

#YourMomentsOurCreation:

RANKA

Red

For the bold and confident bride!

Retail Jeweller Publication

Week in review:

News, Opinions & Insights

Edition 141 | 2<sup>nd</sup>-8<sup>th</sup>Dec 2023



## With #YourMomentsOurCreations, Ranka Jewellers helps brides achieve the perfect look

PUNE

The campaign helps women select ideal bridal jewellery by matching it with their preferred colour themes, while suggesting bridal attire to complement it. With the wedding season already on in full swing in most parts of the country, the brand is utilizing this period creatively through the campaign, to understand the needs of brides-to-be (RJ Exclusive)





#### #JashnSacchaiKa: Aisshpra celebrates legacy of trust, integrity with 80th anniversary campaign

#### **GORAKHPUR**

The campaign, that promotes the brand's ideals, highlights a few of the many appreciation posts from loyal patrons on their social media handle under the hashtag #BharoseKiKahaniyan. The customer testimonials on services and in-store experiences span their jewellery shopping experience with the brand over decades

(RJ Exclusive)







## Sri Vasavi Thanga Maaligai's women employees surprise male colleagues with Int'l Men's Day event

#### **DINDIGUL**

The event at the brand's Dindigul showroom comprised activities honouring the contribution of male employees to the organization. It deepened the connect amongst colleagues, promoted an inclusive work culture and boosted employee morale, and is in line with the company's aim to develop equality in leadership positions, irrespective of gender, at the workplace

(RJ Exclusive)



### PINKISTHENEWBLACK



PINK SAPPHIRE JEWELLERY PROGRAM



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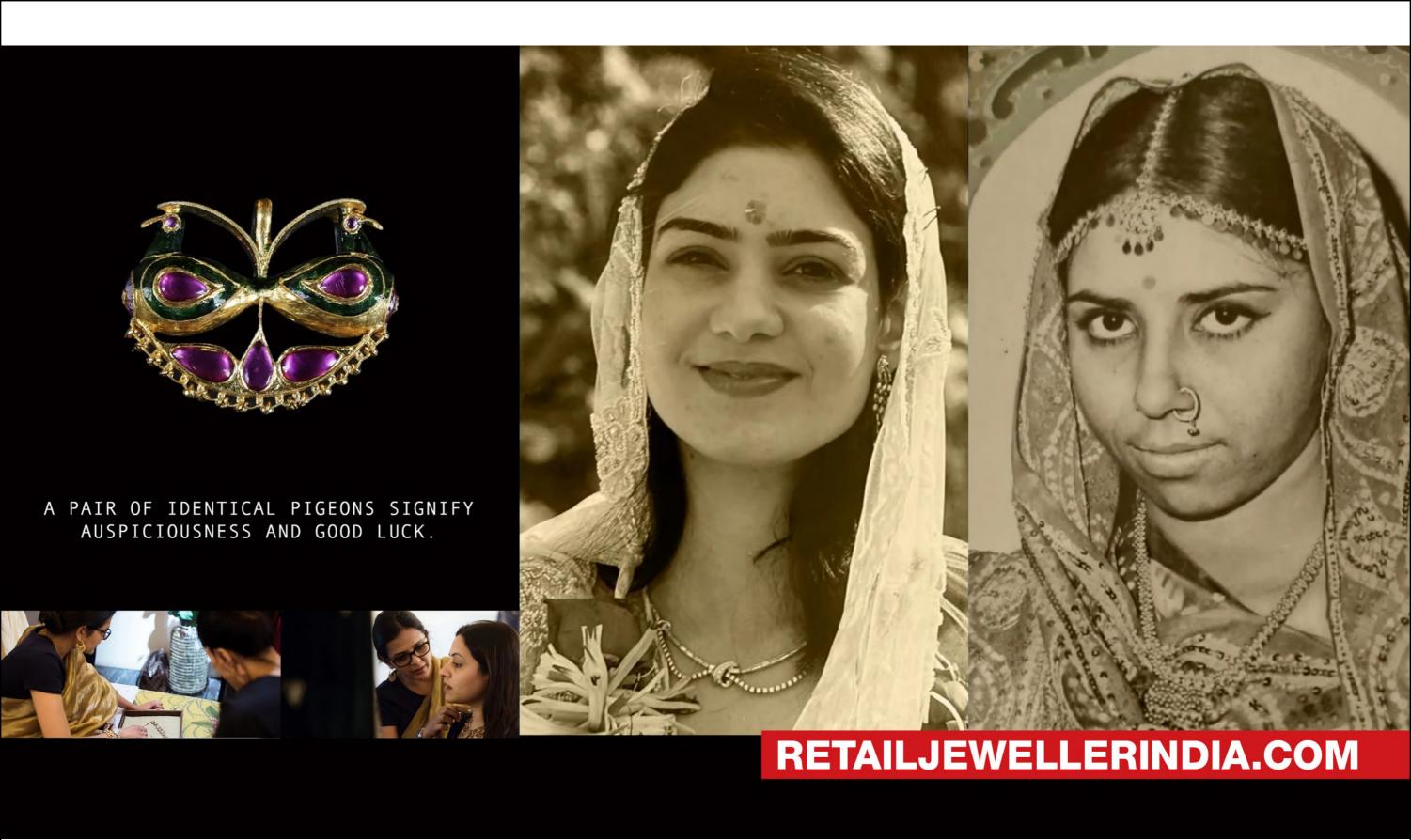


