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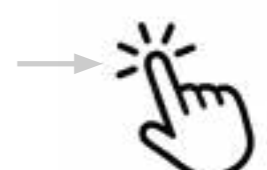
Shri Paramani Jewels rides high on pre-launch buzz for Sanjay Leela Bhansali's Heeramandi

JAIPUR

All the jewellery for the web series has been handcrafted by Shri Paramani Jewels to simulate Mughal era ornaments, without using modern jewellery-making techniques. The brand has gained majorly from organic publicity due to wide media coverage, the high-profile premiere event and association with the renowned film-maker for Heeramandi that releases on Netflix on May 1

(RJ Exclusive)

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Manohar Lal Jewellers spots opportunity in naturally coloured diamond jewellery

NEW DELHI

The jeweller has diversified the scope of natural diamonds into a dearer, rarer and more exclusive category of pink, green, yellow and orange diamonds. These jewellery pieces have their own retail section and serve the needs of globally aspirational luxury curated for a price-sensitive domestic market

(RJ Exclusive)

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Harsahaimal Shiamlal Jewellers evokes Maharani Gayatri Devi's style in its Rani collection

BAREILLY

The brand endeavoured to recreate the Maharani's persona through an aesthetic shoot at the historic Biabani Kothi in Bareilly, and succeeded in attaching extra value to the jewellery by linking it with her iconic elegance. The jewellery pieces reflect her refined sense of style but are re-imagined to relate to the modern era

(RJ Exclusive)

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Jagannath Gangaram Pednekar Jewellers impacts target audience with Maharashtra Favourite Kon show

MUMBAI

The reality show, broadcast on Zee Talkies, saw the brand felicitate women awardees with jewellery pieces from its popular Maharashtra Nath collection. The jeweller has been collaborating with Zee Network for the last seven years and has gained immense traction from it

(RJ Exclusive)

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Malik Jewellers revamps its store to cater to tastes of younger customers

CHANDIGARH

To modernize the in-store experience, the brand has reimagined the display of its jewellery collections. Recognizing that the touch-and-feel factor is important for consumers before they actually buy jewellery, the brand now showcases more jewellery pieces and collections, inviting customers to explore and interact with the products firsthand

(RJ Exclusive)

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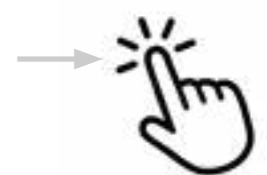


Kavitha Gold & Diamonds appoints actor Fahadh Faasil as brand ambassador, plans major expansion

THRISSUR

The brand aims to leverage the partnership with the actor to grow, and has announced plans to open 20 new showrooms across major towns in North Kerala, and to establish an international footprint within the span of one year

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Waman Hari Pethe Jewellers' new store at Virar bridges gap between Vasai and Boisar

MUMBAI

The store, with an area of 1,600 sq. ft, has two floors and is divided into separate sections for different categories of jewellery. It aims to target the developing base of consumers in the area, with plenty of business and construction activity and new settlers

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Brand ambassador Ritabhari Chakraborty opens Akshaya Tritiya season for Kalyan Jewellers in Kolkata

KOLKATA

A new jewellery line, featuring lightweight designs in gold as well as fashionable diamond offerings, was launched by brand ambassador Ritabhari Chakraborty at the exclusive meet-and-greet session. She was seen wearing temple jewellery from Kalyan Jewellers' Nimah collection at the event

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Reliance Jewels' ad film unveils Vindhya collection inspired by culture of Madhya Pradesh

MUMBAI

Throughout the video, alongside the jewellery and the branding, the cultural influences of Madhya Pradesh such as the Gwalior Fort, Bateshwar temple and Ujjain temples, are evident. One frame also features a pair of earrings inspired by the structure of the Orchha Fort

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Jos Alukkas launches Chain and Bangle Fest to incentivize pre-Akshaya Tritiya buys

THRISSUR

In preparation for the upcoming Akshaya Tritiya, the brand has begun accepting advance bookings. Customers planning ahead for their Akshaya Tritiya jewellery purchases will receive free gold coins with these purchases. Alongside the fest, the brand has its long-running exchange fair, where customers can exchange old gold for new HUID gold jewellery

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With Digi Gold, Diwansons Jewellers gives customers a plethora of investment choices

KOLKATA

The mobile app called Goldsaver eases the process of investing in digital gold, ensuring that the brand's existing base of jewellery customers can explore alternative forms of investment. It allows users to buy digital gold even in small quantities, from anywhere and at any time

