

UP Warriorz Unveil Banarasi-Inspired “A Blooming Rebellion” Jersey

Published on 16 Jan 2026 | By IFI Correspondent



The **UP Warriorz**, one of the franchises in the **Women’s Premier League (WPL) 2026**, have unveiled a striking new playing jersey that goes beyond athletic apparel to celebrate **Indian cultural heritage**. The jersey was designed in collaboration with **Ekaya Banaras**, India’s first luxury handloom brand, known for its expertise in **Banarasi weaving and craftsmanship**.

“A Blooming Rebellion”: Blending Craft with Cricket

Titled “**A Blooming Rebellion**,” the new Warriorz kit draws inspiration from **Banaras’ floral heritage**, with motifs and design elements that echo the region’s traditional textile patterns. Rather than just a uniform, the jersey is intended as a **symbol of cultural pride, identity, and strength** — representing both **Uttar Pradesh’s artistic legacy** and the forward movement of **women’s sport**.

The collaboration reinterprets **Banarasi craftsmanship through a contemporary lens**, integrating these traditional elements into a sleek athletic silhouette designed for top-level T20 cricket. As a result, players donning the kit carry a **visual narrative linking heritage craft with modern performance needs**.

Celebrating Craft and Modern Femininity

According to team officials and Ekaya representatives, the jersey’s floral patterns are not merely aesthetic but also symbolic — representing **continuity, resilience, and renewal** rooted in Banaras’ weaving history. The design underscores the idea that **tradition and progress can coexist**, especially when women athletes take centre stage and reshape cultural narratives.

The collaboration highlights a growing trend in sports merchandising — where **regional art forms and handloom traditions** are being woven into contemporary sports culture, offering fans not just apparel but a **meaningful connection to heritage**.

On and Off the Field

The Warriorz will wear the Banarasi-inspired jersey throughout the **WPL 2026 season**. The team’s first match of the campaign is set against the **Gujarat Giants on January 10** at the DY Patil Stadium. Fans are also expected to have access to the official jersey through authorized merchandise outlets, offering supporters a chance to own a piece of this culturally rich kit.

This launch not only signifies a **creative fusion of tradition and contemporary sport** but also strengthens the narrative of women’s cricket as a platform where culture and community pride take the spotlight, both on and off the field.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.