



FURA launches Celebration Sapphires, a comprehensive mine-to-market programme elevating coloured gemstone jewellery

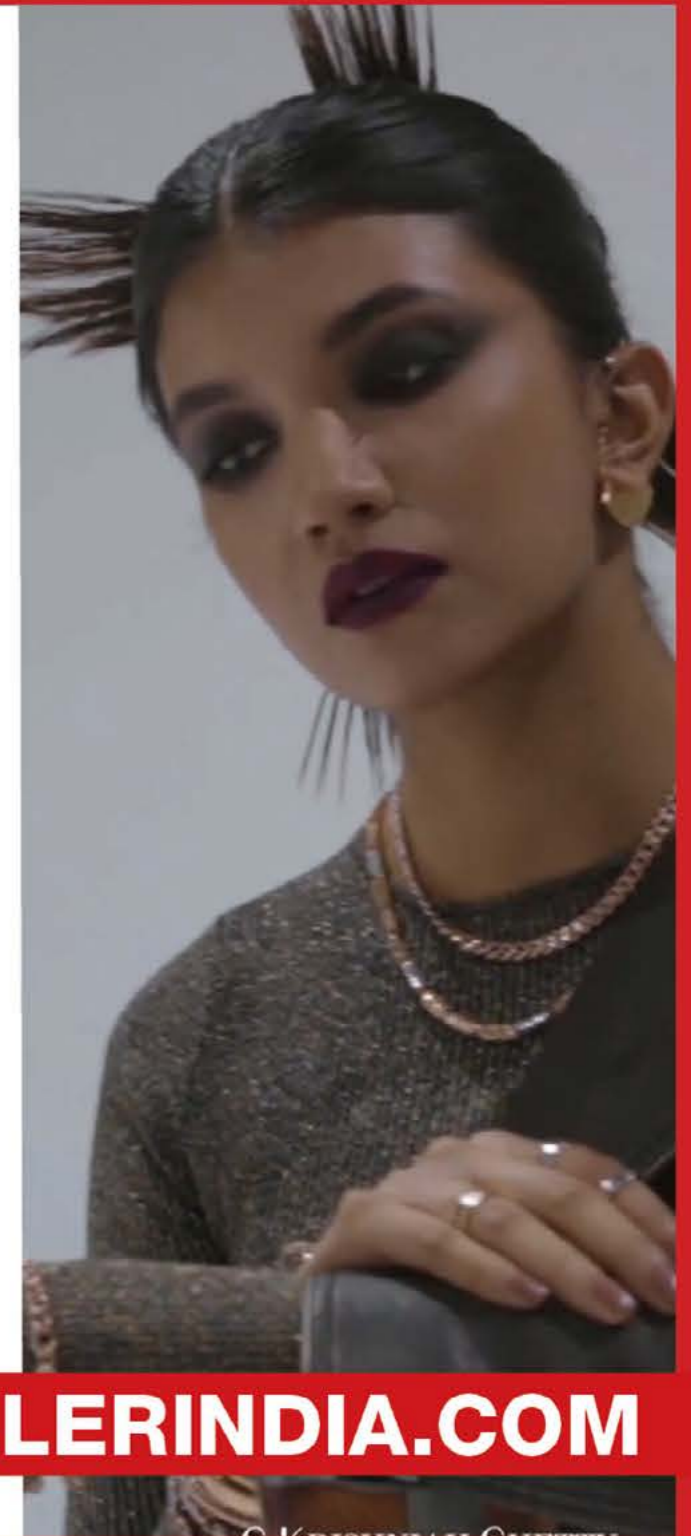
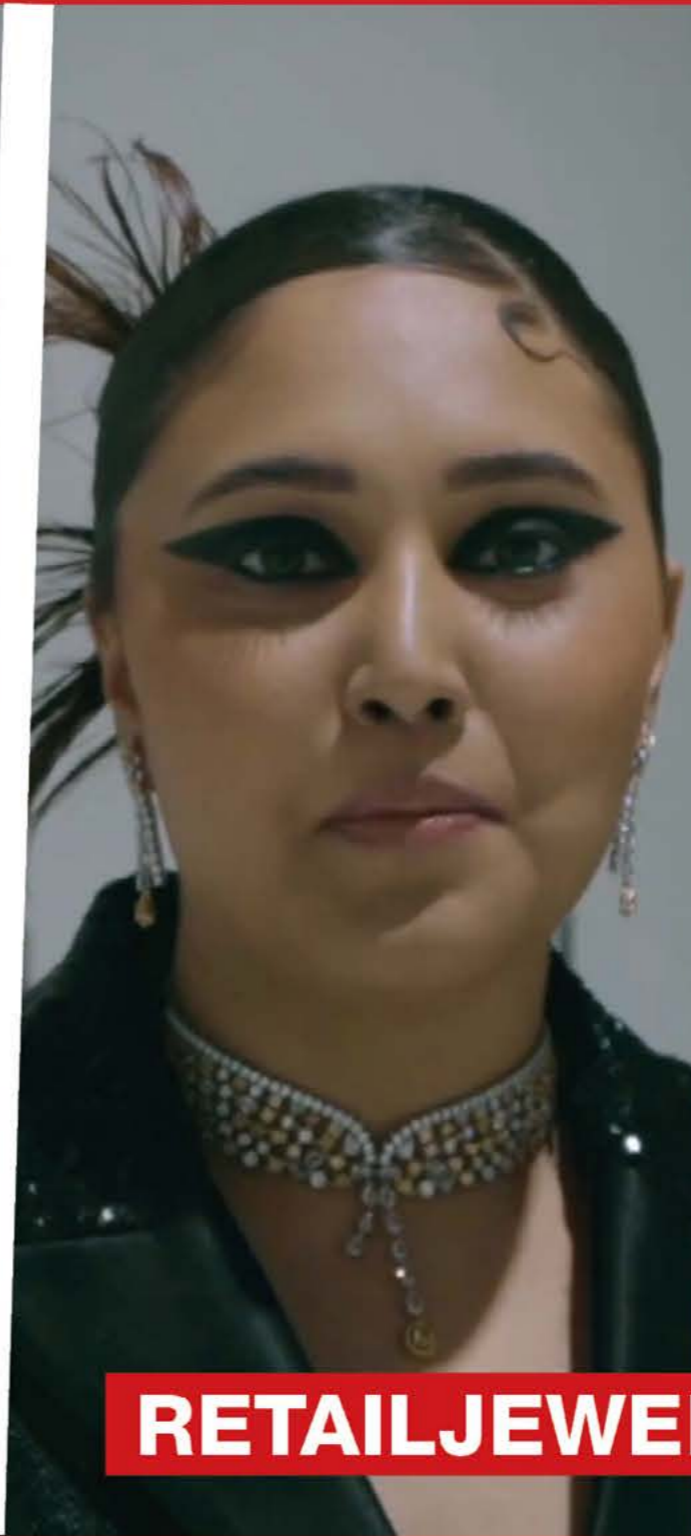
MUMBAI

