



Mia
by TANISHQ
Wave
MAKERS

Mia
by TANISHQ
Wave
MAKERS



Mia launches Wavemakers collection in total beach vacation vibe at a popular sea facing location in Mumbai.

Mia recently unveiled the collection called 'Wavemakers' at Soho House, Juhu with the seashore enticing carefree minds in a relaxed ambience. The target audience of Wavemakers is the young, modern Indian woman who has the beach on her mind. The dainty collection soothes women already on a beach trip or is planning one, or fondly remembers childhood memories on the shoreline.

(RJ Exclusive)

READ MORE





GET MORE
THAN WHAT YOU
SHOP FOR.

Limited time only.
Till May 10th, 2022.



C. KRISHNIAH CHETTY.
GROUP OF JEWELLERS

CALL: 080-4000 1869 / 4100 1869
www.ckcjewellers.com | blogs.ckcjewellers.com

CKC Jewellers taps into foundation year for a nostalgic Akshay Tritiya campaign

CKC Jewellers is tapping into its year of foundation to provide several splendid offers under one umbrella of the numerical 1869. The brand offered benefits of different values on the figure '1869' on silverware, gold and diamond jewellery and access to premium membership of List of Stars and Star Club for first-time clients.

(RJ Exclusive)

READ MORE →





Raj Jewellery retargets customers with jewellery similar to Ranbir-Alia wedding trousseau

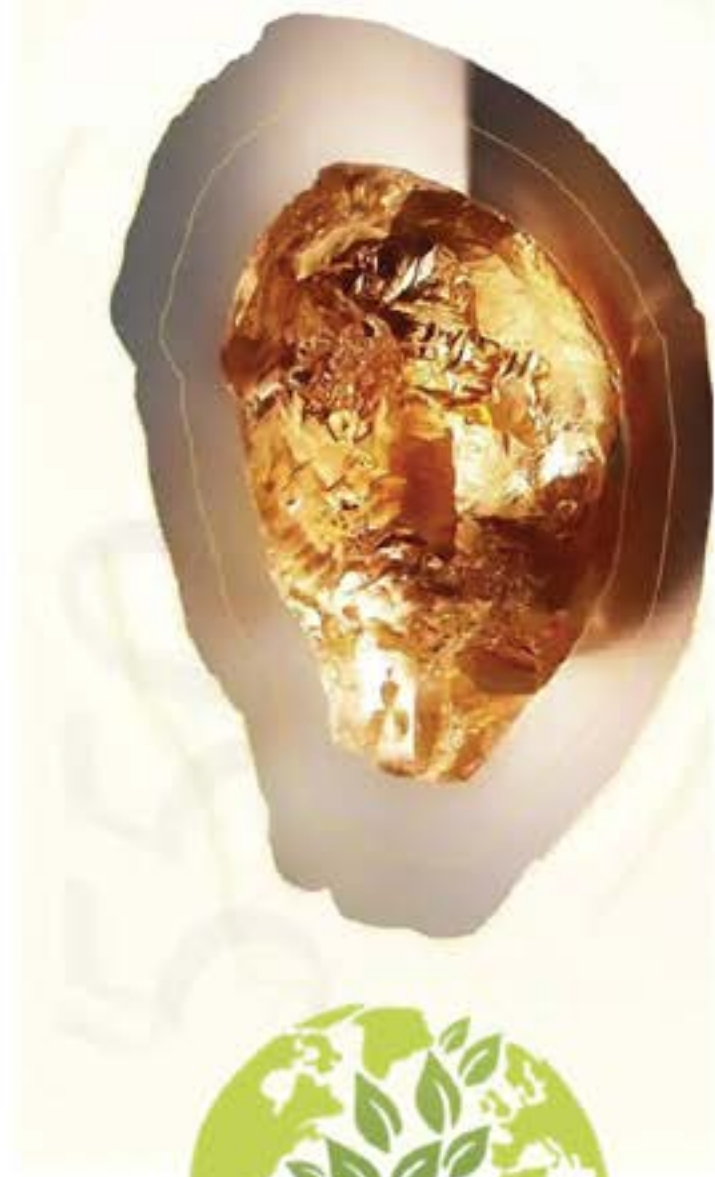
Raj Jewellery, Ahmedabad chose the nationally loved wedding of Bollywood actors Alia Bhatt and Ranbir Kapoor to create a simple promotional campaign that has received over 9K views at the time of writing this piece. The reel on Instagram by the brand shows a parallel look book of what Alia wore on her D-Day and encourages followers to experience similar jewellery in-store.

