Retail Jeweller Publication

Week in review:

News, Opinions & Insights

Edition 135 | 21st-27thOct 2023



Retail





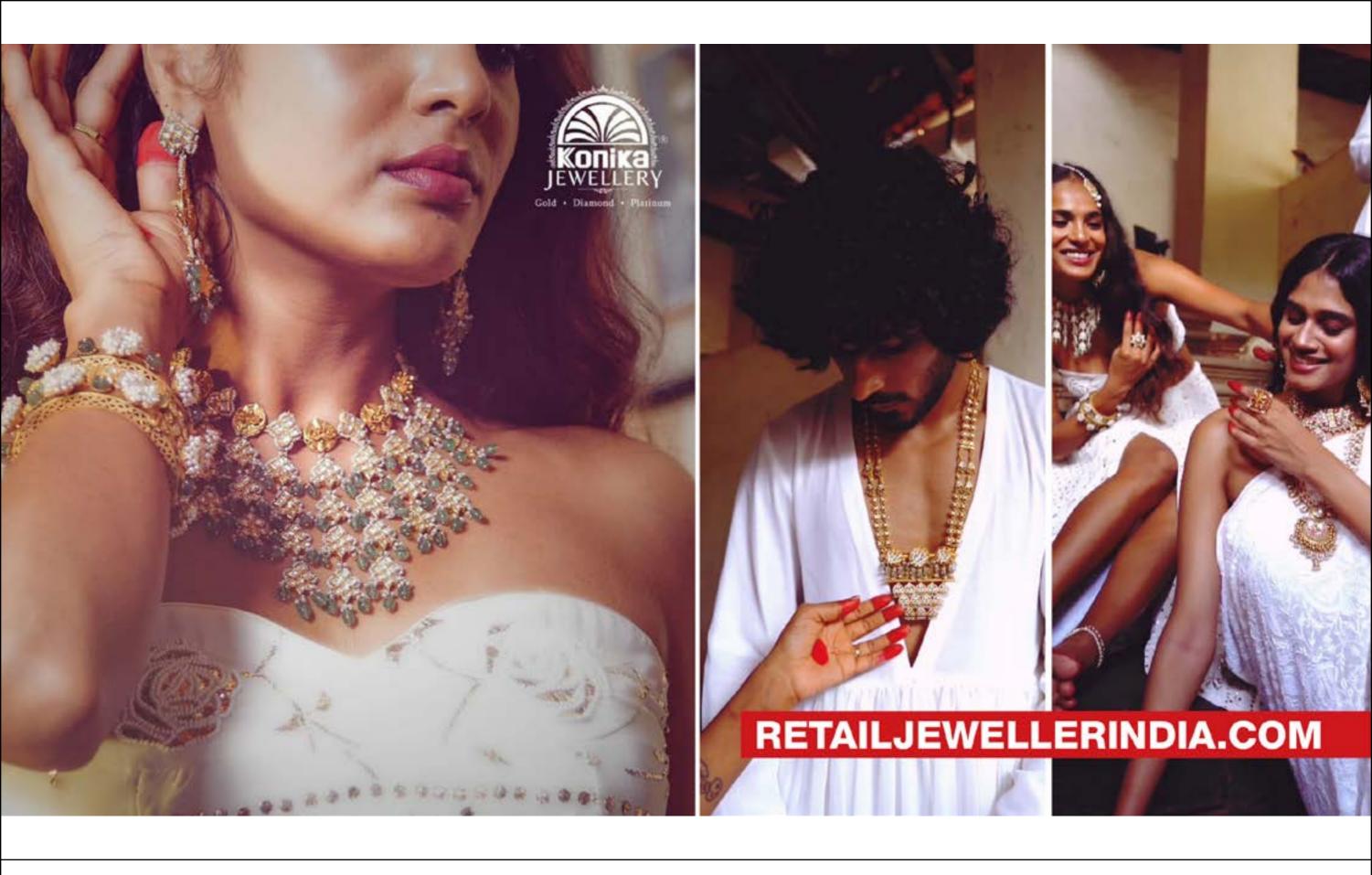
By sponsoring property that celebrates women's achievements, ORRA upholds brand values

MUMBAI

For the jewellery brand, association with The Economic Times Women Ahead awards has resulted in greater visibility in targeted market regions and exposure due to the influence of the financial daily. According to ORRA, partnering with the publication has also enhanced its brand credibility

(RJ Exclusive)





#AmaraKavya: Konika Jewellery invokes Lord Indra's celestial maidens to tell stories