# JKJ Jewellers (Rajkumar Mosun Group) enhances bridal jewellery shopping with Shagna's 4-in-1 range

#### **JAIPUR**

Shagna encompasses antique, temple, diamond and Rajputi jewellery, thus providing its target audience with ample choices in a single collection. It brings together the entire offerings of the brand in the bridal segment under one umbrella, in lightweight pieces that look bigger than usual (RJ Exclusive)





# Aurus Jewels' memory project 'Indian Family Jewels' sparks modern conversations about jewellery heirlooms

#### **AHMEDABAD**

The open-source archive that invites personal narratives from across the subcontinent, is an attempt to document local histories, stories of families and craft associated with heirloom ornaments. It recently hosted a discussion about the rich social context of jewellery in Ahmedabad (RJ Exclusive)

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#### Swarna Adarsh Abhiyaan

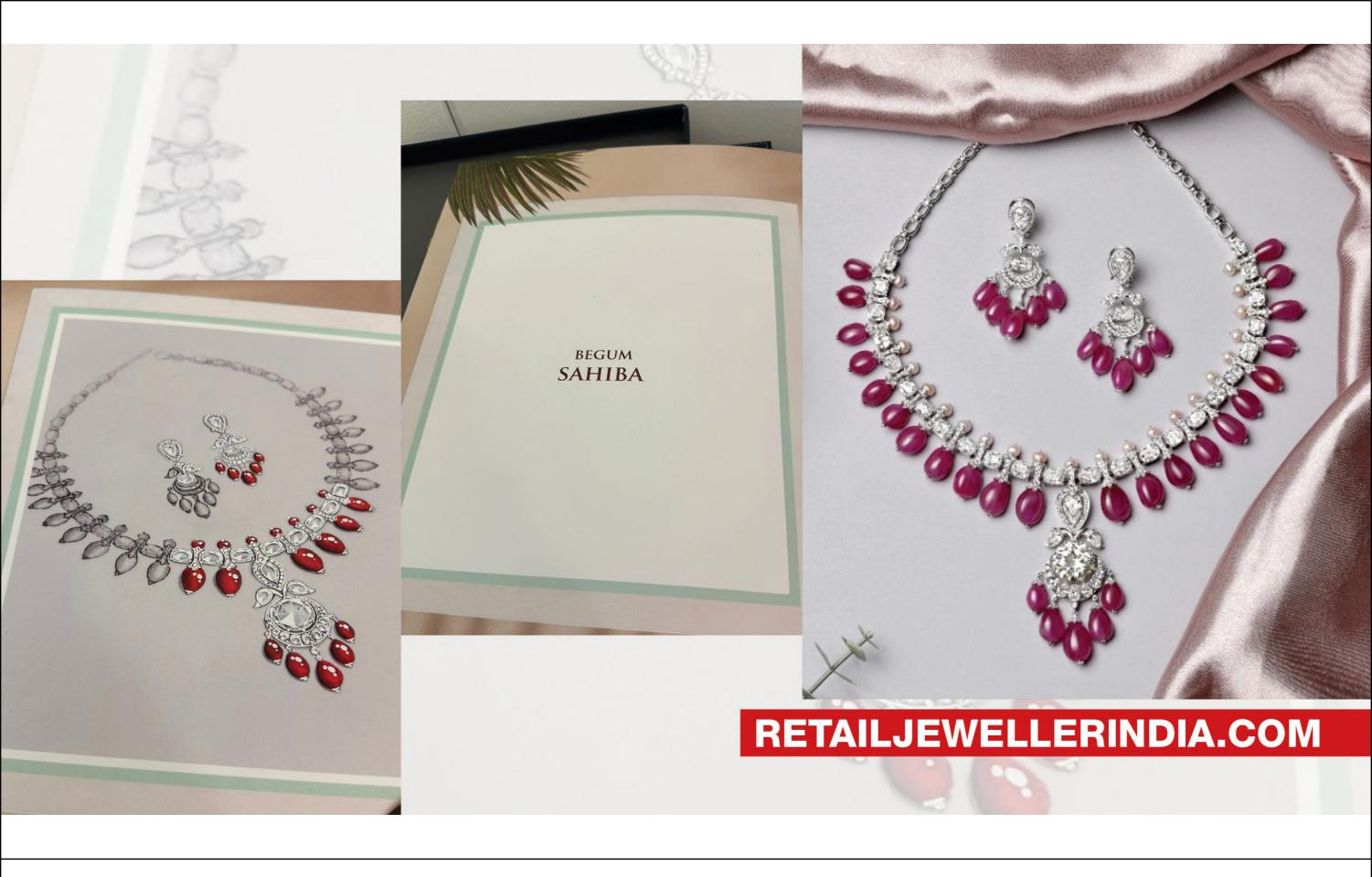
An industry initiative

Inspired by the Retail Gold Investment Principles

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## #Topcolour: House of Rose revisits Nizami heritage with 'Begum Sahiba' necklace

#### **MUMBAI**

The necklace is a tribute to namesake Dürrüşehvar's life as wife of Azam Jah, son of the last Nizam of Hyderabad, and has taken more than 2,800 man-hours to be made from scratch. It consists of a European old mine cut diamond solitaire of 12.53 carats as the centrepiece, surrounded by natural Mozambican ruby tumbles, diamonds and freshwater pearls

(RJ Exclusive)