(RJ Exclusive)

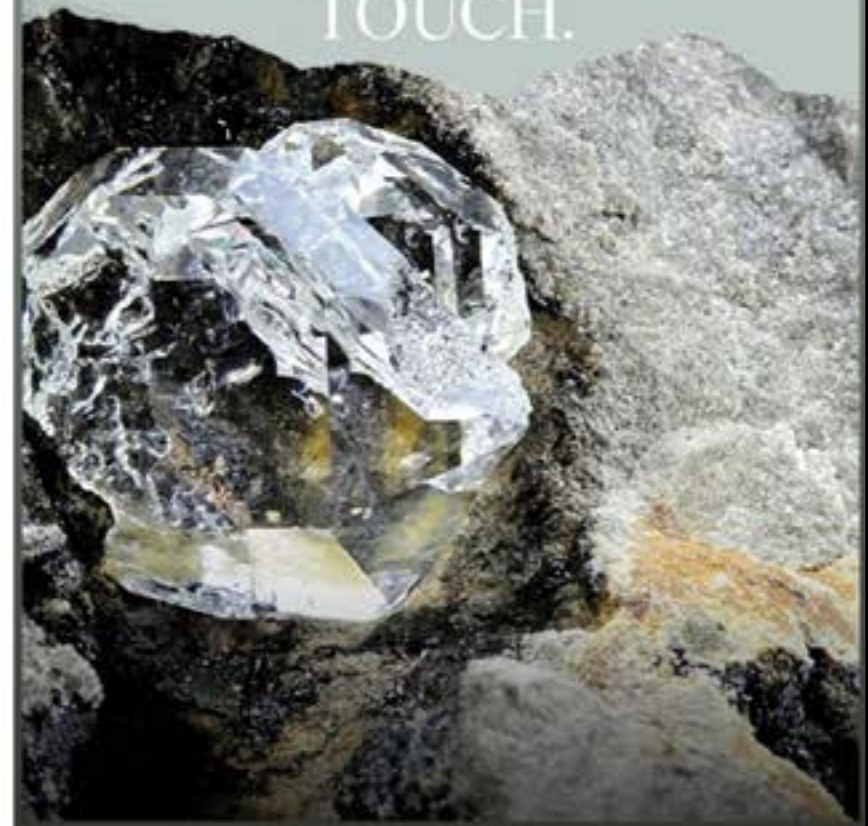
READ MORE →



CREATED 150KM
UNDERGROUND,
HOW ARE
NATURAL DIAMONDS
UNEARTHED?



FORMED UP TO 3
BILLION YEARS AGO,
A NATURAL DIAMOND
IS THE OLDEST THING
YOU WILL EVER
TOUCH.



Natural Diamond Council provides scientist's insight into eco-friendly mining

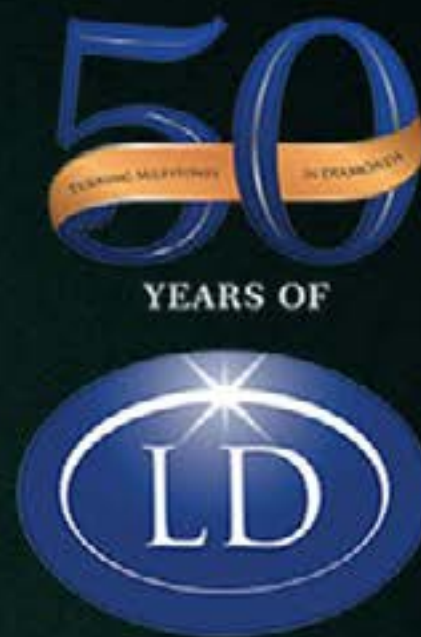
On this Earth Day, the Natural Diamond Council brought in a lowdown from a scientist Allison Rippin Armstrong from Nova Scotia on how feasible are the efforts of some of the biggest diamond mining countries ever in the preservation of Mother Earth. She spoke on her experience spanning three decades into understanding how harmless and beneficial can natural diamond mining be for the future generations.

