



## PMJ Jewels' film 'Princess' starring 11-yr-old brand ambassador builds narrative around the half saree ritual, for which people buy jewellery

**HYDERABAD**

With Sitara Ghattamaneni as lead, the film focuses on rituals around a girl reaching puberty, an occasion considered momentous in South India, and promotes the Sitara collection along with it. Through the film, PMJ Jewels has reiterated its commitment to celebrating tradition and crafting exquisite jewellery for occasions important to customers

**(RJ Exclusive)**

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## Shree Jee Jewellers and Tarun Tahiliani join hands to present bridal collections at India Couture Week

**NEW DELHI**

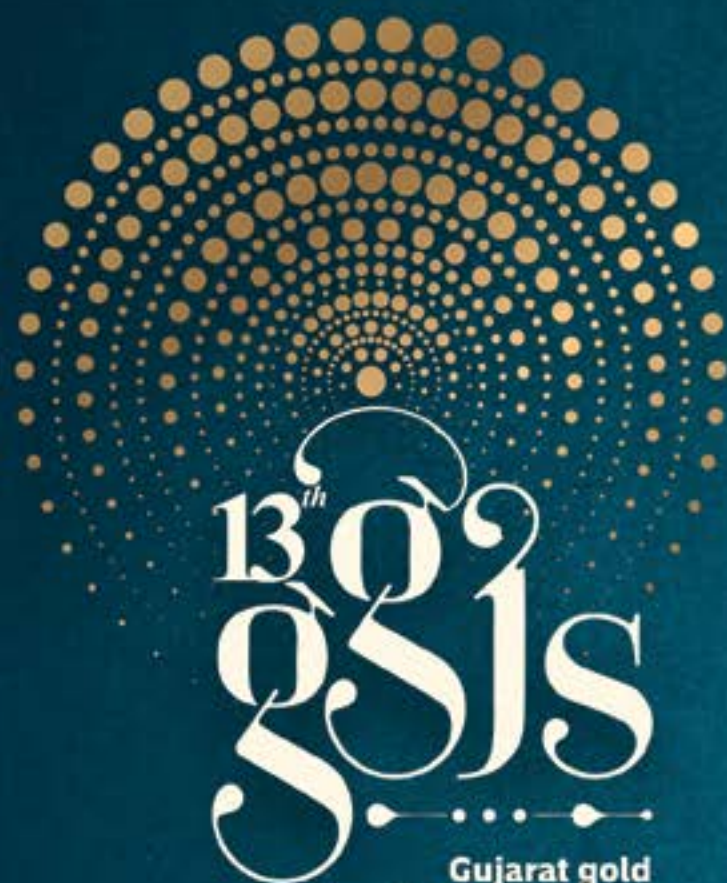
The association between the two big labels introduces an element of high fashion to a couture collection that is inherently traditional - heritage jewellery from Jaipur by Shree Jee Jewellers that incorporates some modern elements from Tarun Tahiliani. The India Couture Week this year aims to showcase the modern elements infused into India's rich history of skilled craftsmanship

***(RJ Exclusive)***

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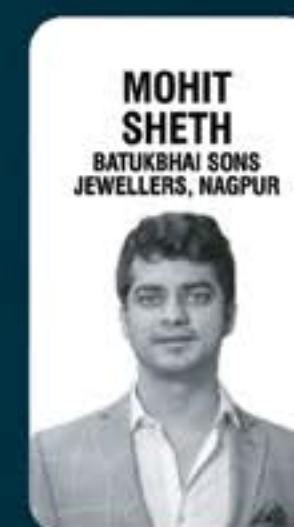
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## Indian Gem & Jewellery Creation ventures into lab-grown diamonds space with Espera

**KOLKATA**

The brand is launching a 1,000 sq ft showroom in Kolkata that will exclusively showcase lab-grown solitaire-based jewellery of 1 carat and above. It aims to cater to customers seeking lab-grown diamond jewellery, but with a more refined and minimalistic appeal, in the solitaire category. The Espera showroom has already seen a soft launch, and the brand's aim is to move online eventually

