JAYPORE

ADITYA BIRLA
FASHION & RETAIL

ABFRL's e-commerce brand `Jaypore' forays into Menswear

Jaypore, India's finest craft-based designs platform, has diversified into the menswear category to expand its portfolio

Jaypore, from the house of Aditya Birla Fashion and Retail Limited, has forayed into the menswear category. The brand, after leading the market for handcrafted and artisanal womenswear and jewelry, has now entered the USD 28bn worth menswear market with its first-ever range of exquisite kurtas, indie-wear, elegant shirts and trousers made from natural and sustainable fabrics. With over **240** styles, Jaypore offers ethnic and everyday essentials in apparel, bags and footwear for men.

Jaypore is a prominent ethnic brand, renowned for making India's most beautiful artisanal products accessible to customers across the globe. Menswear by Jaypore is an extensive collection of kurtas, shirts, muktasari sets, jackets, pants and more, in a wide range of elegant fabric stories including Mangalgiri, Tussar Silk, Linen, Cotton and more. The entire range carries the brand's characteristic elements with its focus on authentic craft details, elegant silhouettes, and rich fabrics. Each piece is accentuated with subtle craft details such as Kantha embroidery or pintucks, making it an elegant addition to the men's ethnic wardrobe. The colour palette for this collection borrows from the rich spectrum of Indian culture and its landscape, with delightful shades and striking hues.

Rashmi Shukla, Business Head, Jaypore says, "*Jaypore is excited to enter the menswear category, and bring to it a freshness of design, crafts and fabrics. Menswear by Jaypore is an amalgamation of the rich heritage of India and the modern elements of essential wear. This collection renders a picture of The Jaypore Man, who is confident and self-assured, a new-age conscious consumer who believes in making responsible choices. He shares a heightened sense of rootedness with his intention to shop and support local as well as sustainable. The Jaypore Man wears his Indian-ness with élan and his confidence that makes traditional wear look sharp and stylish.*"

This collection will exclusively be available at Jaypore stores, and online at www.jaypore.com

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About Jaypore

Jaypore is one of India's leading destination brand 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 design, source and retail authentic Indian products suited for a modern lifestyle. The brand sources from more than 70 craft clusters and curates it on its beautiful website Jaypore.com, and three stores in Delhi and Bangalore. In a very short time, the business has earned high respect amongst the craft vendor community for showcasing products in all its glory and amongst connoisseur customers for making craft accessible. The brand runs an eponymous brand called Jaypore and also aggregates other artisanal-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 sustainable products that elevates everyday life.

Aditya Birla Fashion and Retail Limited

ABFRL is part of The Aditya Birla Group, a leading Indian conglomerate. Spanning a retail space of 8.4 million sq.ft. (as on March 31, 2021), Aditya Birla Fashion and Retail Limited (ABFRL) is India's fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

ABFRL brings together the learnings and businesses of two renowned Indian fashion icons, Madura Fashion & Lifestyle and Pantaloons creating a synergistic core that will act as the nucleus of the future fashion businesses of the Aditya Birla Group.

As a fashion conglomerate, ABFRL has a strong network of 3,212 brand stores across the country. It is present across 31,000+ multi-brand outlets and 6,800+ point of sales in department stores across India.

It has a repertoire of leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England established for over 25 years. Pantaloons is one of India's largest fast fashion store brand. The Company also holds exclusive online and offline rights to the India network of California-based fast fashion brand Forever 21. The International Brands portfolio includes - The Collective, India's largest multi-brand retailer of international brands, Simon Carter and select mono-brands such as American Eagle, Ralph Lauren, Hackett London, Ted Baker and Fred Perry. Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand.

Apart from Jaypore and Shantanu & Nikhil, the Company closed two additional strategic investments with Sabyasachi and Tarun Tahiliani, expanding its horizon in branded ethnic wear business.