(RJ Exclusive)

READ MORE →



THE *Avant Garde*
COLLECTION



Laxmi Diamond
Since 1972



"EVERY PIECE OF JEWELRY
TELLS A STORY"

www.laxmidiamond.com | sales@laxmidiamond.com
Tel. No. - 022-6150 3333, 61503320 | Fax - 022-6150 3300



Hari Krishna Exports organized a run for Swachh Bharat under the 6th Edition of the Kisna Diamond Marathon

MUMBAI

Hari Krishna Exports Pvt. Ltd. has recently arranged the 6th edition of the Kisna Diamond Marathon at BKC, Bandra(E). The indirect but main purpose of this great occasion was to boost awareness about the 'Swachh Bharat Abhiyan'. In this 6th edition, the company had registered 3500+ entries for the marathon.

READ MORE →





De Beers Forevermark upbeat about a sparkling Akshaya Tritiya

BANGALORE

De Beers Forevermark is upbeat about the upcoming festive season. The brand is positive about strong sales volumes and owing to the quick economic recovery and the ongoing rise in consumer demand. De Beers Forevermark is deepening its focus on Tier 2 and Tier 3 locations that are showing immense growth potential.

READ MORE →





Gold remains resilient amid heightened global uncertainty: World Gold Council

The World Gold Council's latest Gold Demand Trends Report reveals that the global gold market saw a solid start to 2022, with first quarter demand (excluding OTC) up 34% year-on-year, thanks to strong ETF flows, reflecting gold's status as a safe haven investment at times of geopolitical and economic uncertainty.

READ MORE →





GIA India holds graduation ceremony for jewellery design students

MUMBAI

GIA India held the graduation ceremony for Jewellery Design students at its Mumbai campus. The Jewellery Design programme is a comprehensive, nine-week certificate course that offers students an in-depth understanding of jewellery design theory and artistry, teaching them the professional skills to illustrate their ideas. Students also learned advanced gemological techniques to illustrate shape, form, and texture of metal.

READ MORE → 


NUANCE JEWEL



*Keeping
Traditions
Alive*



NUANCE JEWEL _ INDIA

UNIT NO . B-53/54, 1ST FLOOR, NANDBHUVAN INDUSTRIAL ESTATE, MAHAKALI CAVES CAVES ROAD,
ANDHERI - EAST , MUMBAI - 400 093. TEL:- +912245210100



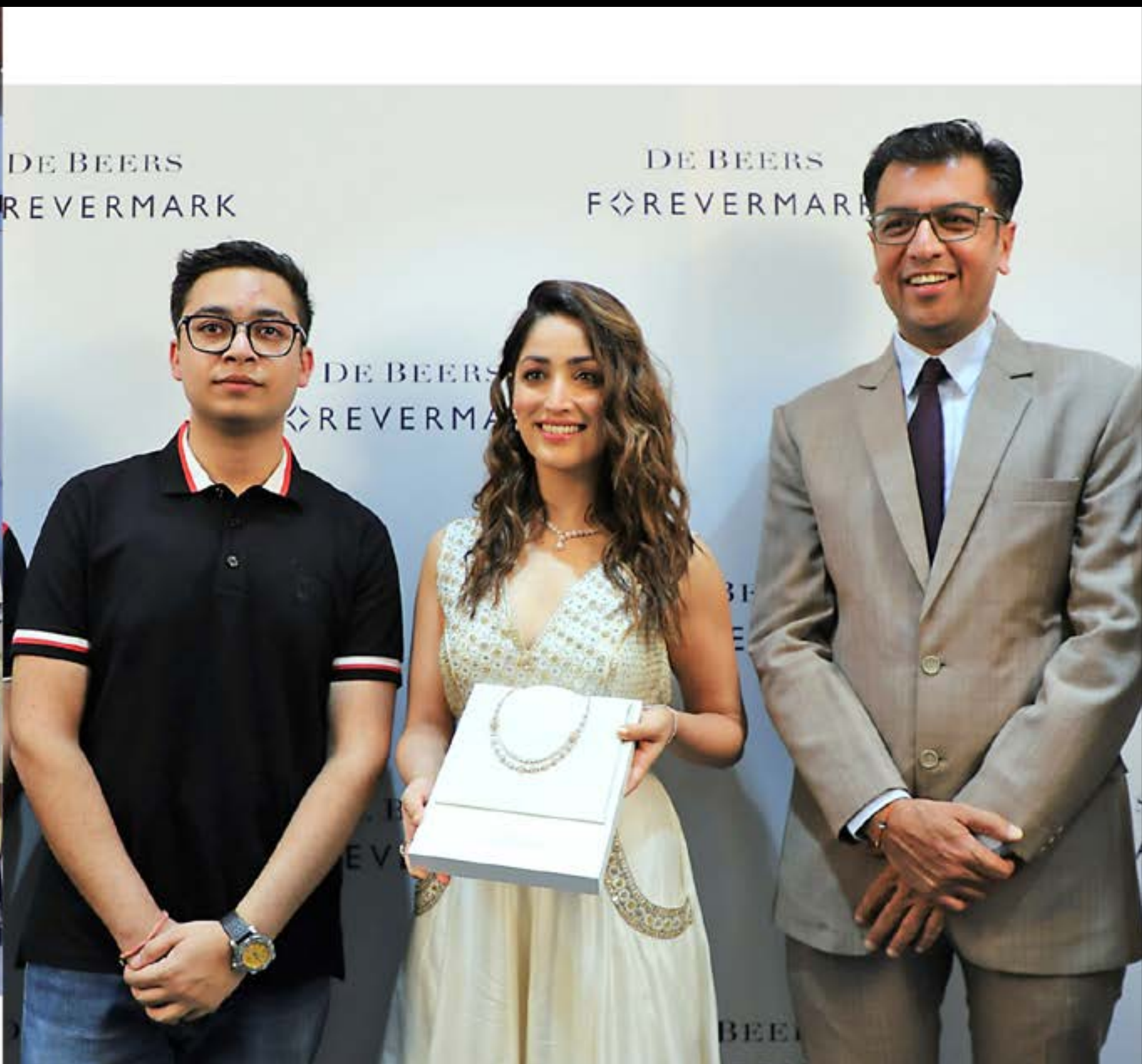
GIVA launches ad campaign with actress Anushka Sharma

