

The Rare Edit by Sheetal Ranka surprises Pune's HNI base with luxurious collaborations

PUNE

Sheetal Ranka of Ranka Jewellers made a commendable mark in contemporary bridal jewellery market through The Rare Edit, a 5-day event held at the Rare Jewels boutique store, which provided a complete makeover package to brides and grooms from around 250 select families. Designer boutique brand Mala and Kinnary and premium wellness brand The Wedding Clinic joined forces with Ranka for The Rare Edit.

(RJ Exclusive)

READ MORE →



On your gang's special day,
shine bright like diamonds



TBZ launches humorous bridal jewellery campaign for brides and their friends

MUMBAI

Friends that do wedding shopping together, stay together. This exciting notion is the tagline of TBZ's latest video campaign starring Sarah Ali Khan. The campaign's theme centers around friends shopping together. It also talks about TBZ's marvelous gold and diamond wedding jewellery collection, which will make the bride and her friends sparkle with radiance.

(RJ Exclusive)

READ MORE →





BlueStone goes aggressive on retail expansion, opens 50th store in Mumbai

India's leading D2C jewellery brand, BlueStone has recently launched their 50th store in Mumbai. The 600 sqft-wide store houses the most innovative collections and designs across different categories of earrings, rings, necklaces, mangalsutras, bangles etc. for women, men and children. The exclusive feature of the store is its solitaire lounge with the most impeccable designs.

(RJ Exclusive)

READ MORE →





EMERALD



Trishna

🌐 www.ejindia.com | ✉ [email: info@ejindia.com](mailto:info@ejindia.com)

☎ Enquires: North : +91 98106 87564 | South : +91 97895 98666 | East & West : +91 99525 75222 | Corp. : +91 99521 99531

Des. No: EAC1046 - 01A + 01B
01A- Wt= 18.69g / 01B - Wt= 11.57g



PGI's latest campaign imbues love with hope through platinum

PGI's Platinum Season of Hope campaign is winning hearts with #HeresToHope, bagging over 2 million views on YouTube since release on October 4. The commercial unfolds with a man trying to impress his partner by recalling all the good things he had learnt from her since a year of living together.

(RJ Exclusive)

READ MORE → 



Verma Jewellers pamper guests for Diwali-special Golden Bond campaign in Himachal

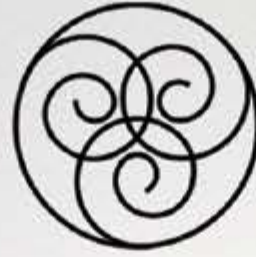
SOLAN

Verma Jewellers have come up with its third edition of the annual Diwali campaign called 'Golden Bond'. The concept brought to the fore the bond shared between husbands and wives, mothers and daughters, and fathers-in-law and daughters-in-law, apart from the customers' relationship with the brand. The number of hoardings almost doubled from 80 during the last year to more than 150 this time.

(RJ Exclusive)