CHENNAI

Ahead of Diwali, the brand has launched its latest heritage collection with a nuanced photoshoot, taking a leaf from Hindu mythology, to leverage the value of story-telling and promote its jewellery. Launched three weeks ago, the brand's heritage collection has received good response so far (RJ Exclusive)





B.K. Saraf Jewellers promotes brand visibility and women's empowerment with Devi Awards 3.0

LUCKNOW

For the brand, the awards property was born out of a desire to create a platform that resonates with its values and effectively engages women, its primary audience. The brand's commitment to honouring women's contributions has grown, which in turn has elevated its market position (RJ Exclusive)



PINKISTHENEW BLACK



PINK SAPPHIRE JEWELLERY PROGRAM



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How The Rare Edit makes private previews click in the luxury jewellery industry

PUNE

Sheetal Ranka, Co-founder of Rare Jewels by Ranka, says the brand's IP 'The Rare Edit', meant for connoisseurs of luxury, has grown through organic word-of-mouth and social media promotion by attendees, and is now branching out beyond Pune. The current preview is on in Aurangabad, and includes gold, diamond, polki and jadau jewellery priced above Rs 1 lakh (RJ Exclusive)







Vummidi Bangaru Jewellers marks global footprint with first overseas showroom at Dallas

CHENNAI

A promising response to exhibitions by the brand in the United States spurred it to explore global markets, going beyond its strong regional patronage. Going forward, VBJ plans to launch four showrooms in the US, besides eight in Tamil Nadu, within the next four years

(RJ Exclusive)







An industry initiative

Inspired by the Retail Gold Investment Principles Supported by







Zoya's 'Her Becoming' reimagines white diamonds in Ikat-inspired geometrical jewellery

MUMBAI

Launched by brand ambassador Sonam Kapoor, the collection features rare stone cuts such as Cadillac, trapezoid and custom-cut baguette. It is part of the brand's ongoing mission to support women's autonomy through wearable and luxe pieces of art



