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## IIJS Signature 2024: Retailers look forward to new couture jewellery section, The Select Club

**MUMBAI**

The 16th edition of IIJS Signature will be held in a dual venue format, from January 4-7 at the Jio World Convention Centre, Mumbai, and from January 5-8 at Bombay Exhibition Centre (Nesco), Mumbai. The Select Club introduced by the GJEPC is a high point of the show  
*(RJ Exclusive)*

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## MGK & Sons Jewellers hosts 'Miss Rajasa' jewellery pageant to engage the local community, amplify reach

### SANGAMNER

The contest invited customers to dress up in their best traditional attire, style the jewellery, and promote it on social media for a popular vote. The initiative engaged long-time patrons, generated brand curiosity amongst new customers and organically amplified brand reach through the customers' informal networks and social media channels

**(RJ Exclusive)**

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# PINK IS THE NEW BLACK



## FURA

### PINK SAPPHIRE JEWELLERY PROGRAM



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## B K Saraf Jewellers' influencer marketing campaign wins over customers with its regional flavour

LUCKNOW

The brand stands out with an approach where the influencer is able to grasp the essence of local consumers. An Instagram reel, which shows the influencer speak about her aspirations of owning the region's traditional jewellery during the festive season, reached the right audience that has the purchasing power but hesitates to buy

**(RJ Exclusive)**

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VIMONISHA X GOENKA INDIA

1<sup>st</sup> & 2<sup>nd</sup> DECEMBER '23 | 2PM - 7PM

Goenka India Private Lounge,  
801 B, The Capital, BKC, Mumbai

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## Goenka India reaches out to connoisseurs with private preview of heirloom jewellery collections

### MUMBAI

The brand's previews are curated in tandem with the location and the season, providing discerning customers an opportunity to be the first to browse new and upcoming collections, in addition to personalized sessions on styling and design trends

***(RJ Exclusive)***

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SHOW  
**S**

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JECC, Sitapura, Jaipur

**Hall No.: 1**

**Booth No.: 1J11, 1J12, 1J13, 1J14**

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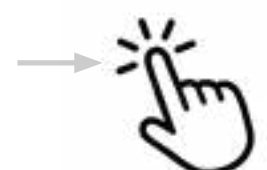
## Pothys Swarna Mahal's 'Nava Graha' bridal set manifests impact of nine planets on human life

**CHENNAI**

Weighing about 1 kg and priced at around Rs 72 lakh, it is an exquisite tapestry of temple jewellery that pays homage to the nine planets and the sun, and took 182 days and 3,650 hours of skilled manual labour for its creation. It is currently showcased at the Pothys Swarna Mahal showroom at Chromepet in Chennai

***(RJ Exclusive)***

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Hall No. 1 | Stall No. 1A-35A

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## #Gemshine: Jeypore Creations witnesses rising demand for tanzanite jewellery

**JAIPUR**

The brand has participated in various B2C exhibitions across key markets in India, which have shown rising demand for tanzanite jewellery from end-consumers. Tanzanite's spectrum of blue-purple colours works wonders with rubies and emeralds, and can be beautifully paired with other gemstones to create exquisite pieces

***(RJ Exclusive)***

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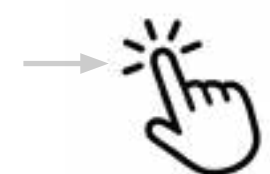
## As diamond prices rise by nearly 10%, jewellers are upbeat about healthy demand nationwide

### MUMBAI

The market for diamond jewellery has shown a 10-15% growth in this year's winter wedding season, as compared to that in 2022, say leading jewellers. The price rise is attributed to increased domestic demand, pre-holiday buying in the US, and a voluntary halt on rough diamond imports

***(RJ Exclusive)***

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## Brands celebrate Retail Employees Day by rewarding and pampering their hard-working staff

### MUMBAI

Several jewellery brands celebrated Retail Employees Day across India on December 12, 2023 to pamper their staff and acknowledge their contributions. The activities boosted employee morale and fostered camaraderie, transcending departments and ranks of hierarchy within the retail teams

