

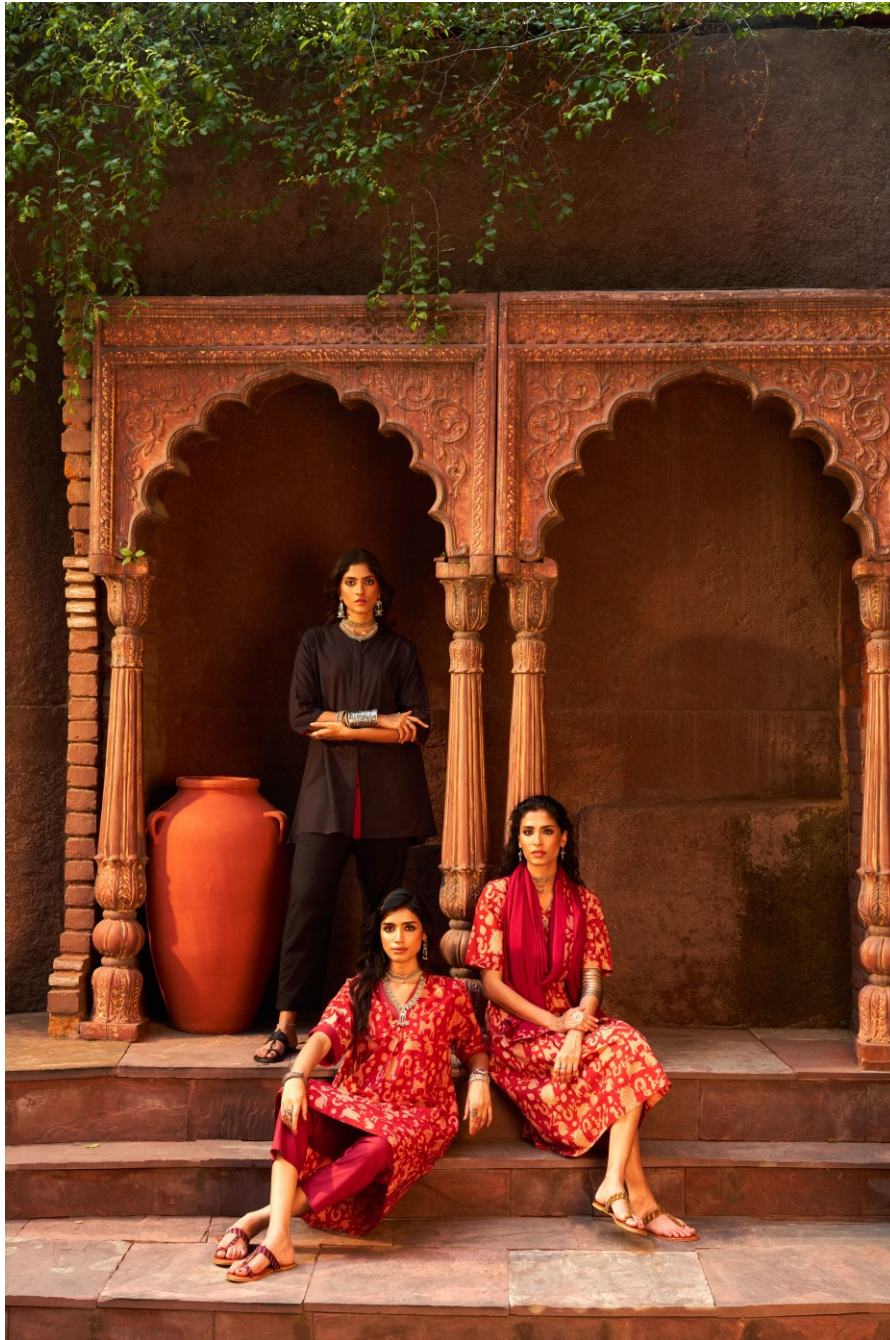
Jaypore Unveils 'A Tale of Two Crafts', Weaving the Timeless Artistry of Ajrakh and Kalamkari into Everyday Dressing

An ode to India's rich craft heritage, the collection brings together intricate hand-block prints, natural earth dyes and nature-inspired motifs in effortless, contemporary silhouettes.



National, 26 October 2026: Jaypore, India's most loved artisanal lifestyle brand from the house of Aditya Birla Fashion and Retail Limited, unveils *A Tale of Two Crafts*, a collection that brings together the timeless artistry of Ajrakh and Kalamkari in a celebration of India's living craft traditions. Rooted in stories of the land and shaped by the artisan's hand, the collection reimagines these two distinctive crafts for the rhythm of everyday life. An ode to the quiet harmony between nature and craftsmanship,

it brings the richness of traditional artistry into wardrobes that embrace ease, individuality and thoughtful dressing.



Drawing inspiration from starry nights and the many wonders of the natural world, *A Tale of Two Crafts* unfolds through intricate hand-block prints, evocative motifs and a palette steeped in deep, earthy hues. Every piece carries the nuances of its making, where the beauty of handcrafted textiles lies in their subtle variations and no two prints are quite alike. Rendered on breathable fabrics including pure cotton and cambric, the collection celebrates the tactile charm of artisanal craftsmanship while lending itself effortlessly to everyday wear.

Speaking about the collection, **Vandana Gupta, Creative Head, Jaypore**, said, *"At Jaypore, we believe that craft is a living expression of the stories, traditions and communities that shape it. With 'A Tale of Two Crafts', we bring together the distinct beauty of Ajrakh and Kalamkari, drawing from their deep connection with nature, colour and the artisan's hand. The collection is our way of celebrating these enduring traditions while giving them a place in contemporary wardrobes. Through easy silhouettes, thoughtful details and the individuality of handcrafted prints, we hope to make India's rich artisanal legacy a part of everyday dressing, to be worn, cherished and lived in."*

At the heart of the collection lies a dialogue between two remarkable craft traditions. Ajrakh, with its intricate patterns and rich, earth-inspired palette, evokes the mystique of starry skies and the timeless beauty of geometric expression. Kalamkari brings its own storytelling language, drawing from the flora, fauna and organic forms of nature. Together, these crafts create a harmonious interplay of colour, pattern and texture, where each motif tells a story and every impression bears the distinct character of the artisan's touch.

Designed for the ease of modern living, the collection translates these traditional craft expressions into a versatile range of everyday silhouettes. From relaxed kurtas and tunics to fluid dresses and thoughtfully coordinated sets, each piece balances artisanal richness with understated elegance. Complemented by comfortable pants and dupattas, the range lends itself to effortless styling across moments and occasions. Breathable fabrics, pigment-rich hues and contemporary forms come together to create a wardrobe that feels as considered as it is comfortable.

With 'A Tale of Two Crafts', Jaypore continues its journey of celebrating India's diverse craft heritage, creating a space where time-honoured techniques find new expression in the present. More than a coming together of two crafts, the collection is an invitation to rediscover the beauty of the handmade, embrace the stories woven into every print and make mindful living an effortless part of everyday style.

The collection is available at Jaypore stores across India and online at www.jaypore.com

Link to the campaign: <https://www.youtube.com/watch?v=JSW7q5T1JGM>

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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