READ MORE →





EMERALD

SILVER

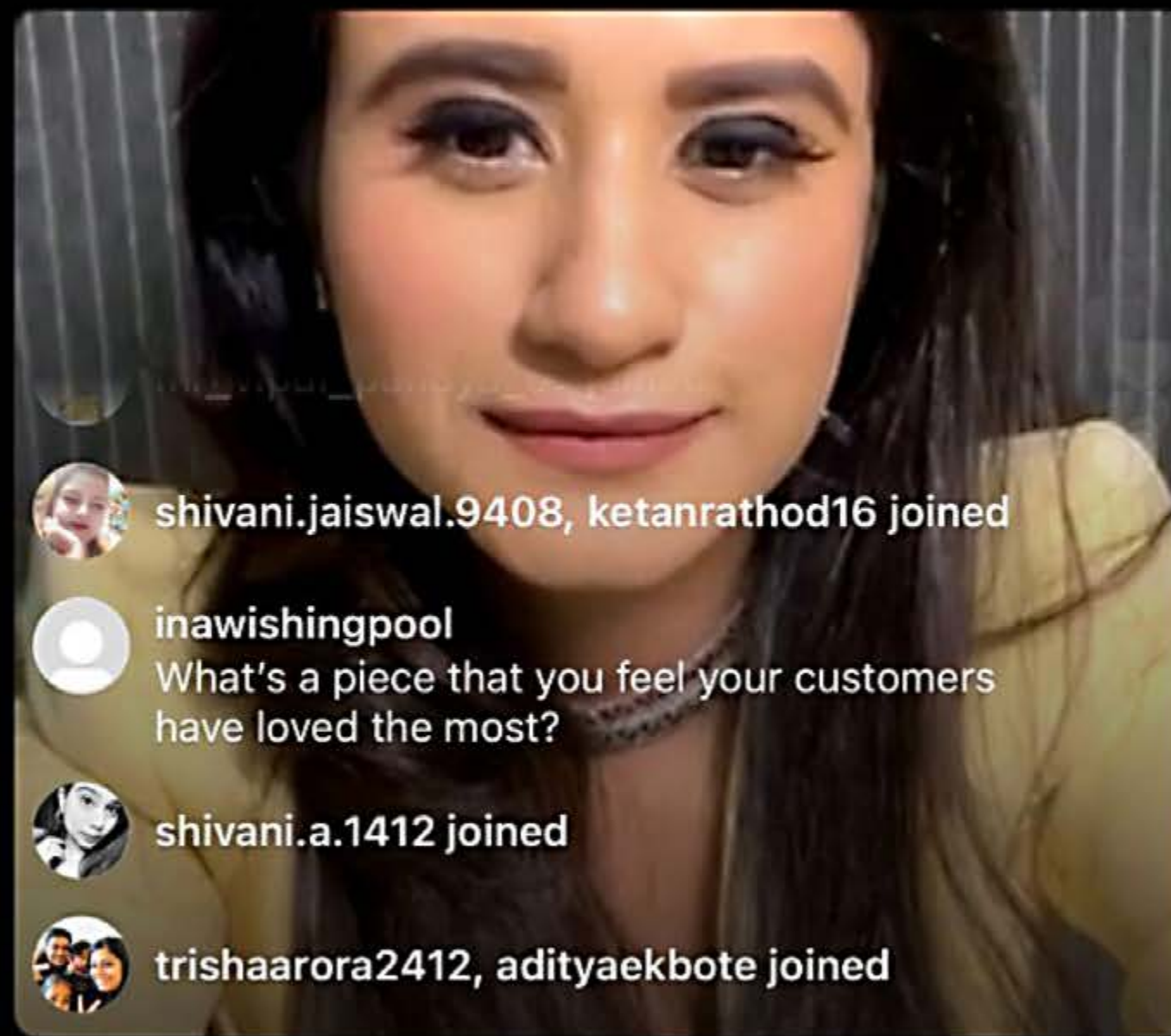
Jewellery, Utensils, Home Decor, Articles & Idols

CRAFTED WITH HONESTY



🌐 www.ejindia.com | ✉ [email: info@ejindia.com](mailto:info@ejindia.com)

☎ Enquires: +91 99521 99531 | +91 87542 31555



Prakshi Fine Jewellery shares festive styling tips from stylist Sanjana Batra on Insta Live

One might be spoilt for choice by the countless jewellery collection releases happening now and needs the opinion of a professional stylist and Prakshi Fine Jewellery addressed that need with an Instagram live chat with celebrity stylist Sanjana Batra. In a candid chat with Batra, Prakshi Fine Jewellery founder Prakshi Sharma sought her opinion on how one should dress oneself up for the festive look.

(RJ Exclusive)

READ MORE → 



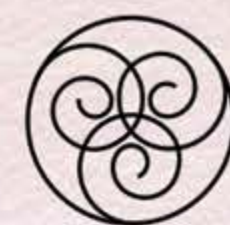
Mumbai gets a new luxury jewellery destination with the launch of Ruani Jewellery Collective

MUMBAI

Ruani marks its entry in the modern retail jewellery segment with the recent launch of its flagship store in Mumbai. Harnessing the power of the collective consciousness, Ruani's Jewellery Collective is India's first powerhouse of leading global and national jewellery designers, who have come together to become the first-ever meeting point of jewellery and personal style but most importantly to revel in the Joy of Adorning.

