Delhi, Delhi – 110001

Dates: 14th July 2026 to 17th July 2026

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 47 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 **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 **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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