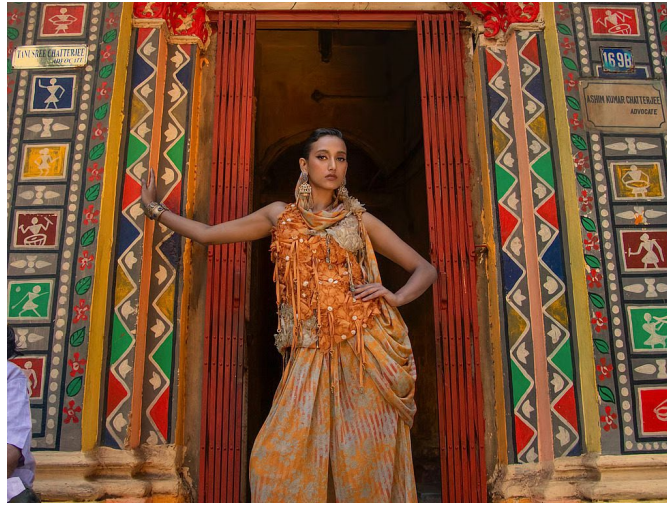


Jajaabor's 'Babu, Bibi Aar Keta' — A Love Letter to Kolkata and the Spirit of Bengal

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Jajaabor's 'Babu, Bibi Aar Keta' — A Love Letter to Kolkata's Culture, Colours, and Charm

Inspired by the City of Joy, Jajaabor's new collection celebrates the vibrant spirit of everyday Bengali life.

Be it art, architecture, music, or liberal thought — **Kolkata** has always been a city ahead of its time. A place steeped in nostalgia and old-world charm, where culture meets creativity, and inspiration flows through every bylane. Drawing from this very essence, designers **Neelanjan Ghosh and Kanika Sachdev** of **Jajaabor** present their latest collection — "**Babu, Bibi Aar Keta**" — an artistic ode to Bengal's enduring beauty and timeless culture.

"It is my love letter to Kolkata, the city I grew up in. Babu and Bibi reflect the timeless dialogue between man and woman, while Keta carries the bold, playful essence of street style," shares **Neelanjan**. Together, the phrase becomes a celebration of the **spirit of everyday Bengali life** — a portrait of Kolkata in all its contradictions, colour, and charisma.

Kanika Sachdev adds, "*Jajaabor* in Assamese means *nomad*, and that word truly captures our essence. Our designs are rooted in storytelling — translating culture, architecture, and art into modern, wearable forms."

The collection draws heavily from **Bengal's textile legacy** — think **Dhakai jamdani weaves, artisanal patchwork, and hand-done embroidery** — while reimagining traditional elements through a modern lens. The **colour palette** pays homage to **Lalu Prasad Shaw's portraits**, with soft neutrals accentuated by linear accents and vivid stripes. Visual references to **Satyajit Ray's iconic cinema posters** and **Art Deco influences** of Kolkata's architecture add a nostalgic yet contemporary edge.

"Kolkata's skyline tells a story — neoclassical facades, traditional courtyard homes, and post-independence Art Deco buildings coexist. That layering inspired us to bring geometry and Bengal's soul together," Neelanjan explains.

Babu, Bibi Aar Keta features **fluid saris, coordinated sets, statement dresses, and relaxed separates** that seamlessly blend comfort with culture. Bold graphics, intricate weaves, and subtle storytelling details make each piece versatile — ideal for festive evenings or modern celebrations.

"For those who know Kolkata, the references feel intimate. For those who don't, the clothes carry a universal elegance with a twist," Kanika reflects.

With this collection, **Jajaabor redefines Bengal's cultural legacy** for the contemporary world — where tradition meets trend, and nostalgia meets new-age sophistication.

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