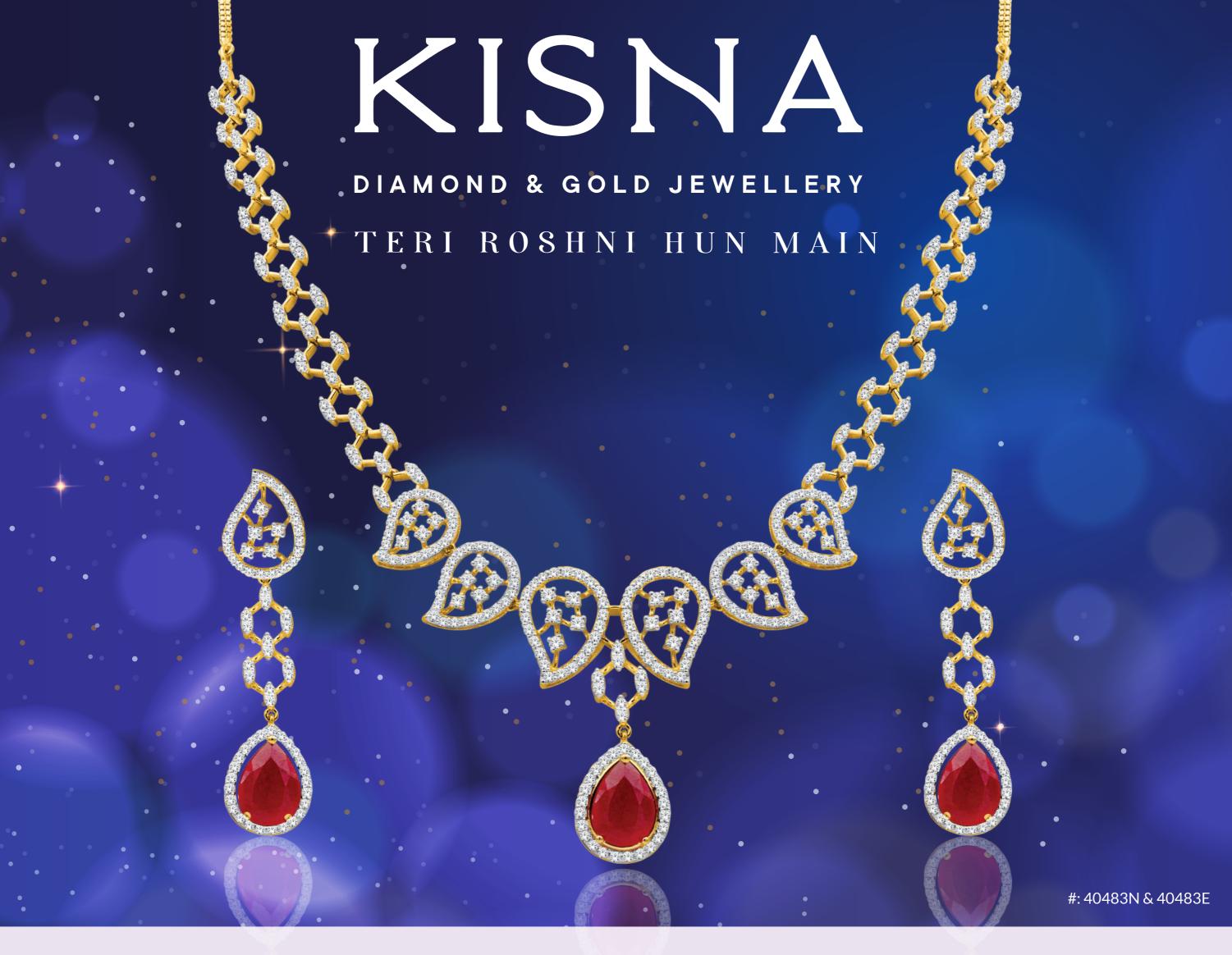


## KISNA launches 15th pan-India showroom at Prayagraj, fourth exclusive store in UP

#### **PRAYAGRAJ**

The Prayagraj launch is KISNA's fourth exclusive store in Uttar Pradesh, and houses the brand's full selection of statement and lightweight fine jewellery designs. The brand has previously launched exclusive showrooms in Ayodhya, Bareilly, Bangalore, Ghaziabad, Hyderabad, Hisar, Jammu, Mumbai, New Delhi, Raipur and Siliguri.





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## Fulchand Gulabchand Jewellers infuses heritage and elegance into 'Rajwadi Roshni' collection

#### **THANE**

Drawing inspiration from Rajasthan's illustrious 'teriya', several designs exude an evergreen appeal. Fulchand Gulabchand Jewellers' creative team incorporated a contemporary twist to these pieces, seamlessly blending tradition with modernity





## Khurana Jewellery House unveils the Zahrah collection, celebrates regional design influences

#### **AMRITSAR**

The collection features corals, firozas, and others woven in through polki and gold stylistic elements. It brings together the rich traditions of South Indian temple jewellery, the allure of Hyderabadi gemstones, and design inspiration from Western Indian polki jewellery





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## Multani Jewellers' Roshni collection highlights grandeur of royal weddings in sync with season

#### **NEW DELHI**

The collection has been created, bearing in mind wedding jewellery buyers during the busiest months of November to January and beyond. The collection's exclusivity is showcased in the form of a short preview of key pieces to brides-to-be and their families before their visit to the store