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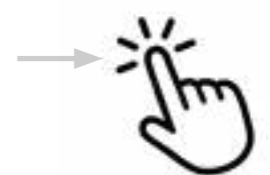
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Jaipur Jewels gives new life to heirloom jewellery with the art of 'Pirohee'

JAIPUR

It is a traditional craft passed down through generations, wherein skilled artisans employ the stringing technique to weave intricate patterns using precious and semi-precious beads and pearls. For jewellery that feels outdated or no longer reflects a person's individual style, the brand undertakes to turn them into trendy, versatile and fashionable ornaments

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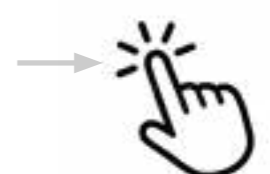
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Vanior Jewels pitches 'affordable customization' as USP at new Mumbai store

MUMBAI

With the launch of its 475 sq. ft flagship store at Linking Road, the lab-grown diamond jewellery brand is targeting customers from the posh Bandra, Pali Hill, Juhu, Vile Parle and nearby areas. It is also planning retail expansion in Mumbai and tie-ups with influencers and brands from other industries

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CaratLane launches assisted employment scheme for specially-abled youth

MUMBAI

Through this initiative, the brand aims to extend its impact beyond jewellery, striving to make a tangible and meaningful difference in the lives of persons with intellectual and developmental disabilities. The scheme incorporates productivity-based incentives, incentivizing individuals to improve skills and contribute effectively to the workforce

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The Retail Jeweller Jan-Feb 2024 Digital Edition

COVER STORY

10th Retail Jeweller India Forum 2024, themed NextGen Retail, which saw 350+ retail jewellers and professionals converge to create a roadmap for the jewellery industry

SPECIAL

Third Retail Jeweller MD & CEO Awards celebrating industry achievers

FEATURED INTERVIEW

Vivek Ramabhadran, Founder and CEO, Aulerth

STYLE QUOTIENT

Rahul Luthra, Founder and CEO, Raabta by Rahul

BRAND PROFILE

Vidita Kochar, Co-Founder, Jewelbox

PERSONAL OPINION

Jayantilal Challani, Managing Director, Challani Jewellers

THE SPECIALISTS

Rajendran S., Chief Marketing Officer, ORRA Fine Jewellery

WOMAN ACHIEVER

Sheeba Prince, Director, Prince Jewellery

LAST WORD

BA. Ramesh, Managing Director, Thangamayil Jewellery Limited, Madurai

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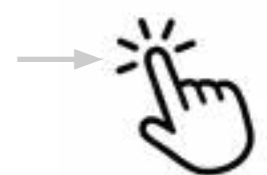


Traditional jewellery-makers in Assam demand GI tag to protect their craft

NAGAON

Raising the 'fake' alert, they say duplicates are flooding the market ahead of the Lok Sabha polls and the Government should crack down on them. They contend that Assamese jewellery should be given the same importance as the traditional jewellery of Rajasthan and other States

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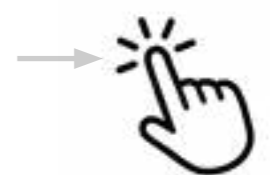
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Surat and Mumbai Diamond Bourse members discuss shifting offices to Khajod

MUMBAI

The meeting was attended by Govind Dholakia, Chairman of the SDB and SRK Exports, Lalji Patel, Vice-chairman of Dharmanandan Diamonds, BDB President Anup Mehta and Kirit Bhansali, Vice-chairman of the GJEPC. Prior to this meeting, SDB representatives engaged with traders and brokers during sessions held in Surat, advocating the shift to Khajod

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GJEPC hosts international buyer-seller meet, its first at Bharat Ratnam Mega CFC

MUMBAI

The Mega CFC provided international standard facilities for the buyer-seller meet, involving key stakeholders from various sectors of the diamond industry, large chain retailers, wholesalers, importers, top designers, distributors and retail jewellers

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Anglo American has put De Beers up for sale, says Wall Street Journal report

LONDON

According to the WSJ article, Anglo has had conversations in recent weeks with potential buyers including luxury houses, and Gulf sovereign wealth funds. Meanwhile, Anglo American's rival BHP Group Limited is believed to have made a \$38.8 billion takeover bid for Anglo American