***(RJ Exclusive)***

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## ‘What Jhumka?’ song highlights Tyaani’s association with ‘Rocky aur Rani kii Prem Kahani’

MUMBAI

Fine jewellery brand Tyaani by Karan Johar is the official jewellery partner for the Alia Bhatt and Ranveer Singh-starrer ‘Rocky aur Rani kii Prem Kahani’ that released on Friday, July 28. An entire song in the film is dedicated to ‘jhumkas’, and is a quintessential ode to the ear accessory  
**(RJ Exclusive)**

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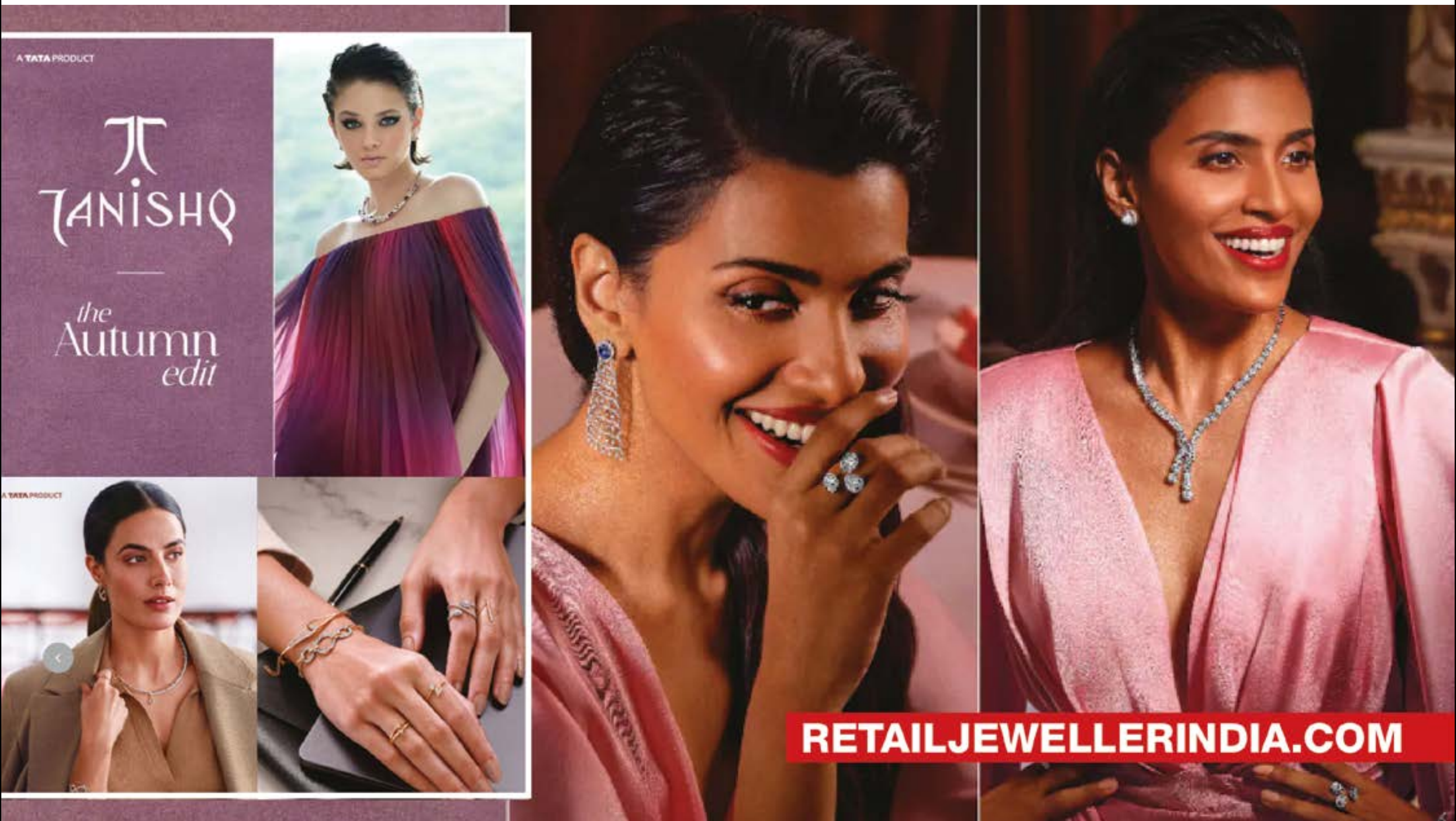
**August, 2023**