**(RJ Exclusive)**

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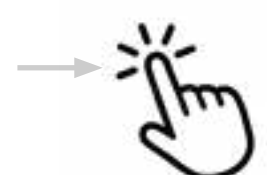


## Sruthilaya Fine Jewellery Atelier's 'Parampara' vintage campaign preserves the grandeur of the past

**HYDERABAD**

While themed as a wedding collection, the ornaments have been curated to be used as heirloom collections even after marriage, hence upholding the value of tradition, or 'parampara' in Hindi. The aesthetically shot campaign retains the glory and fashion sense of the bygone era

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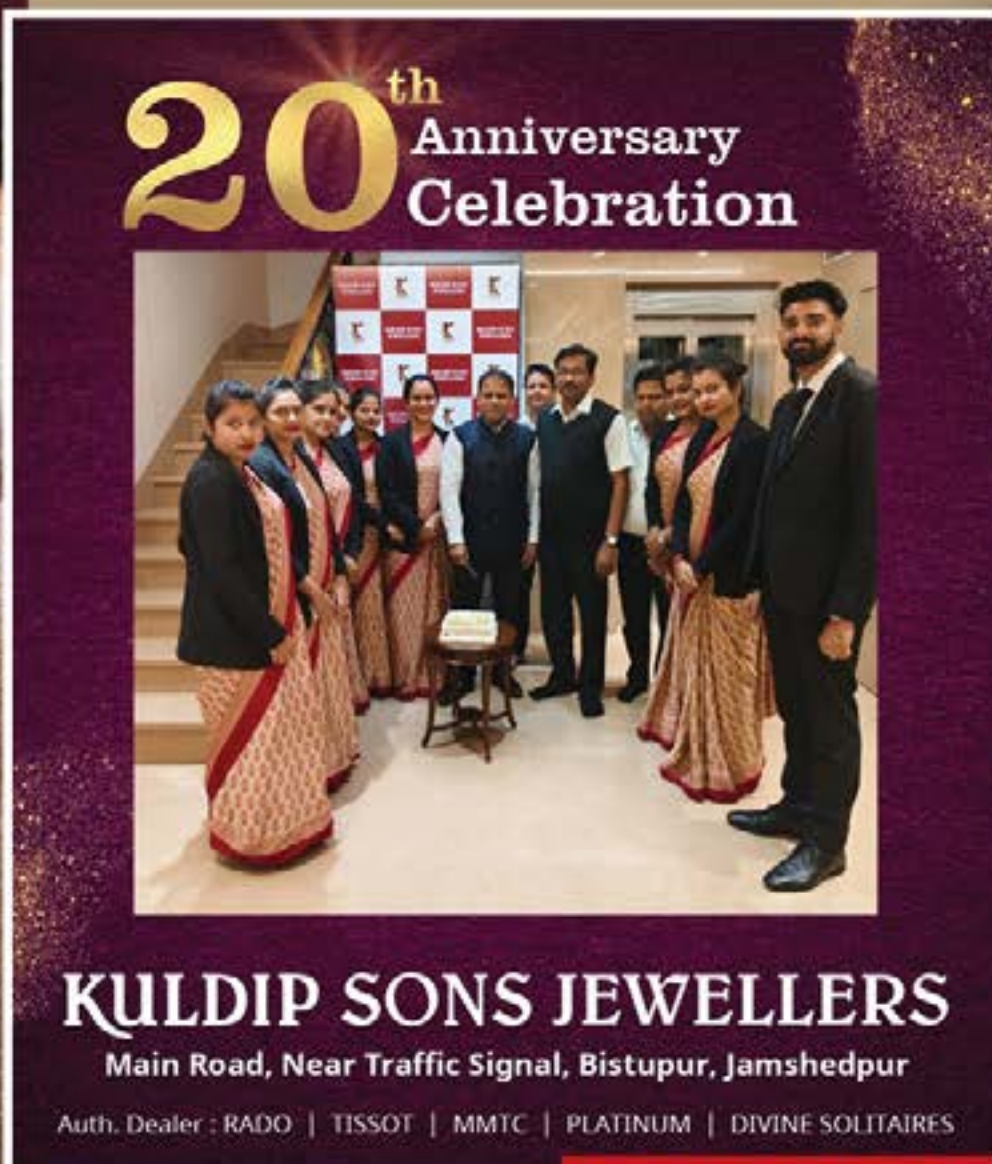
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## Kuldip Sons Jewellers celebrates 20th brand anniversary at Jamshedpur showroom