The leading gemstone mining company has unveiled its pink sapphire jewellery collection in India, in collaboration with renowned manufacturers and retailers, marking the first step in a global initiative designed to boost the coloured gemstones market

(RJ Exclusive)

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#GemZ: Campaign by C Krishniah Chetty Group of Jewellers brings the spotlight on young jewellery buyers

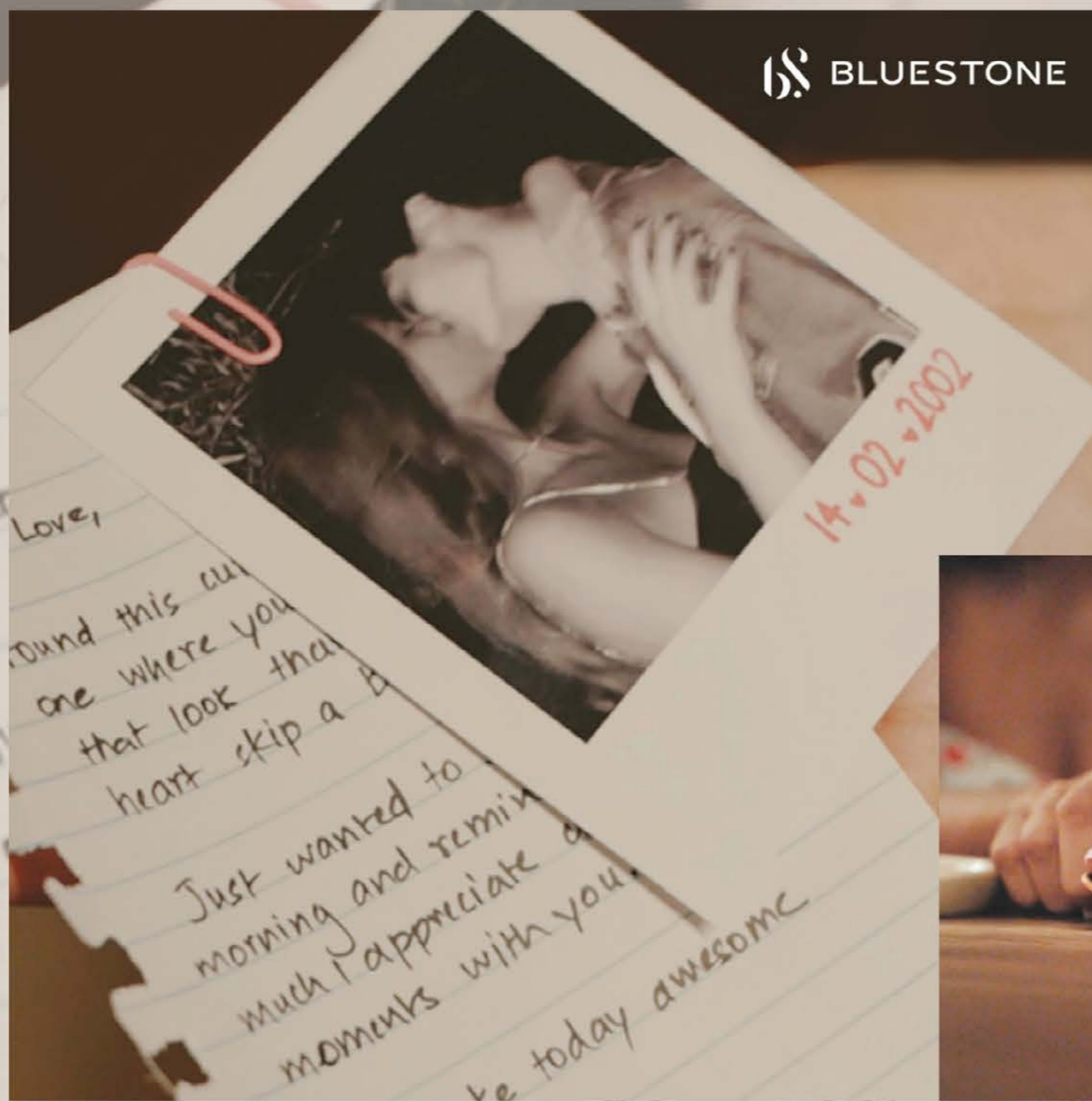
BENGALURU

Sixteen women customers of the brand, who are early achievers, talk about their respective skillsets and choose their own jewellery and entire look to go with it for the campaign videos. Their choices gave the brand a fresh perspective about creating jewellery for Gen Z

(RJ Exclusive)

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BlueStone steals hearts of millennials by evoking nostalgia through its LoveLike_ videos

MUMBAI

The social media campaign started with a short reel that teased the audience through a pick-up line written with lipstick on glass. What followed were eight snappy videos with retro music showing different kinds of romance, offering viewers an opportunity to relive the rebellious spirit of youth and the magic of first love

(RJ Exclusive)