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## Tanishq presents ‘The Autumn Edit’ of diamond jewellery for all occasions

**MUMBAI**

Tanishq has launched a new curation of fine diamond jewellery offering five new and refreshing collections. The magnificent pieces have been crafted to suit different styles for varied occasions and will feature rings, bangles, pendants, necklaces and more encompassing all the different styles that women love to sport with their diamond jewellery

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## Luxury diamond atelier Zoya welcomes Sonam Kapoor as brand ambassador

**MUMBAI**

Zoya, the diamond boutique from the Tata Group, announced actor Sonam Kapoor Ahuja as its brand ambassador, in time for Zoya's celebration of 15 years. The brand, which has six boutiques in Mumbai, Hyderabad and Delhi, also has Zoya galleries in Mumbai, Ahmedabad, Kolkata, Chennai and Chandigarh

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## **Joyalukkas appoints Havas Media Network India as its media agency on record**

**BENGALURU**

The agency will take charge of driving the media duties for Joyalukkas across all offline channels, encompassing TV, Print, Radio, Cinema and OOH. Joy Alukkas, CMD, Joyalukkas Group, praised Havas Media Network India's track record and strategic insights, and expressed confidence in its ability to amplify the brand's presence and convey its message to customers in a relevant manner

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## Candere by Kalyan Jewellers brings back ‘The Biggest Bling Sale’ on its 11th birthday

**MUMBAI**

With this initiative, the brand offers a wide range of tech-savvy features that enable customers to have a store-like personalized shopping experience from the comfort of their homes. Jewellery enthusiasts can try on their favourite designs remotely by using the virtual try on feature, and customize designs in just a few taps

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## Kisna marks milestone with the launch of its ninth exclusive showroom located in Jammu

### JAMMU

With the opening of its ninth showroom in Jammu, Kisna from the Hari Krishna Group takes another step in its endeavour to cater to the diverse tastes and budgets of customers across the country. The store opening, part of Kisna's retail growth strategy, strengthens the brand's position in North India

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## Raabta by Rahul levels up with fine jewellery for Kangana Ranaut's film Chandramukhi 2.0

MUMBAI

Rahul Luthra, Creative Director of Raabta by Rahul, collaborated with fashion designer Neeta Lulla to work on the look for Kangana Ranaut's character in her upcoming film Chandramukhi 2.0. Luthra employed different traditional jewellery styles and techniques to precisely coordinate Ranaut's look

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## Anopchand Tilokchand Jewellers of Raipur gears up for jewellery show in Bhubaneswar