### JAMSHEDPUR

With activities on gold purchase and engagement ceremonies in-store, the brand provided an overall personalized experience for walk-in customers from the local community, and organically amplified reach across the 20-day-long celebration

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## Sagarmal Jewellers' new Patna store expands options for jewellery lovers in Bihar

### PATNA

The brand's 2,000 sq. ft store houses a varied range of jewellery collections, catering to customers of bridal jewellery as well as daily wear jewellery. With a standardized format for the design and layout for the store, Sagarmal Jewellers is keen to ensure that their customers are able to have a comfortable and wholesome jewellery shopping experience

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## NN Aggarwal Jewellers' 'Utsavi' collection celebrates traditional Rajwadi elements this wedding season

**AMBALA**

Using unique elements such as green and red kundan and complementing their jewels with an antique finish lent the brand an extra edge to generate robust sales and reach out to a wider demographic

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Hearts

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## #KahoKuchSpecial: Mia by Tanishq's 'Sarang Hearts' collection strikes a chord with K-pop fans

### MUMBAI

Sarang Hearts aims to capture the joyful spirit through iconic finger hearts, representing the now global language of love and affection. The pendant-earrings collection rides on the Hallyu or Korean Wave, which has captivated several millennials and Gen Z consumers across India

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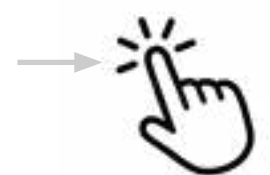
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## MK Jewels launches fifth pan-India store at Zaveri Bazaar, Mumbai

### MUMBAI

Over the years, the brand has achieved several milestones, including the launch of collections such as Sitaare, Sunehre, Nayaab, Naqsh, and Rivaaz, with each collection catering to the varied preferences of customers

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## KISNA unveils 16th pan-India store at Deoghar, first exclusive store in Jharkhand

**DEOGHAR**

KISNA's first showroom in Jharkhand houses a variety of diamond and gold jewellery collections. The showroom hopes to bring ease of access and make a range of designs available that are steeped in modernity while being tailored to local preferences

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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

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

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



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## Indian gems and jewellery industry to resume rough diamond imports after two-month hiatus

**SURAT**

With the move to resume the rough diamond imports, the different trade bodies from the Indian diamond industry that had called for the suspension, have also urged the industry to be prepared for the uncertainties that lie ahead, as the global economic landscape continues to be influenced by geopolitical tensions

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## Incredible Jaipur Innovators