NEW DELHI

Silver jewellery startup GIVA has announced the launch of an advertising campaign featuring brand ambassador Anushka Sharma. Conceptualised to highlight how the company's jewellery celebrates love in all forms, the ad shows Anushka experimenting with silver jewellery to find a perfect match, only to finalise upon a pair of earrings after seeking approval from her pet dog.

READ MORE →





De Beers Forevermark launches its first exclusive boutique in Lucknow

LUCKNOW

Lucknow: De Beers Forevermark recently announced the opening of its first exclusive boutique in Lucknow, in partnership with Fortofino. The 1200 sq.ft store is the 14th De Beers Forevermark Boutique and also its largest boutique in India. It includes a diamond discovery wall that allows customers to explore the journey of a De Beers Forevermark diamond.

READ MORE → 



Plique-à-jour
Your wings to paradise

BlueStone announces launch of its new Plique-à-jour collection inspired by Birds of Paradise

BlueStone announces the launch of its new Spring-Summer collection titled 'Plique-à-jour', which in French translates to, 'letting in daylight', articulating the spirit of spring and natural beauty, with its unique vitreous enamelling technique. The collection features statement rings, elegant earrings, delicate bracelets and trendy watch accessories.

READ MORE →





India's first '3D LED' illusion promotes Tanishq's diamond jewellery

The forced-perspective illusion technique made its debut on the subcontinent at the Bandstand Promenade, Bandra in Mumbai to support Tanishq's season of bloom special collection 'Live a Dream'. Forced-perspective illusions have recently been seen in South Korea, China, Japan, the UK, the US, Malaysia and Singapore.

READ MORE → 



Jayshankar Gems



45/47, Abdul Rehman Street, 5th Flr., Off No. 506, Above Corporation Bank,
Nr. Mumba Devi Temple, Mumbai-400003.

E-mail : info@jayshankargems.com, Mo.93246 26160



Gems and jewellery industry leaders launch new website of Gem & Jewellery National Relief Foundation

MUMBAI

The new website of Gem & Jewellery National Relief Foundation was recently launched by senior representatives of the G&J industry Anoop Mehta, President, BDB, and Sriram Natarajan, MD, GIA India. The website – which can be accessed at gjnrf.org – documents the perspective and activity of the past 23 years and will be regularly updated to cover all ongoing activities of the Foundation.

READ MORE →



Dive Retail

Week in review:
News, Opinions & Insights



TheRetailJeweller



retailJeweller_india



retailjwlrindia



TheRetailJeweller



The Retail Jeweller India

retailjewellerindia.com

To Collaborate with us contact - **Chirag Waghela**
+91 91672 52611 | +91 22 4173 1199 | chirag@retailjewellerindia.com

Published by Retail Jeweller, Mumbai (India)

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**