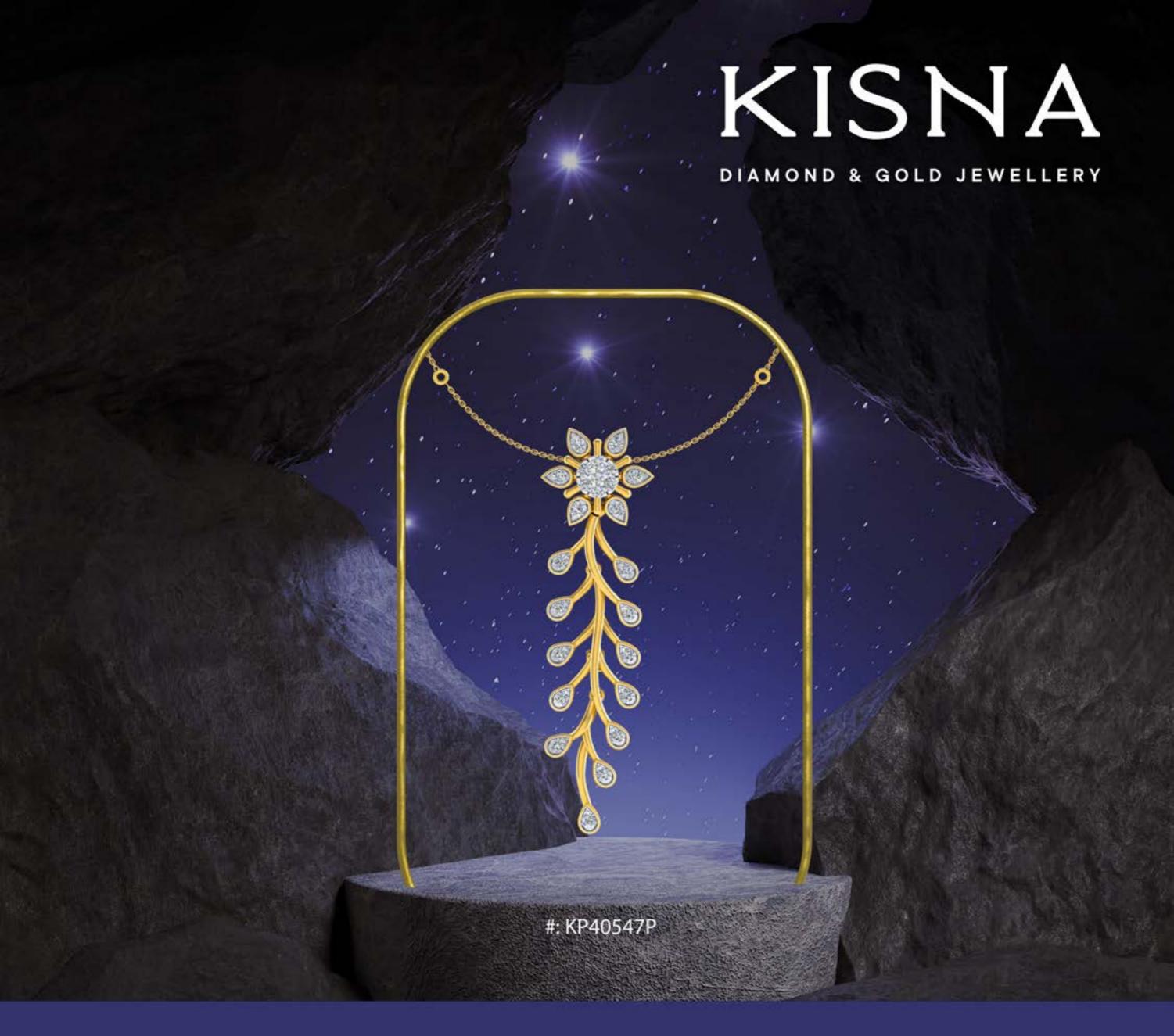


Ratandeep Jewellers opens 9000 sq ft. showroom in Moradabad to cater to affluent clientele

MORADABAD

Spanning three floors, the expansive showroom features an extensive selection of gold, diamond, polki, silverware and antique jewellery to appeal to young consumers. The outlet has been curated to serve as a premier destination for the discerning jewellery connoisseurs of Moradabad, who seek variety and quality





DIAMOND JEWELLERY FROM ₹5,000* ONWARDS FREE LIFETIME REPAIRING & POLISHING I GUARANTEE ON DIAMOND REPLACEMENT UP TO 0.05 CENTS IN YEAR 1 OF PURCHASE









Malabar Gold & Diamonds launches 10,000 sq ft. luxurious store at Borivali, Mumbai

MUMBAI

The latest store takes the brand's tally to seven showrooms in Mumbai. It has a private lounge offering personalised service, a wedding arena for bridal jewellery and over 20,000 designs across bridal, solitaire, diamond and lightweight jewellery. It also displays a range of jewellery from Malabar's sub-brands





Melorra democratizes shopping, launches 30th national experience centre in Kolkata

KOLKATA

The string of experience centres is part of the brand's mission to make precious jewellery more accessible and stylish. At these centres, visitors can browse and try on trendy designs, and stay updated on the latest jewellery trends





