



From Kareena to Deepika, Avama Jewellers curates top Diva looks for avant-garde range

KOLKATA

Avama Jewellers came up with their latest avant-garde collection that seems to gel with the Dum Maaro Dum fever and the Channa Mereya mood equally smoothly. Each look in the Afreen Afreen collection has given a grand treatment with models resembling the avatars of Kareena Kapoor, Kajol, Rekha, Anushka Sharma, Zeenat Aman, Aishwarya Rai and Deepika Padukone.

(RJ Exclusive)

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PC Jeweller thrills youth with radical animal collection

NEW DELHI

Innovation becomes a pressing need in a luxury segment such as jewellery and baby steps on that direction go a long way to impress the end-consumer, just like PC Jeweller's latest collection inspired by wildlife. One gets to see significant design innovation in the pendants, chains, brooches, earrings, and double finger rings with motifs of honeybees, butterfly, scorpions, dragon flies, cranes, giraffe, bison, tiger, etc.

(RJ Exclusive)

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Rare Heritage celebrates 7th anniversary with diverse women entrepreneurship campaign

Rare Heritage came up with a new campaign called 'Rare Rendezvous' involving successful women in different sectors of the lifestyle and entertainment industry. The campaign started from November 17 with the brand showing glimpses of different tête-à-tête involving women from the fields of modelling, cosmetics, food, event management and other sectors. The event was graced by seven entrepreneurs from different fields and prospective clients..

(RJ Exclusive)

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Konika JEWELLERY

Gold • Diamond • Platinum

Konika Jewellery collaborates with bridal saree brand, popularizes new jewellery range

Konika Jewellery has pulled off an impressive cross-branding initiative. The brand has collaborated with Diadem, a Chennai-based bridal designer saree brand, and showcased their latest jewellery during the launch of two new clothing collections by Diadem. The grand event was attended by famous bloggers, social media influencers as well as actresses and singers from the South Indian film industry.

(RJ Exclusive)

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Sham Jewellers builds brand legacy through grand shopping festival in Chandigarh

CHANDIGARH

Sham Jewellers have come up with the sixth edition of its popular two-month-long shopping Festival. The jeweller has upped the ante on the number of Honda cars as prizes of lucky draws from three last year to six now. Sham Jewellers is also giving away six iPhone 11 mobile phones, six iPads, six Mi TVs (108 cm) and six HP Laptops in the lucky draw.

(RJ Exclusive)

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Reliance Jewels launches classic bridal jewellery line this wedding season

MUMBAI

Reliance Jewels launches a classic line of designs to lift up the bridal look with handcrafted, heritage gold and diamond jewellery. The collection features unique handcrafted neckwear in gold and diamond including layered style jewellery, beautiful chokers, long chains and harams with intricate work and classic bridal pieces in yellow gold and antique designs.

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Malabar Gold and Diamonds launches fifth showroom in Mumbai and 11th in Maharashtra

MUMBAI

Malabar Gold and Diamonds has recently launched its new showroom in Ghatkopar. Spread across 3,700 sq. ft., the new showroom houses an impressive array of beautifully crafted jewellery in the finest gold, diamond and precious stones. The showroom offers a wide range of collections suitable for the diverse cultures and customs of the local community.

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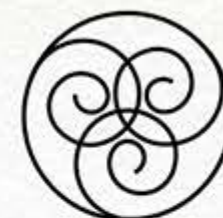


Gold may lose sheen on government's plan to hike bullion GST rates

The government's reported proposal to hike GST on gold jewellery to five per cent from three per cent is set to derail the industry which is rebounding after series of disturbances including Covid-induced lockdowns shutting retail outlets and mandatory hallmarking putting jewellers in a tizzy. The move might encourage unorganised gold trade and impact organised retailers who follow government norm to the core.

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Retail sales up 34% in October; jewellery segment make recovery: Retailers Association of India

NEW DELHI

Signalling a positive trend after reeling from the impact of the COVID-19 pandemic for a long period, retail sales in October grew by 34% compared to the same month last year, according to the Retailers Association of India. In terms of categories, the jewellery segment had a significant recovery with a growth of 24 per cent as compared to sales levels in October 2019.

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Gold jewellers rush to Bengal for skilled artisans

Gold jewellers from across the country are rushing to West Bengal in search of skilled jewellery artisans ahead of the wedding season when demand for gold jewellery is expected to spike. Jewellery associations from Tamil Nadu, Karnataka and Kerala are in talks with Ankurhati Gem & Jewellery Park in Howrah, which imparts training in jewellery making, to hire skilled artisans.

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Tanishq's new range of mangalsturas – Dōr, are truly a symbol of tradition

The saathvachan of marriage are an intricate part of our heritage, binding a man and woman with the eternal bonds of love and friendship. Tanishq captures the essence of these 7 vows through dōr– an exclusive range of mangalsutras. This collection has 15 intricate designs that uniquely bring alive traditions with contemporary silhouettes making them an ideal companion for the new age millennial brides.

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