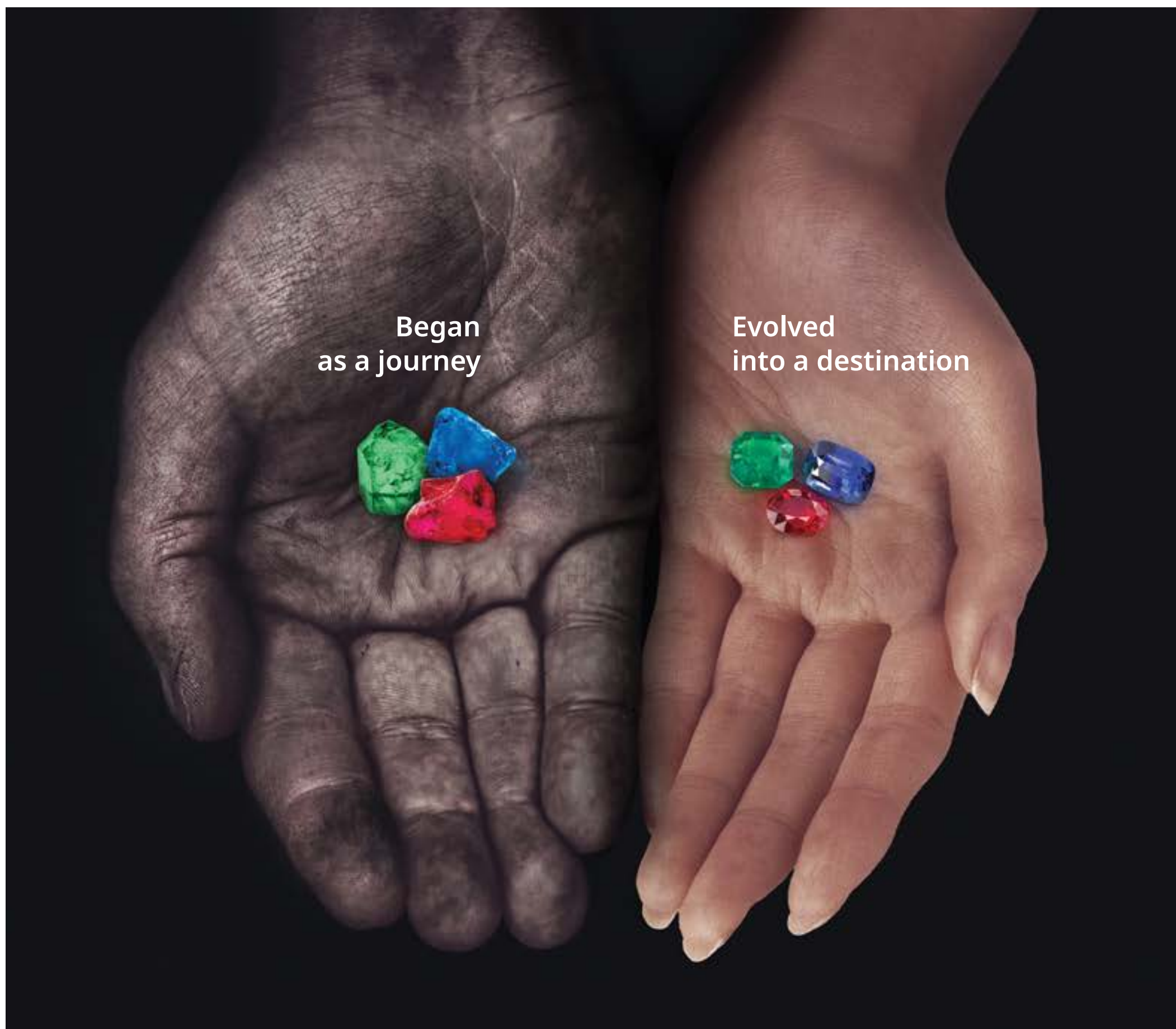
### BHUBANESWAR

The brand, based in Chhattisgarh, is set to launch the exhibition showcasing the elegance of diamond, Rajwada, Polki and temple jewellery in its collections. The highlight of the event will be the exclusive preview of the brand's heritage wedding jewellery collection. The brand has had successful exhibitions at Bargarh and Rourkela in Odisha

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## Actor Rupali Ganguly to inaugurate Mahakali Jewellers' new store in Mehsana, Gujarat

### MEHSANA

The brand is setting up the new 16,500 sq. ft store in response to demand from the catchments that extend up to 50 km beyond the city's periphery, driving the need for a more extensive space to cater to those customers. It will dedicate 70% of its inventory to antique jewellery and around 30% to plain gold jewellery, meeting the prevailing customer demand

