

Retail
Dive
Jodvi

Retail Jeweller Publication
Week in review:
News, Opinions & Insights
12th - 18th Aug 2023



Worn by a married woman, silver Jodvi is said to bring longevity to her marriage. The shine of the metal reflects the wealth and happiness that she brings to her family.

RANKA
JEWELLERS
SINCE 1879

RANKA
JEWELLERS
SINCE 1879

A gift of silver articles, Vaan symbolises the deep affection a family has for their son-in-law.



The Payal is more than just an accessory. It is a sacred symbol that is said to bring good fortune to the family and keep negative energies away.

RANKA
JEWELLERS
SINCE 1879



Vaan

RETAILJEWELLERINDIA.COM

Ranka Jewellers reimagines tradition with a touching campaign for Adhik Maas

PUNE

The campaign showcases a shift in the equation between sons-in-law and parents-in-law, highlighting the aspect of mutual respect and love, more than mere rituals, during the sacred month of Adhik Maas, when silver is bought as a tradition. The brand increased its staff strength by 50% to meet the heightened demand during Adhik Maas that ended on August 16, and saw a 25-30% upsurge in footfalls during the same period

(RJ Exclusive)

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PNG Sons makes a case for indigenous art with ‘Ethnic Hues’, calls jewellery ‘an art first, and a business after’

PUNE

The art exhibition Ethnic Hues, organized by the PNG Sons Art Initiative, across galleries at its showrooms in Pune, involves more than 40 artists and 100+ unique artworks that reflect Indian heritage. It is attracting potential customers in the form of art lovers. PNG Sons has art galleries at four of its showrooms in Pune, and one each in Nashik, Amaravati, Jalgaon and Vadodara

(RJ Exclusive)

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CKC Jewellers' novel 'Bow Wow Bling' campaign launches its Pet Pooch collection, piques the interest of dog parents

BENGALURU

Popular on Instagram under the hashtag #BowWowBling, the campaign features emotional companionship between canines and humans. Pet parents cuddling their dogs adorned with pieces from the collection resonates and creates a strong community of dog lovers while deeply engaging them with the brand
(RJ Exclusive)

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‘Legacy of Rani Lokmahadevi’ collection by Shaya is a modern rendition of a glorious past

BENGALURU

The pure 925 silver jewellery collection commemorates the enigmatic Chalukya queen’s legacy, drawing inspiration from the iconic Virupaksha Temple in Pattadakal, Karnataka, that she commissioned. By weaving her story into the collection, CaratLane’s Shaya reaches out to women with a motivating message. The brand has also collaborated with Bharatanatyam dancer Shreema Upadhyaya to depict the queen’s story through jewellery and dance

(RJ Exclusive)

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Rakshabandhan 2023: Brands gear up to celebrate the bond of love and care with new collections

MUMBAI

With less than two weeks to go before Rakshabandhan, several brands are promoting their Rakhi collections, crafted in gold, diamonds and precious stones. Rakhis are no longer meant only for brothers – there are Rakhis for sisters, sisters-in-law, brothers-in-law, children and friends. Gifting jewellery is popular during the festival and in keeping with the trend in the industry, this year, minimalist designs are in vogue

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PINK IS THE NEW BLACK

FURA

PINK SAPPHIRE JEWELLERY PROGRAM



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Kalyan Jewellers unveils I-Day campaign film, saluting India's 'Stories of Courage'

THRISSUR

The ad film pays homage to the strength and resolve of our soldiers and their families when it comes to answering the call of service. The highlight of the campaign is the plot twist where the traditional gender roles are reversed and the bride transitions from her bridal attire to her uniform soon after her wedding ceremony

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Jos Alukkas celebrates weddings with its ‘One India One Emotion’ commercial

CHENNAI

The ad film shows the joyous emotion of grand Indian weddings, where rituals and events differ with every community and locale, but the spirit of celebration is the same. Also, the brand’s latest wedding collection Shubha Mangalyam is seamlessly integrated into the commercial

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Gujarat gold
jewellery show 2023

11 WED 12 THU 13 FRI | OCTOBER 2023

Helipad Exhibition Centre
Gandhinagar, Gujarat

YOUNG JEWELLERS SUMMIT

12TH OCTOBER 2023 GANDHINAGAR

KARAN
KOTHARI
KARAN KOTHARI
JEWELLERS
NAGPUR



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INNOVATORS

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PNG Jewellers revamps and relaunches its flagship store at Panjim in Goa

PANJIM

The spacious store houses a wide range of jewellery that blends traditional and contemporary designs, suitable for the women of today who want to stay connected to their cultural roots. The new store's location and presence in Panjim aims to cover the increasing demand for quality fine and precious jewellery by the Goan and Maharashtrian community in the area

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TARUN TAHILIANI **TIJORI**

AFTER YEARS OF STYLING OUR COLLECTIONS WITH HANDPICKED PIECES FROM WONDERFUL JEWELLERS, AND ADVISING COUNTLESS BRIDES ON WHAT JEWELLERY TO WEAR, WE FINALLY HAVE A CURATION AT THE TARUN TAHILIANI STORE.

AN EDIT, WHICH WILL ALWAYS CONNECT WITH THE LATEST COLLECTIONS AND TECHNIQUES, AND YET BE TIMELESS.

HERITAGE JEWELLERY, UNCUT DIAMONDS, COLOURED STONES AND PEARLS WITH ALL THE INDIAN CRAFTSMANSHIP, ENAMELLING AND AGE-OLD TECHNIQUES, WITH PRINCIPLES OF FINISH, FIT AND OF COURSE STACKING THAT WE LOVE.

