

Jaypore Opens Its Doors at Jahangirabad Palace, Lucknow, Celebrating India's Artisanal Heritage

The artisanal lifestyle brand marks its Lucknow debut with a festive gathering featuring a panel discussion with Supreet Kaur, Tariq Khan, Sarah Zarein Raza, Snehil Agarwal and Aditi Jaggi Rastogi, celebrating Karigari Ki Kahani and the enduring relevance of India's craft traditions.



Lucknow, October 28, 2026: Jaypore, India's most loved artisanal lifestyle brand from the house of Aditya Birla Fashion and Retail Limited, has opened the doors to its new store in Lucknow, at Jahangirabad Palace, bringing together the cultural refinement of the City of Nawabs and the enduring artistry of India's craft traditions. A thoughtfully curated space for apparel, accessories, jewellery, home

décor and lifestyle, the store celebrates the coming together of age-old artistry and contemporary living, inviting customers to discover pieces that carry the soul of their making.



Marking the opening, Jaypore welcomed guests to an intimate festive celebration inspired by UTSAV – A Celebration of Festive India. The gathering brought the spirit of the season to life through a curated festive edit, hands-on craft and cultural experiences, Lucknow's culinary heritage and thoughtfully styled festive décor. A special panel discussion featuring Supreet Kaur, Tariq Khan, Sarah Zarein Raza, Snehil Agarwal, and Aditi Jaggi Rastogi explored the theme of Karigari Ki Kahani, bringing together perspectives on India's rich craft heritage, its evolving cultural narratives and the relevance of traditional artistry in contemporary life. The discussion added another dimension to the celebration, creating space for meaningful conversations around the crafts, communities and traditions that continue to shape India's creative landscape.



Speaking about the new store, **Vandana Gupta, Creative Head, Jaypore**, said, *"At Jaypore, we have always believed that every craft carries a story – of the land it comes from, the hands that shape it and the traditions that have been passed down through generations. Lucknow, with its rich cultural heritage and appreciation for artistry, is a natural home for Jaypore. Bringing our world of crafts and considered design to Jahangirabad Palace makes this opening especially meaningful, allowing us to celebrate the city's distinctive character alongside the many craft traditions that inspire us. Through this store, we hope to create a space where customers can discover the beauty of Indian craftsmanship and find pieces that feel personal, enduring and relevant to the way they live today."*

Among the collections available at the new store is *A Tale of Two Crafts*, an ode to the timeless artistry of Ajrakh and Kalamkari. Inspired by the natural world, the collection brings together intricate hand-block prints, evocative motifs and a palette of deep, earthy hues. Crafted in breathable fabrics such as pure cotton and cambric, the range features relaxed kurtas, tunics, fluid dresses and coordinated sets that bring artisanal richness into everyday dressing, offering an expression of festive style that feels both considered and effortless.

At the heart of *A Tale of Two Crafts* lies a dialogue between two distinctive craft traditions. Ajrakh, with its intricate geometric patterns and earth-inspired palette, evokes the beauty of starry skies and the precision of traditional block printing. Kalamkari draws from the flora, fauna and organic forms of nature, bringing a rich storytelling sensibility to the collection. Together, they create a harmonious interplay of colour, pattern and texture, with each print reflecting the individuality of the artisan's hand. The

collection reflects Jaypore's continued endeavour to bring India's living craft traditions into contemporary wardrobes, creating pieces to be worn, cherished and lived in.



The new store finds a natural home in Lucknow, a city celebrated for its cultural richness, artistic sensibilities and enduring traditions of craftsmanship. Through its considered assortment and immersive retail experience, Jaypore invites customers to explore a world of handcrafted apparel, distinctive accessories and thoughtfully designed home accents, whether for festive gatherings, meaningful gifting or everyday moments. Each piece reflects the brand's enduring commitment to celebrating the makers, techniques and cultural narratives that shape India's rich artisanal landscape.

With its new store in Lucknow, Jaypore continues to bring India's diverse craft traditions closer to contemporary living, offering customers an opportunity to discover, experience and embrace the beauty of the handmade.

Visit the new Jaypore store in Lucknow at: Unit No-08, Rani Laxmi Bai Rd, Jahangirabad Palace, Hazartganj, Lucknow -226001

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 45 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 **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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