## Entice, KGK 1905 continues its legacy with opening of 10 new stores across the country

#### **MUMBAI**

The jewellery brand focuses on the design aspect as well as adaptability and inclusivity. It embraces diversity in taste and style, offering a host of choices that cater to its different audiences. Apart from its presence in India, the brand has also expanded globally in Botswana, Hong Kong and Dubai



## Beauty of craftsmanship



5th-8th January

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MUMBAI

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## Josco Jewellers expands with new showroom on Dickenson Road in Bengaluru

#### **BENGALURU**

The brand has planned and designed the new showroom in such a way that it caters to the varying jewellery interests of customers in the region. The showroom is spread across four floors, with one floor each exclusively dedicated to a wide range of collections in gold, diamond, platinum and silver jewellery





## Janhvi Kapoor unveils new showrooms of Kalyan Jewellers at Goregaon and Bandra in Mumbai

#### **MUMBAI**

Both the showrooms in Mumbai are part of the brand's commitment to offer quality shopping experience to their customers. These showrooms will offer BIS hallmarked jewellery and along with Kalyan Jewellers' 4-Level Assurance Certificate





Creator of Distinguish **"Bada bhi, Light bhi"** CNC Gold Jewellery







Contact: **+91** 84880 69880 | Email: rrjrajkot@gmail.com | Web: rrjewellersonline.com 3rd Floor, Panna Manek Complex, Opp. Maa Ashapura Temple, Palace Road, Rajkot.