Meet Jaipur's legendary jewellery manufacturing market innovators

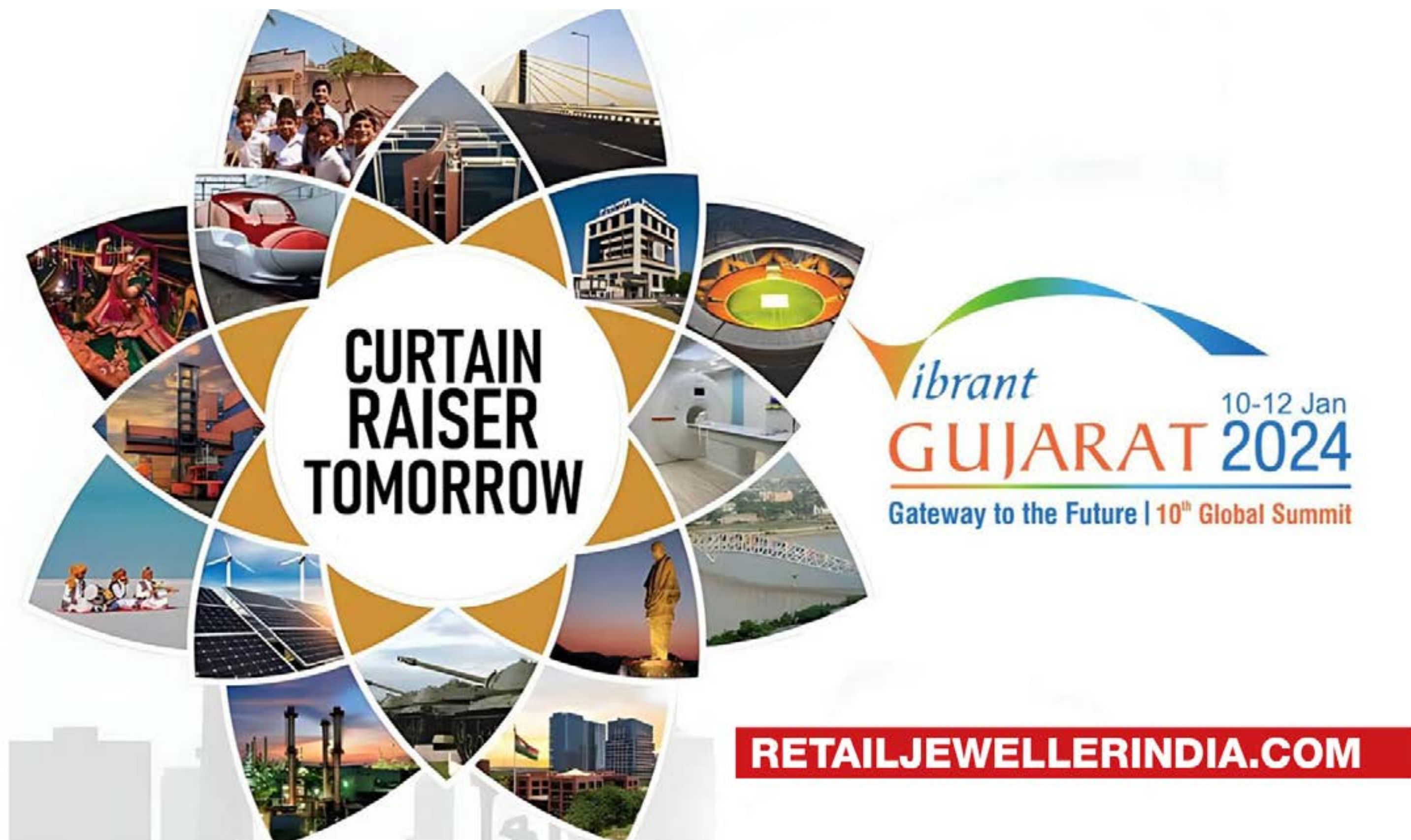
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## Seminar on jewellery and gemstones precedes Vibrant Gujarat Global Summit 2024

**SURAT**

Themed ‘Jewellery, Gemstones, and Gujarat: Renaissance for Radiant India’, the seminar became a platform for national and global speakers, industrialists, and other stakeholders to discuss and deliberate on the role of Gujarat’s jewellery and gemstone sector in the ‘Developed India @ 2047’ initiative

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## PGI's year-end Platinum Love Bands celebrate the imperfections and resilience of true love

### MUMBAI

Platinum Guild International's new winter collection features love bands that are crafted asymmetrically, encouraging couples to embrace each other's imperfections and human flaws. The tensile strength of platinum ensures it doesn't change form or lose its natural white sheen

