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Coffee with Tulsyan: Jeweller cracks consumer behaviour code with in-store talk show

RANCHI

Started by Nihar Tulsyan, the owner of Tulsyan Jewellery, Ranchi, the initiative has him talking to invited women from different backgrounds on topics such as maintaining jewellery and the latest trends, followed by a photo shoot and mini fashion show. The fourth and latest session of 'Coffee with Tulsyan' happened recently, in the run-up to the brand's 25th anniversary

(RJ Exclusive)

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Manohar Lal Jewellers ups brand visibility by partnering Rang Mirage Art Gallery's luxury pop-up

NEW DELHI

As the exclusive jewellery partner at the event, Manohar Lal Jewellers tactically leveraged the synergy between art and lifestyle to amplify its presence, cultivate personal customer engagement and spotlight the brand's meticulously crafted, ornate designs. The presence of Manohar Lal Jewellers resonated with discerning patrons, marking the brand's successful foray into circles that frequent art-style exhibitions
(RJ Exclusive)

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Shobha Shringar Jewellers' collaboration with actor Kajal Aggarwal brings it engagement from moms-to-be

MUMBAI

There was a month-long social media activity wherein the brand used the actor's photographs to raise awareness and engage with the audience, while establishing her presence amongst the clientele in Mumbai. The collaboration also enhanced brand visibility to potentially drive sales

(RJ Exclusive)

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PINK IS THE NEW BLACK



FURA

PINK SAPPHIRE JEWELLERY PROGRAM



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Wondr Diamonds hosts ‘Wealth out of Waste’ contest, spreads awareness about sustainability

CHENNAI

Through the contest, the brand invited youngsters to submit their creations made of waste materials at any of its 14 stores across five States. It could talk to parents accompanying the children to the stores about lab-grown diamonds. Overall, the initiative helped the brand explore the market for environmentally conscious consumers

(RJ Exclusive)

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Coloured gemstones mining giant FURA Gems co-sponsors Filmfare OTT Awards 2023

MUMBAI

With fastest mine-to-market production and a pioneering provenance system, the association with the awards ceremony has enabled FURA Gems to spread the story of rare coloured gemstones to a large, discerning audience comprising actors, models, socialites and fashion influencers

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Bridal Trendsetters-Kolkata Edit enthralls audiences with scintillating bridal jewellery display

KOLKATA

Retailers, their customers and show-stoppers from the Bengali film and television industry and the motley space of fashion influencers and bloggers walked the ramp to showcase exquisite jewellery for regional as well as national consumer preferences

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Kalyan Jewellers unveils two new showrooms in Kolkata at Barrackpore and Barasat

KOLKATA

The showrooms were inaugurated by actor Janhvi Kapoor. With these launches, the brand expanded its retail presence in West Bengal, and took its tally of showrooms in the State to seven

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Senco Gold Ltd. achieves YoY operational revenue growth of 26% for Q2 & 28% for H1 FY24

MUMBAI

Senco Gold Limited announced its unaudited Q2 financial results in its board meeting held on November 9, 2023. Key highlights of the consolidated financial results for the second quarter that ended on September 30, 2023 included a growth in operational revenues to Rs 1,147 crore and a year-on-year growth of 26%. The brand has recorded a growth of 28% for H1 FY24

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Tanishq launches ‘String It’, a lightweight jewellery collection to elevate everyday moments

MUMBAI

Tanishq’s ‘String It’ is an assortment of classy, candid, and effortlessly elegant neckwear. Each design is meticulously crafted to blend style and comfort; ensuring customers can adorn themselves with the beauty of these jewellery pieces

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Modular bridal jewellery can be remolded into chic everyday wear, says Ishu Datwani, Anmol Jewellers

MUMBAI

Sustainable branding in retail has become a crucial point of focus in a continually evolving jewellery landscape. Modular jewellery, which consists of distinct components that can be dismantled and refashioned into new designs suitable for everyday wear, is a great way to extend the life of one's bridal trousseau

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Vijay Jewellers opens second showroom at Una in Himachal Pradesh

UNA

Keeping in mind the new market and preferences in Himachal Pradesh, Dhir had organised a one-month training course for in-store staff in Nangal and also for the new staff joining the store at Una. That activity has helped the staff with expertise about new verticals being added to the inventory of the retail brand

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Belgee Jewellers launches floral-themed Gulzar 2.0 collection for the wedding season

NEW DELHI

The collection draws inspiration from floral notes and botanical wonders that can be discovered in the natural world. Gulzar 2.0 includes a range of lightweight and more ornate jewellery set with polki, pearl and coloured gemstones to cater to a vast customer demographic. With its playful colour palette, it aims to capture the pulse of the festive and wedding season

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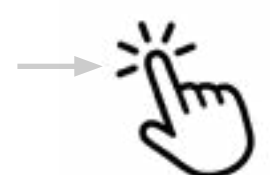
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Cartier expands retail presence in India, opens first boutique in Mumbai at Jio World Drive

MUMBAI

This is Cartier's second store in India, with their other flagship store being located within Delhi's luxury shopping mall DLF Emporio. The boutique has been architecturally designed to reflect the Indian design spirit and ethos

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



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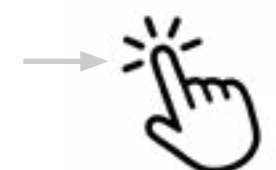
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Jewellery brand She Needs launches exclusive silver jewellery store in Madinaguda, Hyderabad

HYDERABAD

The event witnessed an overwhelming response, with over 1000 enthusiastic patrons visiting the store on its launch day, followed by a lucky draw until November 26. The store was inaugurated by actor Meenakshi Chaudhary

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Aukera's 'Radiant Choices' bridal collection encourages young couples to choose eco-friendly weddings

BENGALURU

From classic solitaires, and intricate halo designs to emerald cut and marquise-shaped diamonds, the collection includes pieces such as 'The Pebble Cascade Majesty Necklace', 'Pear Drop Earrings', and a platinum band for men

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Indian grooms are opting for platinum jewellery instead of gold for their big day, says report

MUMBAI

The trend is expected to continue throughout the marriage season, which extends until March, as Indian grooms continue to show interest in purchasing platinum jewellery

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Historic diamond markets, deep-rooted local business ties unfazed by glitter of Surat Diamond Bourse

SURAT

The reluctance of these small-time diamond traders to embrace the SDB's modern facilities and centralized trading platform is not a sign of resistance but rather a testament to the deep-rooted traditions and strong local ties that have defined Surat's diamond industry for centuries

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Gujarat's ailing diamond industry gets a FedEx doorstep delivery boost

SURAT

The charges of transporting a single parcel valued up to \$800 will be between Rs 2,000 and Rs 2,500, depending on the weight. The FedEx team will provide the seller with the login and password to the online portal so that they can track the movement of the piece of jewellery

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Two hundred leading jewellers congregate for Preferred Manufacturers of India meet hosted by GJC

MUMBAI

The Preferred Manufacturers of India has emerged as a leader in premium B2B show as it has been able to constantly innovate and upgrade with time and the requirement of participants. Additionally, the PMI team handpicks participants for the event after considering their leadership and eminence in their respective product lines

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