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## Harit Zaveri Jewellers celebrates the timeless camaraderie between women with ‘Baithak’

**AHMEDABAD**

The collection, which captures the essence of sisterhood and strength among women, speaks of a heritage where women style themselves with great care and pride for momentous occasions. Consisting of jewellery handcrafted in 22K gold, this versatile collection has majestic pieces embellished with royal motifs, emeralds, rubies and pearls

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## Vummidi Bangaru Jewellers hosts exhibition in Pollachi near Coimbatore

### COIMBATORE

Heirloom jewellery brand Vummidi Bangaru Jewellers held a two-day exhibition and sale at Pollachi, near Coimbatore, showcasing stunning collections of gold, diamond and solitaire jewellery for customers. Apart from individual jewellery pieces, the exhibition also featured some exquisite wedding collections from the brand

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## Réia Diamonds unveils lab-grown diamond jewellery at flagship store in Jayanagar

**BENGALURU**

Lab-grown diamond brand Réia Diamonds launched its flagship store in Jayanagar, Bengaluru, bringing an extensive array of collections of crafted lab-grown diamond pieces as well as personalized services to its customers. The brand's mission is to provide customers with exquisite diamond jewellery that exudes both luxury and compassion

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## GJC gears up for Diwali edition of GJS, slated to start from September 30

### MUMBAI

The dates of the show, that will go on up to October 3, have been strategically planned in time with the onset of the festive season, starting with Navratri and Dussehra, followed by Dhanteras and Diwali, and leading up to the start of the wedding season. The show aims to meet the demands of jewellers across the country who are gearing up for the festive season

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# GJEPC to host ‘A Taste of India’ along with the Diamond Dealers Club of NY in August

**NEW YORK**

About 20 natural diamond, lab-grown diamond and coloured gemstone suppliers from India will be exhibiting at the event, in addition to more than 30 US-based diamond dealers who are members of the Diamond Dealers Club. The event will enable attendees to take a tour of the trading floor

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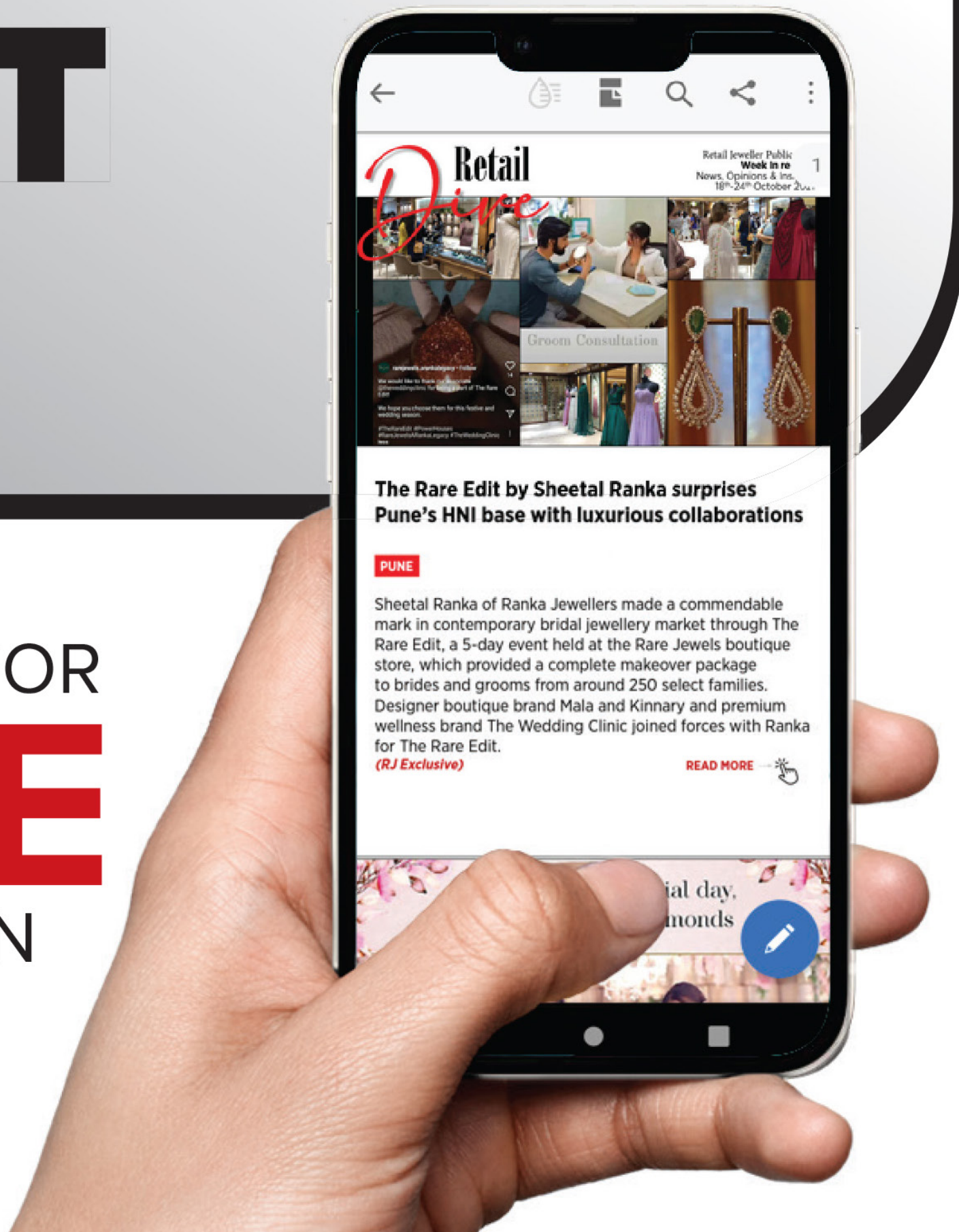