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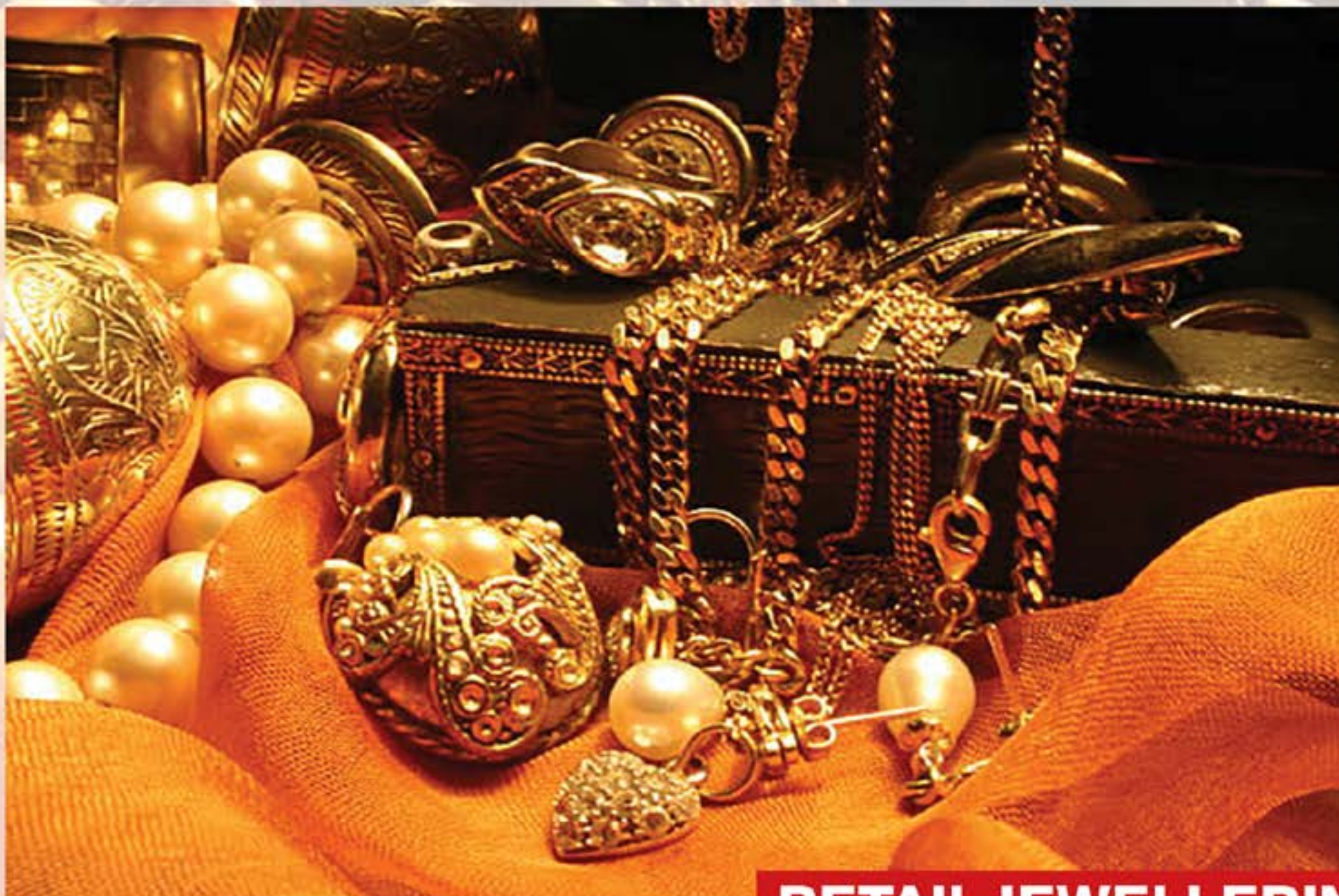
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## **GJEPC secures grant for micro and small exhibitors participating at IIJS Signature 2024**

**MUMBAI**

The scheme provides financial assistance to micro and small enterprises for participating in domestic and international trade fairs and exhibitions. As a result, the eligible exhibitors can now avail themselves of a grant of Rs 1.50 lakh each, which will help them cover costs and enhance their visibility and competitiveness in the global market

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# WORLD GOLD COUNCIL

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## World Gold Council's latest report bats for transparency, accessible banking, open traceability to improve domestic gold demand

MUMBAI

The report emphasized more accessible banking, development of new export markets, legislative changes in gold mining, resolution of recycling traceability issues, and popularization of Gold Monetisation Scheme to reduce India's reliance on imported gold

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## Deepika Padukone sparkles in Cartier diamonds at the Academy Awards Museum Gala

**MUMBAI**

Becoming the first Indian actor to receive an invite to the high-profile event, the actor paired her mermaid-cut, deep-violet velvet gown with statement pieces from Cartier's collections. Her minimally accessorized look included chunky diamond-encrusted Panthère de Cartier bracelets embedded with diamonds, diamond dangles and subtle rings

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