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Punjabi Saraf's '0% interest' campaign for diamond and bridal jewellery is a major hit in Indore

INDORE

With the insight that a jewellery buying solution is better than mere discounts, the brand created a massive buzz around the initiative and received great response from customers. The 0% interest offer has now been integrated as a permanent feature at Punjabi Saraf

(RJ Exclusive)

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JD Solitaire launches 'Jewels by Radhika', a sub-brand dedicated to unique couture jewellery

NEW DELHI

The sub-brand is the brainchild of the brand's creative director, Radhika Kalsi, and offers an eclectic range of couture pieces meant for power women. The launch aligns with JD Solitaire's quarterly release of theme-based collections, the most recent one being Social Diamonds, a product line based entirely on lab-grown diamonds

(RJ Exclusive)

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PC Chandra Jewellers' book associates letters of the alphabet with different feelings, linked to jewellery created by the brand

KOLKATA

The jeweller released two books at the International Book Fair in Kolkata this year. The second book titled 'Story of Rare Diamonds' provides insights and information about some of the world's most famous diamonds. The brand has been supporting the book fair's role in promoting literacy and intellectual engagement within the community for several years

(RJ Exclusive)

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Malabar, Senco and Thangamayil debut on Deloitte's Global Powers of Luxury Goods list

MUMBAI

The data depicts a positive outlook for the future of luxury goods companies across the world in the longer run, expressing the rising trend of premiumization among consumers. The three new jewellery companies join major players such as Titan Company, Kalyan Jewellers and Joyalukkas already on the list

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Kalyan Jewellers' first showroom in Ayodhya inaugurated by Amitabh Bachchan

AYODHYA

Kalyan Jewellers' Managing Director T S Kalyanaraman was accompanied by the company's brand ambassador Amitabh Bachchan, to seek blessings at the Ram Mandir in Ayodhya, along with executive directors Rajesh Kalyanaraman and Ramesh Kalyanaraman. The Kalyanaraman family presented a polki neckpiece adorned with uncut rubies, pearls and emerald stones to the Ram Mandir

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PNG Jewellers launches 3,000 sq ft large-format store at Alibaug, two other stores

ALIBAUG

With its recently launched 1,200 sq. ft. store at Kudal in Sindhudurg, Maharashtra, its flagship LiteStyle store at Porvorim in Goa, and the large-format Alibaug store, the Pune-based jeweller is not only expanding its footprint in Maharashtra and Goa but is also aiming to fulfil the varied jewellery needs of its customers across the two States

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Senco Gold Ltd Q3 revenue indicates robust performance, a 23.3% YOY growth to Rs 1,652 crore

KOLKATA

The jewellery brand attributed the strong performance to showroom expansions, launch of new collections, new formats like House of Senco and Sennes and offers during the festive season

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Keshavji Chhaganlal Jewellers gives out 25 gm gold coin to winner of its lucky draw competition

JAMSHEDPUR

Keshavji Chhaganlal Jewellers had organized a lucky draw competition, in which a customer who lives almost 150 kilometres away from the brand's showroom, won a 25 gram gold coin. The jeweller regularly organizes in-store activities to expand its customer base

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Sagarmal Jewellers' second brand store in Anisabad, its fourth in Patna, inaugurated by Raveena Tandon

PATNA

The 1,700 sq. ft store in Anisabad has one floor. To its right, there is a section for gold jewellery and to its left, there are three sections of platinum, diamond and silver jewellery ranges. At the centre, Sagarmal Jewellers has placed a counter for exclusive designer wear. The store also has a vast collection of fancy and lightweight occasion wear jewellery

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Malabar Gold & Diamonds distributes scholarships to RD Women's University students in Bhubaneswar

BHUBANESWAR

More than 318 student applicants were identified on merit basis and announced as beneficiaries of a scholarship amount totalling Rs 28,28,000. The group also announced plans to provide scholarships for 210 deserving girl students from underprivileged families in Cuttack

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Become Fura Celebration Sapphires program Retailer?