READ MORE →





EMERALD

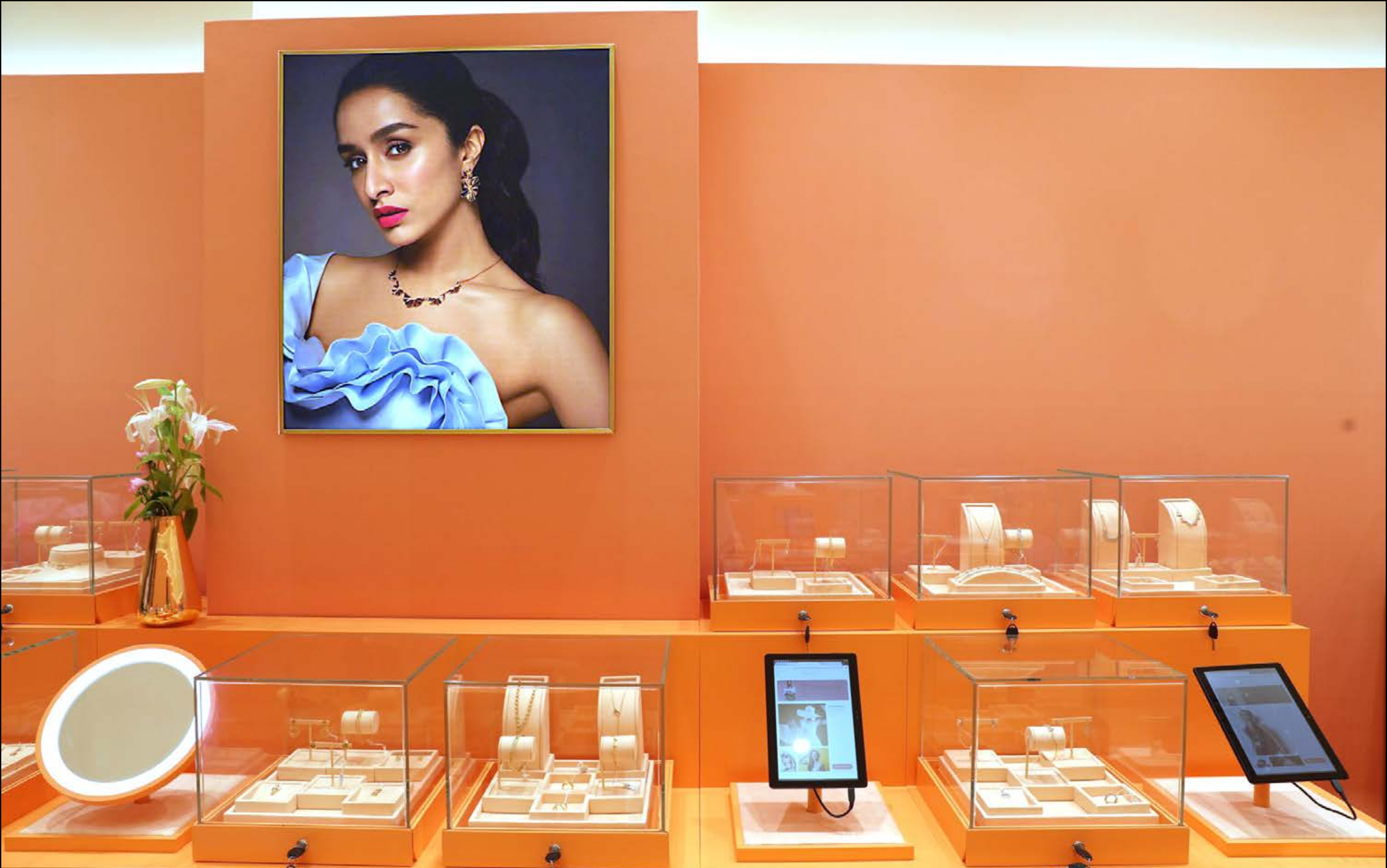


METRO COLLECTION
made for me

Des. No.: SHS1509 - 01 + 02
01-Wt= 18.00g / 02-Wt= 3.82g

🌐 www.ejindia.com | ✉ [email: info@ejindia.com](mailto:info@ejindia.com)

📞 Enquires: North : +91 98106 87564 | South : +91 97895 98666 | East & West : +91 99525 75222 | Corp. : +91 99521 99531



Brand ambassador Shraddha Kapoor launches Melorra's first experience centre in Mumbai

MUMBAI

Melorra has recently announced the launch of its first experience centre in Mumbai which takes Melorra's experience centre count to 8 and the brand will be opening 350 more in the years ahead. The experience centres are fresh and dynamic. Customers get a seamless choosing and buying experience including the touch, feel and trial of Melorra jewellery.