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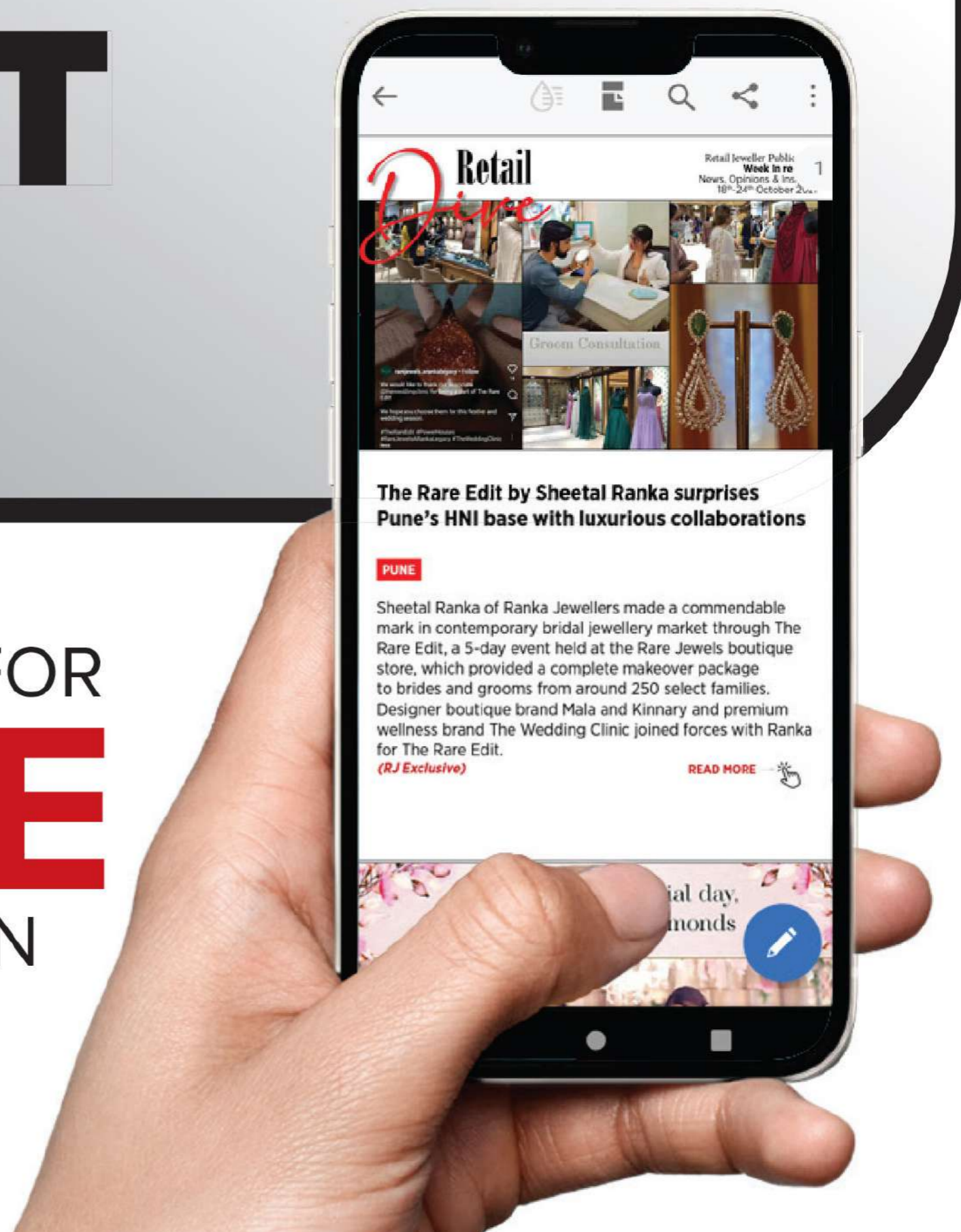


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WIDE ANGLE



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55th edition of Istanbul Jewelry Show sees international attendance grow by 8%

ISTANBUL

More than 1,500 brands from 16 countries exhibited their jewellery products at the Istanbul Jewelry Show held at the Istanbul Expo Center from April 17-20, 2024. The show hosted more than 30,000 visitors from 139 countries. More than 1,300 representatives of important brands of the sector were hosted as buyers at the fair

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WHO WORE WHAT



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Bollywood actors opt for a traditional look as they flaunt jewellery by popular brands

MUMBAI

Pairing their outfits with designs by jewellery brands such as Pohumal Jeweller, Jagdish Jewellers Chandigarh, Gehna Jewellers and others, Bollywood actors are keeping it traditional and simple

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