



#BuildALegacy

## Konika Jewellery makes social media nostalgic by recreating classic Bollywood bejewelled looks

**CHENNAI**

Konika Jewellery came up with an impressive social media campaign that excites the '90s kids' and generations before by recreating the looks of classic Bollywood actresses. Scrolling down their Insta feed would give glimpses of their Build a Legacy campaign, in which models undergo makeovers of Rekha, Manisha Koirala, Sri Devi and even Alia Bhatt of today. Their posts show current resemblance of trendsetting looks by these divas.

**(RJ Exclusive)**

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*You are gold*

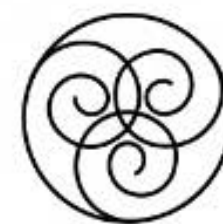
## **World Gold Council launches ‘You are Gold’ campaign to allure youth towards gold jewellery**

The World Gold Council recently unveiled a multi-media campaign in partnership with Gem & Jewellery Export Promotion Council to increase awareness, relevance and adoption of gold jewellery amongst young Indian consumers. The integrated campaign that will be rolled out in two phases through 2021, aims to attract millennials and gen-Z by building a meaningful context of role of gold jewellery in their contemporary expressions.

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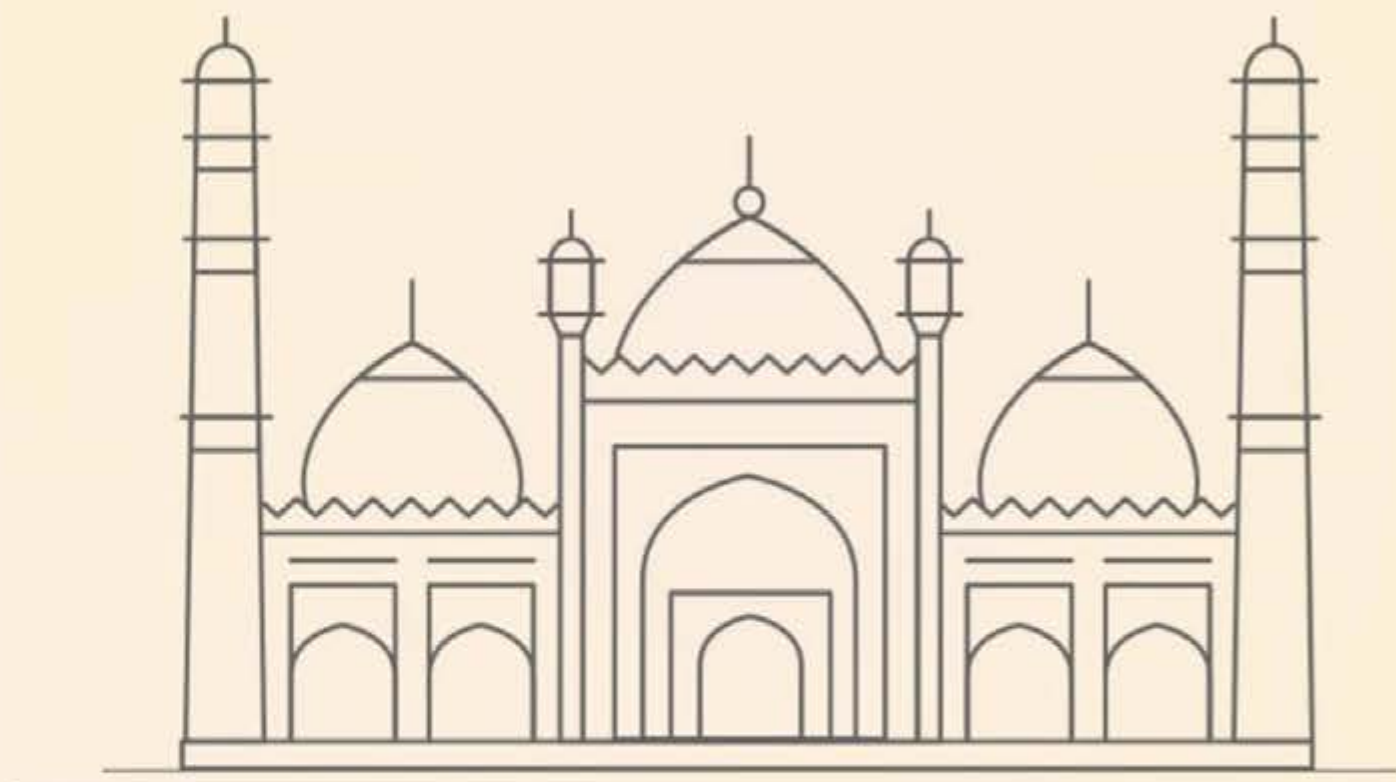