READ MORE →





Kays Jewels opens second showroom in Kanpur

KANPUR

Expanding its retail footprint in Kanpur, Kays Jewels have opened its second store at Emerald Garden in the city. The two-storied building has a total floor area of 6000 sq ft and is bigger than its previous store. To attract the high-end customers, they have kept premium and upper hand designs in both gold and diamond jewellery.

READ MORE →





Laxmi Diamond

SINCE 1972

introducing

HUNNAR



"Every piece of jewelry tells a story"

www.laxmidiamond.com | sales@laxmidiamond.com

Tel. No. - 022-6150 3333, 61503320 | Fax - 022-6150 3300



Laxmi Diamond Pvt. LTD



@laxmidiamond



@laxmidiamondindia



Laxmi Diamond PVT LTD

The drivers of Indian gold demand

India gold market series

For every 1% increase in Inflation, gold demand in India increases by 2.6%: World Gold Council

The World Gold Council launched a report titled ‘The drivers of Indian gold demand’, the first in a series of in-depth analysis on the Indian gold market. The econometric analysis shows that rising income is the most powerful driver of Indian gold demand in the long term, which bodes well for Indian gold demand.

READ MORE





Bhima Jewellers enters Chennai with flagship showroom

CHENNAI

Bhima Jewellers recently launched its first showroom in Chennai. Spread over 12000 sq. ft. across 4 floors, the new showroom promises a large collection of exquisite jewellery and a personalised shopping experience for its customers. Bhima has introduced an 'AR Experience Zone' in the showroom where customers can check and try out different jewellery pieces with AR technology.