ONUANCE JEWEL _ INDIA

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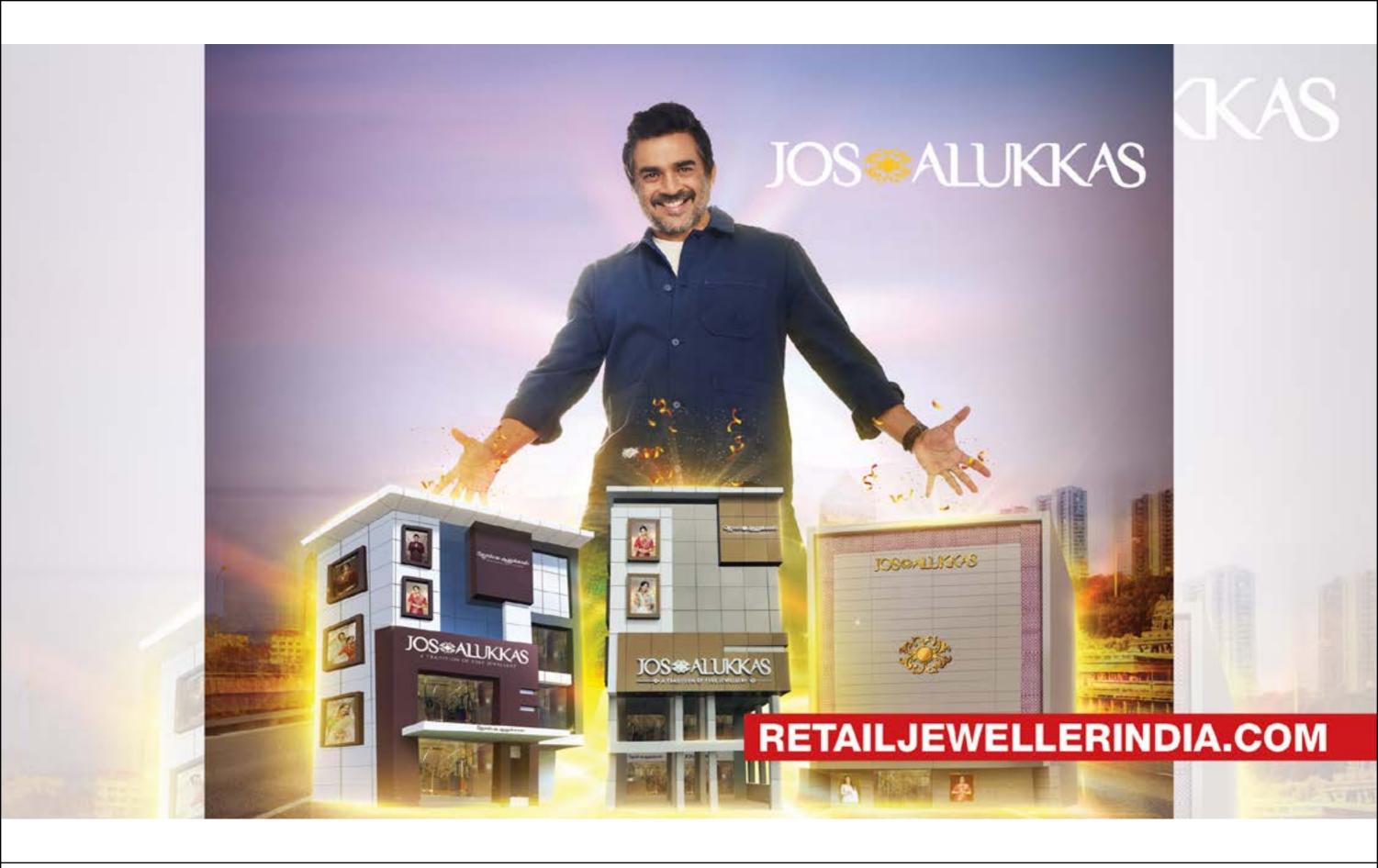


PP Jewellers by Pawan Gupta launches Earthly Treasures collection inspired by nature

NEW DELHI

From necklaces adorned with intricately crafted petals to earrings that emulate the graceful movement of leaves in the breeze, this collection is a celebration of natural beauty, elegance and harmony. The ornaments are not just a fashion statement but a reflection of one's appreciation and oneness with the world



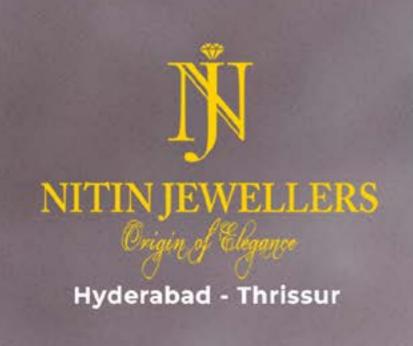


Jos Alukkas gears up to celebrate anniversary across its Tamil Nadu showrooms

KANCHIPURAM

Showrooms in Marthandam, Nagercoil, Kanchipuram, Tirupattur, Theni, Vellore, Pondicherry, Salem and Ambur are all gearing up for the grand event. The brand has also launched a new, opulent store at Dindigul, as part of its expansion plan





Jewelry is a treasure that lasts from one generation to another



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Sonakshi Sinha unveils Kalyan Jewellers' new showroom at Unity One Mall in Panipat

PANIPAT

This latest showroom takes the brand's tally of showrooms in Haryana to five. The newly-launched showroom will feature an extensive range of designs from Kalyan Jewellers' collections, presented in a world-class ambience





Flagship store in Bandra, Mumbai.

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Neiman Marcus usa Jawhara uae

KIRTILALS Hyderabad ATARASHĪ Ahmedabad AS MOTIWALA Mumbai 'CHOSEN Pune



Grace Fine Jewells' Delhi flagship store aims to redefine the jewellery shopping experience

NEW DELHI

The store promises to be a celebration of elegance, style and sophistication. Guests will have the opportunity to explore the brand's stunning collections and experience firsthand the brand's commitment to transparency, designs and customer service







Celebrate your spark with gold.

You are gold.