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- 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 Celebration Sapphires Natural Colour Gemstone Jewellery.
- 3 Feature in the National Fura Celebration Sapphires Jewellery Catalogue, distributed across India through top publications.
- 4 Receive digital e-certificates from FURA and SGL for all products.
- 5 Benefit from a National Digital Marketing campaign to educate and attract Indian customers to the Fura Celebration Sapphires Natural Colour Gemstone category.



How to join the National program

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JEWELX

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KAMA

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To know more about the program, contact - SAMEER GOSAR, NATIONAL SALES MANAGER +91 84518 69611

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Nornament hosts exclusive preview with The India Story, boosts visibility through private showcase of curated collections

KOLKATA

During the exhibition, the brand chose to focus on its Cameo Collection, featuring exquisite pieces such as the 'Dove Bird' earrings, the 'Sun & Moon' pendant, the 'Night Knight' pendant, and the 'Gardens of Grace' necklace

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Silvostyle by PNG's first store in Nashik underscores brand's commitment to serving Tier I and Tier II markets

NASHIK

Designed to resonate with contemporary tastes, the 600 sq.ft store features an open layout and sleek displays. With both self-owned and franchise-owned establishments in the pipeline, Silvostyle is poised for exponential growth

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RETAILJEWELLERINDIA.COM

Joyalukkas launches new showroom at Gomathi Nagar in Nellore, its second in the city

NELLORE

The store launch event celebrated growth, tradition and the future of luxury shopping with dignitaries and celebrities in attendance. Offering an extensive range of traditional and contemporary jewellery designs, the new store promises a memorable shopping experience

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RETAILJEWELLERINDIA.COM

Duty concession on gold will be major concern for India under proposed FTA with Peru: GTRI

NEW DELHI

India's bound duty on gold is set at 40%, but the current applied tariff is 10%. The Global Trade Research Initiative (GTRI) said that gold, a high-value product with low volume, attracts a 10% basic customs duty in India, and even minor tariff concessions could lead to a significant increase in imports

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RETAILJEWELLERINDIA.COM

Versatile jewellery designers from across India bag top laurels at 7th Artisan Jewellery Design Awards

MUMBAI

GJEPC's jewellery design contest ignited a wave of creativity, with nearly 600 participants from India and abroad. Six winners were chosen in the categories of 'Unusual Materials' and 'Objet Trouvé', themes that encouraged designers to think out-of-the-box and blend alternative and precious aspects to create avant-garde fine jewellery

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GJEPC launches IIJS Tritiya outreach drive in Dubai's Gold Souk with assistance from Dubai Jewellery Group