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#### Malabar Gold & Diamonds 'Artistry Branded Jewellery Show' unveiled at Mangaluru store

#### **MANGALURU**

The showcase, which will run from December 2 to December 10, presents handpicked creations from Malabar's sub-brands such as Mine, Era, Divine, Ethnix, Precia and Viraaz. The exhibition brings out a myriad of traditions in Indian craftsmanship and artisanry





# Senco Gold & Diamonds celebrates 80 legacy years; opens two new showrooms in West Bengal

#### **MUMBAI**

The brand celebrated 80 years of excellent craftsmanship and customer service. Sence also opened two new stores in Alipurduar and Santipur, adding to the pan-national 150+ store growth trajectory





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## ORRA creates a big splash for the wedding season with Aekta bridal range

#### **MUMBAI**

The collection presents three unique concepts, starting with 'The Emerald Story', the classic 'All Diamond Spread Story' featuring diamond jewellery sets with red gemstones and inspired by gradient leaf motif, and 'The South Style Story' having traditional diamond panchalada, haarams, and layered necklaces







## Indian Chamber of Commerce hosts Diamond Conclave to discuss future of natural diamonds

#### **KOLKATA**

The event saw a panel discussion with industry leaders sharing perspectives on ethical sourcing, brand consciousness, and the standardization surrounding diamond gradation. The conclave wrapped up with a jewellery fashion show and jewellery showcase







#### 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** 





## Melorra opens 32nd showroom in New Delhi, aims at 400 store-mark in five years

#### **NEW DELHI**

The fine jewellery brand's new store offers more than a traditional retail space; it is an immersive journey through the avenues of style and fashion. With a focus on the wedding season in India the brand aims to make fashion-forward jewellery accessible to all



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## Platinum Evara's new #BecomingMe campaign celebrates personal journeys of women

#### **MUMBAI**

The #BecomingMe campaign celebrates the ongoing journey of self-discovery, growth, acceptance and love that every woman undertakes, through short films based on the two icons of the campaign. In keeping with this theme, the campaign celebrates every milestone that women should treasure, as they go on their personal journeys



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# Limelight Diamonds aims to connect with diverse consumer base with store at Somajiguda in Hyderabad

#### **HYDERABAD**

For the brand, the new store at Somajiguda is another milestone in its expansion journey. With hologram display and an awe-inspiring 3D experience at the store, the experience aligns with the brand's philosophy of exquisite designs that can be seen on display, rather than in catalogues



A Knowledge and Networking Platform Where Progressive Jewellers Meet!



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## IIJS Signature D2D campaign reaches out to new buyers in Riyadh and Jeddah

#### **MUMBAI**

In Jeddah, the IIJS Signature campaign opened doors to a spectrum of new buyers wanting to attend the show in January 2024 in Mumbai. The team met with 19 prominent jewellers in Jeddah such as BA Ali Jewellery, Durrant Lamar Gold Jewellery, Mizan Al Almas, Salem Hassan Alammari, Jawhart Al Arab, Bin Mahfooz, and others



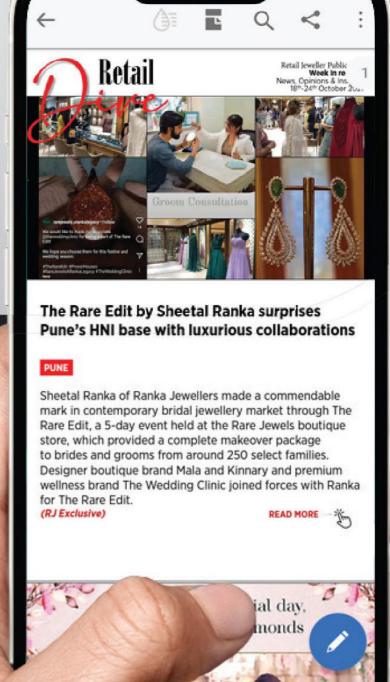
# Retail

# KEPUP WITH THE WEEK'S LATEST JEWELLERY MARKET



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