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J J Valaya

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Click [here](#) to view some of his collection.

Click [here](#) for an interview with him.

Click [here](#) for a Review of his Spring Summer Collection 2002.



A Profile

What sets a brilliant couturier apart from a talented one is innovation. The ability to grow and retain the mantle as one of India's premier designers has been the hallmark of JJ Valaya.

JJ Valaya was born in the princely city of Jodhpur in Rajasthan in 1967. Perhaps this could explain his penchant with the bygone era of Royal India.

As a child he showed a special interest towards the Arts. For years, in school, he received top honours in the field of Fine Arts. In 1987 JJ began to pursue a career in Accounting but was soon convinced that his heart lay elsewhere.

In 1989 he joined the 'National Institute of Fashion Technology' in New Delhi and soon became the First Indian student to win the coveted 'Prixd' Incitation' at Paris in 1990. This was followed by a series of awards in the years to come. The year 1991 saw the launch of his couture label 'JJ Valaya'.

JJ Valaya today conjures up images of Indian Royalty treated in a contemporary individual style. He stands as one of the most respected names in Indian Fashion with

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the label JJ Valaya retailing at premier upmarket stores in India as well as abroad.

JJ Valaya's philosophy of design is simple-to create clothes which are more than anything else, beautiful. He wants his clothes to be timeless, heirlooms to be passed down generations.

Rich Indian Textiles, exciting colors, classic silhouettes and the finest of embroideries are the accepted hallmarks of a Valaya original.

His collections each season are considered trendsetters and are eagerly awaited by both, his clients and the Press. The House of Valaya is the first in India to extend it's vision to a whole range of luxury products which include amongst others Women's and Men's Fashion, Home Furnishings, Furniture, Textiles, Tapestries, Fabrics and Fine Cuisine.

With production centres based in Delhi and in various parts of the country, JJ Valaya has access to some of the finest craftsperson in India. The modern facilities at the Valaya Design studio in New Delhi successfully blend the new with the old and create a unique design statement.

"Fashion is fidelity to art as much as to craft-a freedom from rigid dictates," is the philosophy that makes JJ Valaya what he is. He is one of the biggest guns of Indian fashion.

He was the first Indian designer to win the coveted 'Prix D' citation at Paris, endeavouring to create the "...classic fashion statement which one can wear for ever because of its timeless quality."

Today JJ Valaya has extended his design concept to interiors, furniture, accessories, footwear and haute couture. His creations abound in his flagship store in Delhi JJ Valaya, Life, Ensemble, Vama, Ogaan, Signature, Heritage, folio and also in the United Kingdom, the United Arab Emirates and Saudi Arabia.

JJ Valaya today is synonymous with fine quality hand embroideries. India boasts of a vast heritage of rich textiles and exquisite embroideries. Today JJ Valaya takes great pride in using the same crafts to produce a wide variety of products such as Apparel, Fabric, Soft Furnishings, Furniture and Footwear.

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