



“At the De Beers Forevermark Forum, we intend to harness the power of collective thinking and shape the future of diamond business”

As De Beers Forevermark embarks upon 75 years of its famous tagline, “A diamond is forever”, Sachin Jain, MD, De Beers India, shares highlights of the eleventh edition of the De Beers Forevermark Forum, which takes place from 29th- 1st June in Mumbai.

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NATURAL DIAMOND COUNCIL

Jewellery TREND REPORT

2022



Natural Diamond Council launches the second edition of their jewellery trend report

MUMBAI

The Natural Diamond Council in India and the United Arab Emirates launched the second edition of the jewellery trend report offering insights and predictions on the natural diamond jewellery that is set to make statements in 2022.

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Jewel One spreads awareness about ecological preservation by gifting seed balls to jewellery buyers on World Environment Day

Environment preservation is a cause everyone wants to work on. Jewel One, a retail brand from the house of Emerald Jewel Industry India Ltd., walked the talk with their seed ball campaign that has got a resounding response. The brand has been gifting seed balls to every customer and thus, striving for a greener Earth.

(RJ Exclusive)

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Vaibhav Jewellers delivers masterstroke with finger imprint jewellery range

With advancement in technology, few jewellers are trying to maximise the emotional angle to wearing jewellery. A brand quite successful at that feat is Vaibhav Jewellers. The brand has launched a line of fingerprint engraved jewellery, that allows customers to immortalise their loved ones and keep them close even when they cannot be.

(RJ Exclusive)

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A Tribute To Super Dads

HEARTFELT POEM FOR AN UNSPOKEN BOND!

by

Shumona Agarwal, Shayna Fozdar, Shimoli Shah, Aasit Shah,
Jhanvi Patel, Anushree and Vrushali Shah

Finnati releases poignant heartfelt videos capturing myriad caring moments of fatherhood

Finnati, Ahmedabad, has taken an interesting detour to Father's Day celebrations by sharing videos that capture myriad sentiments and roles a father plays in the lives of their children in the form of poignant and heartfelt poems dedicated to their beloved fathers.

(RJ Exclusive)

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Abhushan Diamonds and Gold leads a comeback of heavy jewellery with Abhushan Tribe

Heavy ticket jewellery is there to stay as many young women love to flaunt it on attires and occasions extend beyond the weddings. So they should, which is what Abhushan Diamonds and Gold, Agra, has done with their latest Abhushan Tribe campaign. The campaign involves select women dressed in corporate wear, but flaunting bridal jewellery.

(RJ Exclusive)

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PNG Jewellers launches exclusively designed Platinum jewellery for Men

PNG Jewellers in association with Platinum Guild International is celebrating the “Men of Platinum” for the month of June 2022. The campaign is being run across all PNG Jewellers store in India. One of Indian cricket’s brightest stars’ KL Rahul is associated with the campaign.

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Kalyan Jewellers announces the launch of two new showrooms in Maharashtra

Kalyan Jewellers announced that the company will be launching two new showrooms in Maharashtra, one each in Kolhapur and Aurangabad. These new outlets will mark the jewellery brand's entry into key business centres in central Maharashtra, and will be the brand's 157th outlet, globally. These showrooms are scheduled to be inaugurated on 27th June 2022.

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Joyalukkas hosts solitaire show with De Beers Forevermark at their stores across India

De Beers Forevermark's diamonds are the world's most methodically selected diamonds and Joyalukkas are known for their transparency, trust and quality. The partnership between the two brands is ideal as both believe in presenting the world's best diamonds with the assurance of having the most beautiful, rare and responsibly sourced diamonds.

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Jewellery brand GIVA bags funding to expand omnichannel presence

GIVA has raised investment through equity financing in its Series B funding round led by Aditya Birla Ventures and A91 Partners along with Sixth Sense Ventures. Following this fundraising, GIVA has concluded its Series B funding round. GIVA plans to deploy funds for channel expansion and enter new categories in the jewellery segment.

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India ranks fourth in global gold recycling with refining capacity of 1800 tonnes as of 2021, highlights World Gold Council Report

The World Gold Council launched a report titled ‘Gold refining and recycling’, as part of a series of in-depth analysis on the Indian gold market. The report highlights that amidst India’s growing demand for gold, recycling will continue to be key and the refining industry, which is currently stabilising after a period of change, will witness steady development.

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GJEPC'S 3rd Member Outreach Program In Mumbai Sees Packed House

MUMBAI

The Gem & Jewellery Export Promotion Council (GJEPC) organized its 3rd Member Outreach program in Mumbai on 22nd June. The event was organised in association with World Gold Council and supported by Jewellers Youth Forum. The exclusive program aimed to create awareness among industry members about the Council's many initiatives to facilitate business and trade.

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GIA India hosts an interactive guest session for students

GIA India organised an interactive guest session for its students at the Mumbai campus. Janak Mistry, Managing Director and Group CEO of Lexus Group and Lemon Technomist, was the guest speaker. The session started with his introduction by Apoorva Deshingkar, Senior Director – Education and Market Development, GIA India.

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Gems, jewellery exports surge 20% to Rs 25,365 cr in May: GJEPC

India's gems and jewellery exports during May witnessed a year-on-year growth of 20% to Rs 25,365.35 crore (USD 3.28 billion), amid strong demand from key markets, including the US, the Gem and Jewellery Export Promotion Council (GJEPC) said on Saturday. The overall gems and jewellery exports stood at Rs 21,156.10 crore (USD 2.89 billion) in May 2021, GJEPC said.

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Lab-grown diamonds come to the rescue of 2.5 lakh workers in Surat

Lab-grown diamonds (LGD) have come to the rescue of 2.5 lakh workers who were asked to go on 15 days leave on 16th May by the natural diamond cutting and polishing units in Surat due to supply shortage of rough diamonds. The units have converted 20 per cent of their production to LGD in absence of natural rough diamonds from Russian miner Alrosa and have absorbed these workers.

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