**KHAZANA**  
JEWELLERY

*With Humanity,  
We Can Overcome Anything*

*An ode to the unsung heroes*

**#HeartsOfGold**



*Mosque in Mumbai  
helps Covid patients breathe*

## Hearts of gold campaign: An ode to unsung heroes by Khazana Jewellery

### CHENNAI

Khazana Jewellery has launched a new initiative called the 'Hearts of gold campaign', under which the jeweller is sharing a series of inspiring stories of unknown persons and entities who are doing their bits for humanity.

In one of the posts, the brand had mentioned the role of Gurudwaras, Sikh places of worship, which are playing the role of 'super feeders' for all the people who are living away from home.

**(RJ Exclusive)**

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## Melorra grabs attention of 9-5 jewellery lovers with Designer Speaks campaign

Melorra's latest campaign video titled 'Designer Speaks campaign' is about their Contemporary Edge Collection, featuring designer Priyansha, who guides viewers along the design language of her collection. Highlighting on the modern black dress, she talks about how her asymmetrical diamond jewellery collection goes along for gala get-togethers and influencers equally well. This is one of the many videos the brand has been regularly promoting on social media since last year.

**(RJ Exclusive)**

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# Hallmarked Jewellery, now mandatory



Exchange your old gold bought from  
anywhere for new BIS 916 hallmarked jewellery,  
from Prince Jewellery.

## Prince Jewellery floats old gold exchange programme to promote hallmarking

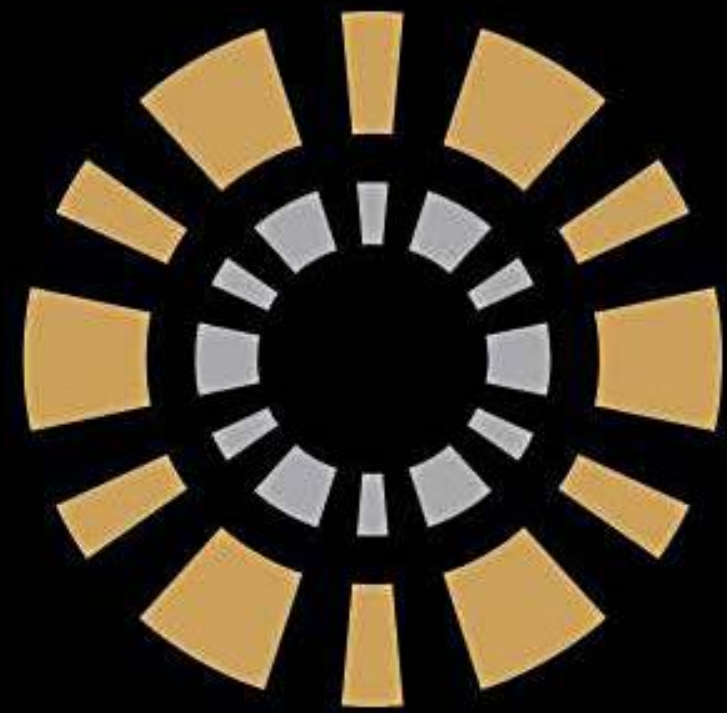
Ensuring that customers get to keep hallmarked jewellery only, Prince Jewellery recently launched a new scheme wherein customers can exchange their old gold jewellery with new BIS hallmarked 916 jewellery from the brand. As per the offer, the customers would get Rs 50 extra per gram on the gold price prevalent on the day of exchange for their old jewellery.