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## **Meerut bullion traders to verify artisans' credentials before giving them gold**

### **MEERUT**

The Meerut Bullion Traders Association (MBTA) and the Meerut Bengali Swarnkar Welfare Association (MBSWA) will launch a drive to verify the credentials of Bengali artisans in Meerut after many workers were reported to have stolen raw gold given to them for manufacturing ornaments. The MBTA and MBSWA took this decision in a joint meeting and agreed to begin this verification drive in the next two weeks

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## May-June 2023

### Digital Edition

**Cover story:** The Retail Jeweller delves into the captivating stories of the growth of small-town jewellers and the pivotal moments and motives that shaped them

#### Interviews:

Dev Shetty, Founder & CEO, FURA  
Amit Modak, CEO, PN Gadgil & Sons

#### New Store Launch:

Chaulaz Heritage Jewellery

#### Personal Opinion:

Ankit Gala, MD, Antara Jewellery  
Biren Vaidya, MD, The House of Rose  
Ramesh Narang, Director, Hazoorilal Legacy

#### Young Turk:

Akshat Rastogi, Partner, Ratandeep Jewellers

#### Maverick:

Rishab Agarwal, Director, RR Agarwal Jewellers

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## Drop in demand leads to pay cuts for half of India's diamond workers

**SURAT**

With a global drop in the demand for diamonds, half the workforce of diamond workers in India have had to cut down on their working hours. While this has reduced the diamond production, it has also resulted in a pay cut for the workforce

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Meet Hyderabad's legendary jewellery manufacturing market innovators

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## Alia Bhatt sports unique emerald necklace that leaves jewellers confused

MUMBAI

Actor Alia Bhatt recently sported an exquisite emerald necklace, made up of light Russian emeralds, for Manish Malhotra's Bridal Couture Show. It evoked curiosity on the Internet. It turned out the necklace is made of cushion-cut Russian emeralds, encircled by rose-cut, pear, marquise and brilliant-cut diamonds, and belongs to the Manish Malhotra Jewellery collection

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