READ MORE →





Laxmi Diamond

SINCE 1972



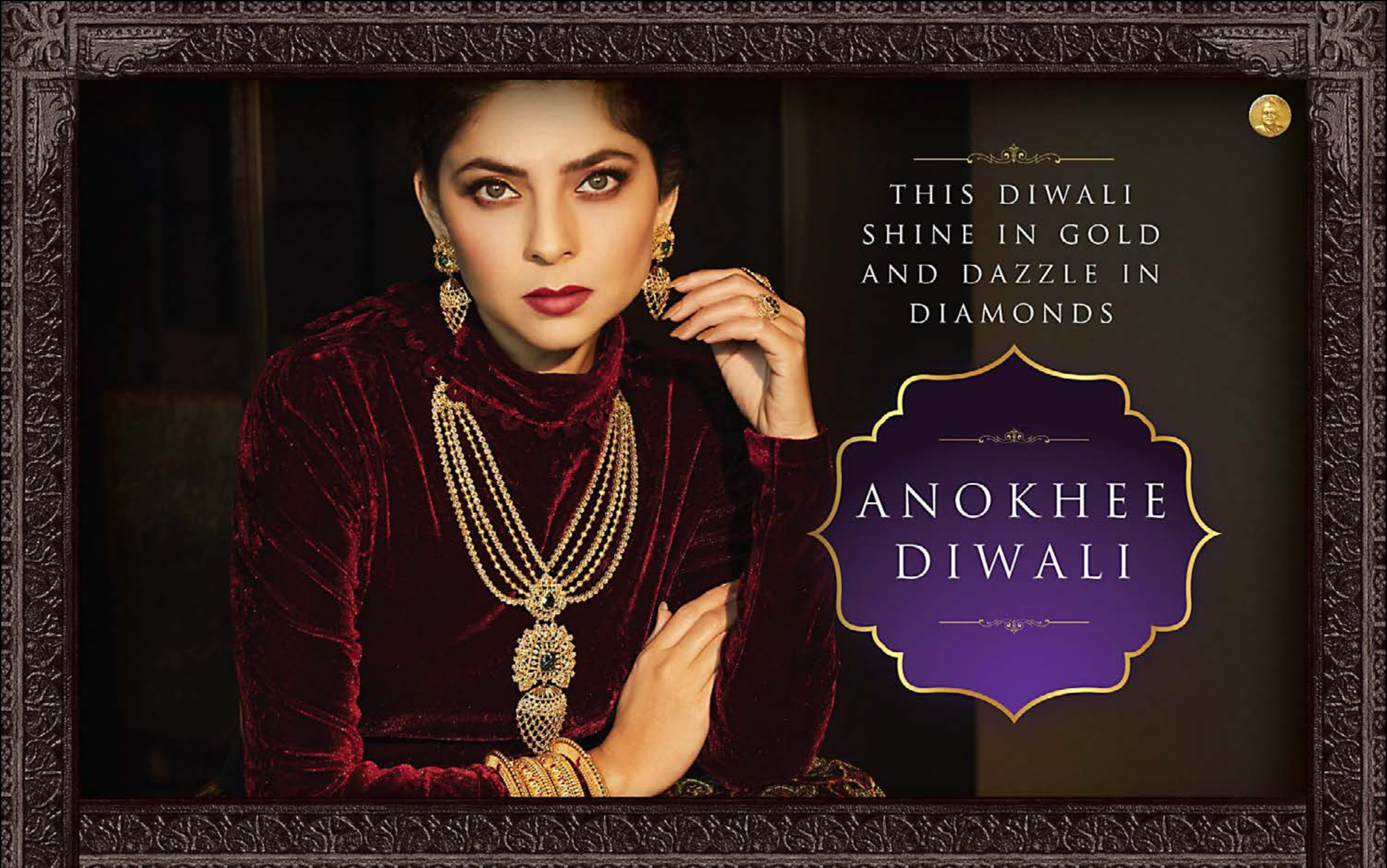
THE *Avant*
Garde
COLLECTION

"EVERY PIECE OF JEWELRY
TELLS A STORY"

www.laxmidiamond.com | sales@laxmidiamond.com

Tel. No. - 022-6150 3333, 61503320 | Fax - 022-6150 3300

 Laxmi Diamond Pvt. LTD  @laxmidiamond  @laxmidiamondindia  Laxmi Diamond PVT LTD



PNG Jewellers launch 'Anokhee Diwali' campaign

PUNE

PNG Jewellers has announced the launch of the 'Anokhee Diwali' campaign which will run across all its stores in India from the 7th of October to the 7th of November 2021. The campaign aims to promote and compel customers to pair gold and diamond jewellery for their festive looks, thereby creating a unique trend this Diwali.

READ MORE →





Kalyan Jewellers launches heritage jewellery collection 'Vedha' for Diwali

Gearing up for the auspicious occasion of Diwali, Kalyan Jewellers has launched the stunning Vedha collection, a line of handcrafted, heritage gold jewellery accentuated with opulent precious and semi-precious stones. The collection combines heritage designs with contemporary-cut precious stones like rubies, emeralds, sapphires, uncut diamonds and more.

READ MORE

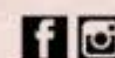


*Brilliant
Beautiful*



ROYAL CHAINS PVT. LTD.

Tel. : 022 2311 9999 | E-mail : orders@royalchains.com





Gold imports recover to pre-covid levels owing to strong festive & export demand

MUMBAI

India's Gold imports have witnessed a fluctuating trend during the last 6 months and have come at par with the statistics of the pre-Covid years. In April-September 2021, the average import of gold recorded at US\$3992.34 million which is higher than the average gold imports in the previous year's which is mainly on account of rise in gold prices.

READ MORE →



Dive Retail

Week in review:
News, Opinions & Insights

retailjewellerindia.com

To Collaborate with us contact - **Aamir Warsi**
+91 7718898960 | amir@retailjewellerindia.com

Published by Retail Jeweller Media LLP, Mumbai (India) : Deepak Bhatia : +91 90040 98529
For any feedback & suggestions or to receive email copy of the newsletter, please subscribe to **retailjewellerindia.com**
All Rights Reserved. Content and Design by **retailjewellerindia.com | Samitbhatta@retailjewellerindia.com**