DUBAI

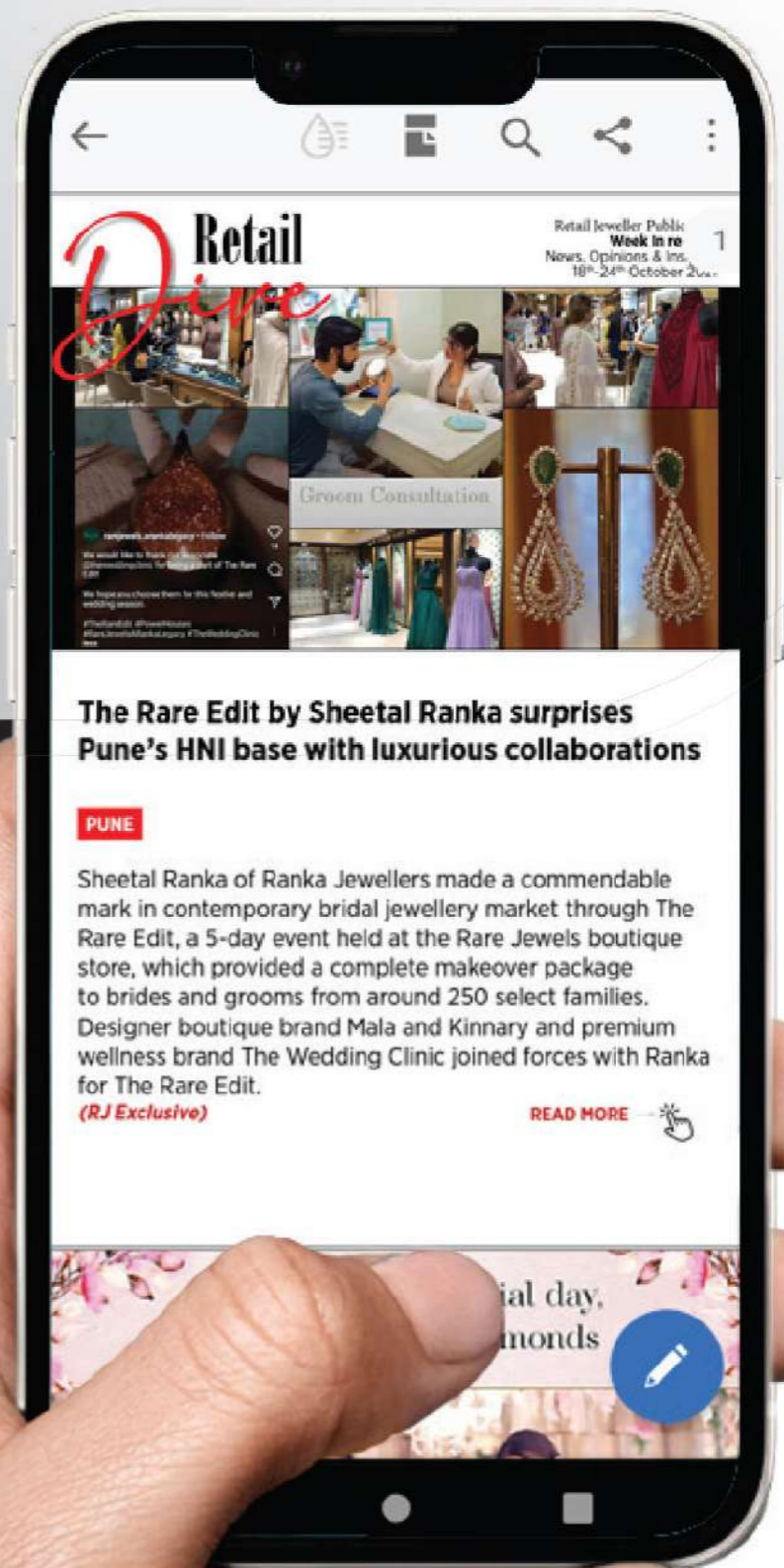
Scheduled to unfold at the Bangalore International Exhibition Centre in Bengaluru, India, from April 5 to 8, 2024, IIJS Tritiya 2024 promises to showcase an array of offerings with over 1,900 booths and 900 exhibitors. The Dubai Jewellery Group has pledged its assistance in disseminating information regarding IIJS Tritiya

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China's gold jewellery market shines as culturally resonant designs draw young buyers to safe-haven metal

BEIJING

In China, gold jewellery sales are surging as consumers see it as both an investment and tied to cultural beliefs. Young consumers seek innovative designs blending tradition with modern aesthetics, driving market growth

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RETAILJEWELLERINDIA.COM

Designer Sabyasachi Mukherjee launches exclusive high jewellery line for Bergdorf Goodman

USA

The Sabyasachi x Bergdorf Goodman jewellery line has launched at the department stores' 'Jewelry Salon', Sabyasachi announced on Facebook. The collection has international inspirations and uses heritage jewellery making techniques