JOIN US AND SAVOUR T **RETAILJEWELLERINDIA.COM**



The House of Tarun Tahiliani launches its eponymic jewellery edit ‘Tijori’

NEW DELHI

The reputed couturier, used to advising clients on fine jewellery, and working with the likes of Shree Jee Jewellers of Jaipur and Swarovski, will now have a line of hand-picked heritage jewellery designed by some of the finest talents in the world. The jewellery edit will feature coloured stones, uncut diamonds and pearls

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RANG
COLLECTIONS

Colours is a Power Which
Directly Influences
The Soul



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Malabar Gold & Diamonds is title sponsor of Mazhavil Entertainment Awards 2023

THIRUVANANTHAPURAM

The event, comprising more than 120 artistes this year, will honour outstanding performers from the Malayalam film industry, and showcase feature entertainment acts. It is termed as the ‘biggest celebration of Malayalam Cinema’ and guarantees eyeballs for the jewellery brand

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Jos Alukkas opens its sixth showroom at K.R. Puram in Bengaluru

BENGALURU

This showroom showcases the brand's largest collection of silver jewellery along with the Shubha Mangalyam Bridal Collections-2023 Festive Edition, which offer ample choices to buyers. Customers can also exchange their old gold ornaments and get new BIS HUID gold jewellery at the showroom, a move which strengthens the brand's leading position in HUID awareness and promotion

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Flagship store in Bandra, Mumbai.

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MINIMALISTIC JEWELLERY FINE JEWELLERY

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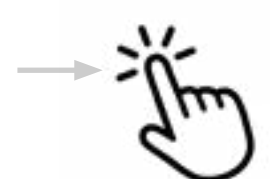
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Fine jewellery brand Amaranté Jewels to hold trunk show in Nagpur

NAGPUR

The brand is exploring connections with multi-brand stores in India and the Middle East to expand its distribution. It will hold a by-appointment show that will highlight the fine craftsmanship of the jewellery and will also offer custom-made pieces for the buyers, enabling their personal styles and preferences to stand out

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Diamond trading platform DiamondXE seeks to change the way diamonds are bought and sold

MUMBAI

The website is home to 5,00,000+ natural and lab-grown diamonds, certified by trusted labs like the GIA, IGI, HRD and others. It has a selection of classic solitaires ranging from 0.18 cents to 20 carats. It addresses the challenges of transparency in pricing and facilitates transactions for buyers, dealers and suppliers

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Shiv Narayan's new masterpiece 'Shri Ananth Padmanabhaswamy' unveiled in Hyderabad

HYDERABAD

Inspired by the divine idol enshrined in the iconic Shri Ananth Padmanabhaswamy temple in Thiruvananthapuram, Kerala, the jewel captures every intricate detail of the original with remarkable precision. It measures 8 inches in height and 18 inches in length and has been handcrafted by 32 people working 16 hours every day for two months. Weighing 2.8 kg, it is adorned with around 75,000 high-quality diamonds, totalling 500 carats

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Silvostyle by PNG launches its 2nd store at Pune's premier retail destination, Phoenix Marketcity

PUNE

The new store features five distinct collections in different styles that echo 'FashionNext' in sterling silver designs. They comprise oxidized ornaments, marcasite jewellery, a fusion of silver and pearls, and lightweight CZ pieces that are a reflection of the global trends and celebrate the values that the younger generation seeks from their jewellery

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Indian diamond industry set to focus on domestic markets and ASEAN countries

MUMBAI

According to GJEPC, India will have to be prepared to focus on new and emerging markets such as Vietnam and Cambodia, if Western countries impose a ban on diamonds originating from Russia. Moreover, given that the current demand from the US and Chinese markets is sluggish, focusing on the ASEAN markets would be beneficial

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Become a Fura Sapphire Jewellery program Retailer?

- 1 Seize a new profit-centre opportunity for your showroom.
- 2 India Consumer Research has shown that 76% Customers are ready to buy Sapphire Jewellery.

Program Plan

- 1 Attractive Point of Sale materials for your showroom.
- 2 Focused training for your Sales team to excel in selling Fura Pink Sapphire and Colour Gemstone Jewellery.
- 3 Feature in the National Fura Pink Sapphire Jewellery Catalogue, distributed across India through top publications.
- 4 Receive digital certificates from FURA and SGL for all products.
- 5 Benefit from a National Digital Marketing campaign to educate and attract Indian customers to the Pink sapphire category.



How to join the National program

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Best Design Collection



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Graduating designers of IIGJ Mumbai felicitated at glittering awards ceremony

MUMBAI

The Glimpz 23 awards ceremony, held at the recently concluded IIJS Premiere, reaffirmed IIGJ Mumbai's commitment to nurturing the next generation of jewellery designers. Prizes were given for the best design collection, the best craftsmanship, outstanding innovation, the most commercially viable collection and more. The event had dignitaries from the jewellery and fashion world in attendance

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July-August 2023

Digital Edition

Cover story: The Retail Jeweller explores the innovative creations of a few progressive manufacturers who are constantly striving to stand out in the market

Special Interviews

- Top leadership of **Platinum Guild International**
- **Sabyasachi Ray**, Executive Director GJEPC
- **Suvankar Sen**, MD and CEO Senco Gold
- **Aditya Modak**, Director & Co-Founder, Gargi Fashion Jewellery by PNG Sons

New Store Launch

Arjun Jewellers, Rajkot

Personal Opinion

Abhishek Chanda, Director Kalasha Fine Jewels

Young Turk

Jenil Zinzuwadia, Director, Radhika Jewellers

Maverick

Manav Agarwal, Director, Dreamz Diamond Jewellery

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