**(RJ Exclusive)**

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# GJEPC INDIA



**The Gem & Jewellery Export Promotion Council**

Sponsored by the Ministry of Commerce & Industry

## GJEPC launches its new brand identity

### MUMBAI

In its vision to position India as a unique destination for gems and jewellery, GJEPC introduced their new identity. The circular symbol is representative of India's 'centrality' to the industry, and GJEPC's authority and importance as an apex body for the industry. The concentric circles represent a powerful force that radiates outwards from India, reaching out to the world.

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**TWO  
OLYMPIANS**



**SHARING  
THEIR  
STORIES**

## **Mia by Tanishq turns style partners for Indian Olympic acers**

In a move to encourage and support women at the Olympics, Mia by Tanishq presents its latest campaign, ‘#ShareTheShine’ which celebrates the unique personalities of Indian Olympic acers who embody the strength and determination to succeed. The women athletes will be seen adorning their personal favourites that includes contemporary necklaces and captivating earrings from Mia by Tanishq’s signature collections at the Olympics.

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## **GJEPC's 'The Artisan Awards 2021' showcase cutting-edge jewellery design and innovation**

### **MUMBAI**

GJEPC recently concluded the 4th edition of The Artisan Awards 2021. The theme for the latest edition was Reinventing Vintage. The GJEPC received an overwhelming response from all over the world, including Japan, the US, Taiwan, Russia, Egypt, Abu Dhabi and Australia. In all, 11 awards were given away as there was a tie in two of the three sub-categories.

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## IGI's Retail Technical Training for Caratlane redefines confident selling

### MUMBAI

The Retail Technical Training by IGI elevated the art selling to a whole new level with updated product knowledge and technical support. Right from the journey of a diamond from the mine to the market, its grading and the settings in jewelry, the session successfully empowered service team at attending to their customers with adequate product knowledge in order to instil a sense of confidence among their customers.

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## Covid vaccination drive for artisans of the diamond industry

### MUMBAI

GJEPC along with Gem & Jewellery National Relief Foundation and World Federation of Diamond Bourses organised a free vaccination drive for the artisans of the diamond industry. GJEPC has roped in Apollo Hospitals to administer the vaccination drive. 5000 artisans would be vaccinated in the first stage of this drive that is supported by WFDB.

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**HK****Hari Krishna Group**REAL DIAMOND JEWELLERY  
MOST TRUSTED BRAND

Join us for  
**Blood Donation Drive**  
2<sup>nd</sup> & 3<sup>rd</sup> July 2021  
to celebrate our

17<sup>th</sup> ANNIVERSARY

## HK Jewels marked 17th anniversary with the launch of OROKRFT and Kisna Franchise

### MUMBAI

The new gold jewellery brand – OROKRAFT and Ghoomer, Desire Luxury, and Uphaar collections in the diamond jewellery range, launched by Kisna. To mark this occasion, the KISNA Diamond Jewellery organized a virtual event with all the employees and the stakeholders to celebrate the bond of togetherness and success – Aapke Prasang Kisna Ke Sang (Dil se Dil tak).

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## Jewellery shops run low on stock in Bengaluru

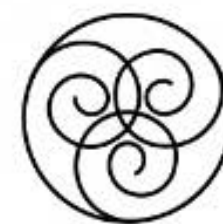
### BENGALURU

The display shelves at a gold jewellery outlet of a chain on S.M. Road are bare with only a handful of cases for customers. From the supply side, jewellery manufacturers in the city, too, have been hit by labour shortage even though lockdown restrictions in the State had been eased earlier this month. In Bengaluru, for instance, many jewellery manufacturers are working with less than 50% of their staff strength.

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# Dive Retail

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