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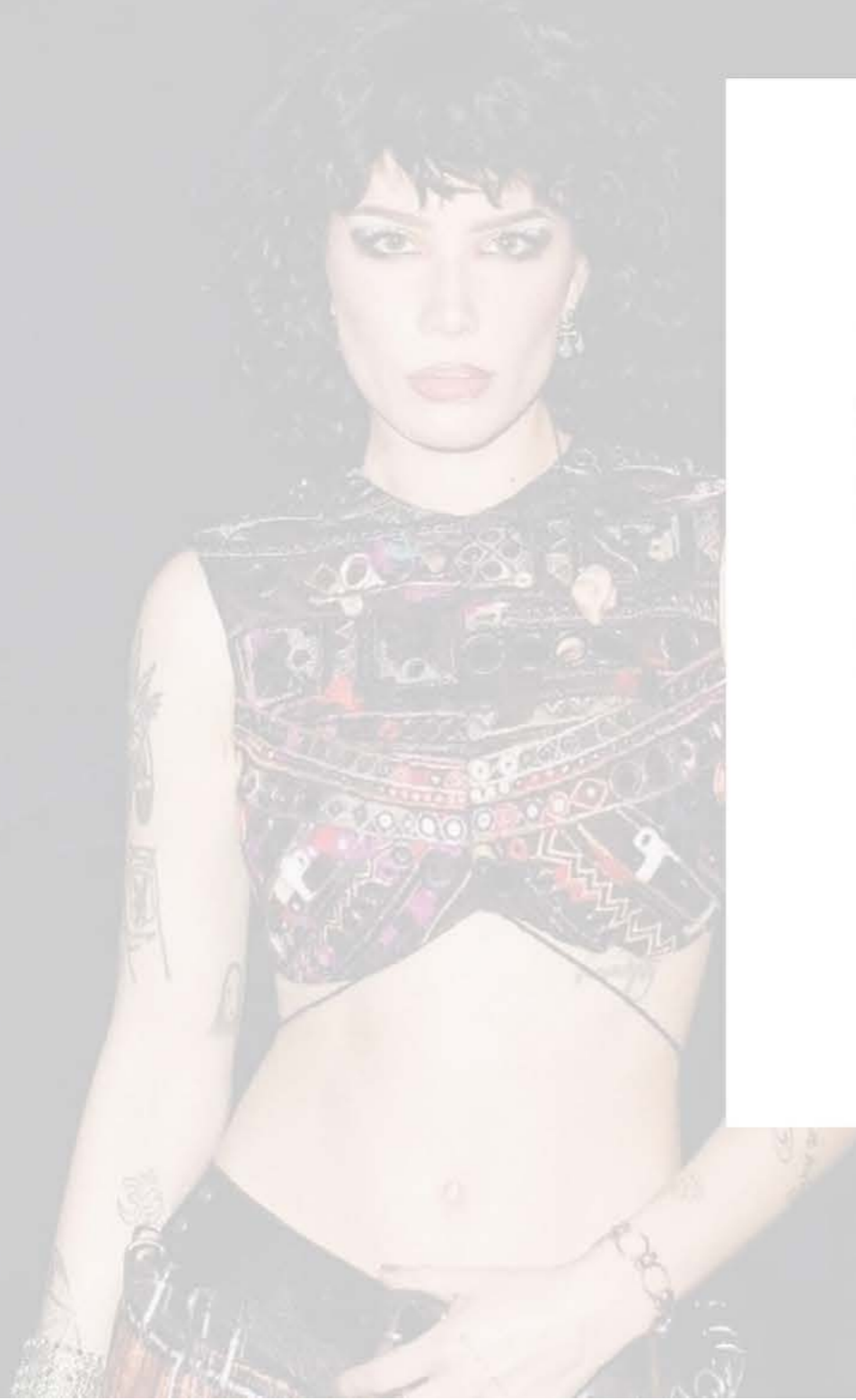
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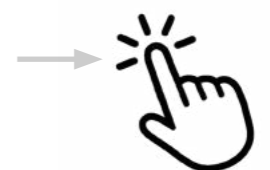
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At Lollapalooza India 2024, Halsey performs wearing silver trinkets from Tribe by Amrapali

MUMBAI

Pop singer Halsey didn't just perform in the country, but also embraced its sartorial landscape. The pièce de résistance was the silver trinkets from Tribe by Amrapali, including the Peridot pear earrings and the mirror cuff that complemented the mirror work on her top

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