PGI's 'Men of Platinum' collaborates with ESPNcricinfo for the ICC Men's Cricket World Cup

MUMBAI

The collaboration is an attempt to strengthen the brand's association with cricket, and will see a panel of cricketing experts selecting 'Men of Platinum' across key matches in the tournament. It will be an ongoing special segment for 24 match days via 'ESPNcricinfo Direct Hit'







Become a Fura Sapphire Jewellery program Retailer?

- 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

- 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

Stock up 100 carats of Pink Sapphire Jewellery from any of the 8 authorised manufacturers.

















To know more about the program contact RIDHIMA - 98198 28515 | SUNIL - 70215 10477



CLICK HERE to register your interest







De Beers Forevermark brings back hugely popular 'Forevermark Avaanti' range ahead of Diwali

MUMBAI

The Avaanti silhouette features a signature wrap aesthetic, drawing a symbolic arc of open or 'unfinished' circles on ears, fingers, wrists and necks. It embraces values of sustainability, as has been witnessed in festive jewellery trends this year, adding an extra layer of significance to the jewellery choices made during Diwali



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JW Marriott, Kolkata







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For delegate registration Laxmi +91 7977381527 | Sagar +91 8976907876 For Sponsorship / Exhibition Sunil +91 7021510477





Kalyanaraman family celebrates Navaratri in Thrissur, film industry guests in attendance

THRISSUR

The family kept up the tradition of displaying the 'Bommai Kolu', a festive display of dolls and figurines, to symbolise the evolution from a materialistic level to an elevated spiritual level. Several Bollywood A-listers including Shilpa Shetty and Kriti Sanon were present



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Senco Gold & Diamonds reaches 150-showroom milestone with two launches in Kolkata

KOLKATA

The showroom at Hatibagan, spread across 11,500+ sq.ft., is Senco's largest showroom nationally. Vidya Balan inaugurates Kankurgachi and Hatibagan showrooms in Kolkata; unveils exquisite Lotus, Signature and Power collections along with Dhanteras mega offers



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Shaya by CaratLane launches 'Chitrakalay Kolkata'; pays homage to the city's artistic landscapes

KOLKATA

The silver jewellery range recreates the legacy of the city's Kalighat Paintings. Depictions of mythology, folklore and social commentary find a place in the bold simplicity, earthy palette and bohemian designs in the collection



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Silvostyle by PNG expands retail footprint, launches store in Dombivli, Thane

THANE

The launch comes on the heels of three successful Silvostyle stores in Pune, offering thoughtfully designed, accessible, contemporary silver jewellery to its customer base. The 300 sq.ft store in the heart of Dombivli is part of a larger 15-store expansion plan over the course of the next year



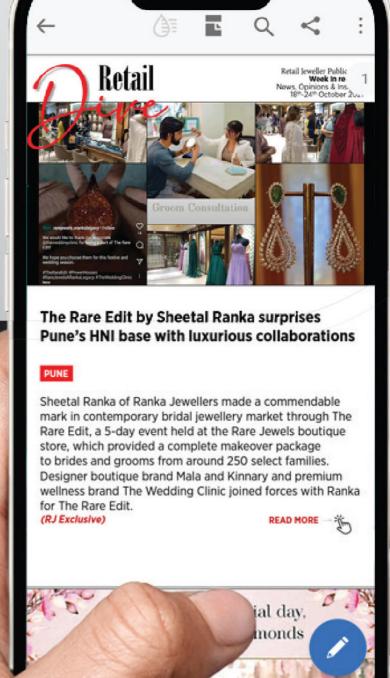
Retail

KEEP UP WITH THE WEEK'S LATEST JEWELLERY MARKET



SCAN CODE FOR

SUBSCRIPTION







Shruti Hassan, Prajakta Mali are now ambassadors of the India Jewellery Shopping Festival

MUMBAI

Hassan will be in charge of the national promotion of the All India Gem and Jewellery Domestic Council's marquee event, while Mali will focus on sensitizing the audience in Maharashtra. The two personify the quintessential modern Indian woman, and their presence is intended to attract jewellery enthusiasts to the festival



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And please write to me anytime at samitbhatta@retailjewellerindia.com
with thoughts, feedback, and criticism or share your story if you'd like to see it featured in this space.
I'd love to hear from you.

Thanks for reading, and see you again next week!

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GSI unveils cutting-edge lab at Thrissur, industry leaders in Kerala hail launch

THRISSUR

The lab is part of a continued attempt by Gemological Science International to provide the best gemological services to the Indian gems and jewellery industry. The state-of-the-art technology and innovation promised by the prestigious body is set to usher in an era of transparency for jewellers across Kerala





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