



## Sawansukha Jewellers brings high jewellery to Plaay S4's new collaboration between jewellery and lifestyle

**KOLKATA**

This collaboration between the brand and designer Isha Sethi Thirani enabled both of them to display their collections, creating a foundation for the expectations in the next season. The unconventional runway - the lobby of a 5star hotel, and high-jewellery collection paired with couture created an immersive brand experience for HNI clients of the city

***(RJ Exclusive)***

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## Rebranding and a new approach to customer centricity, Talla Jewellers marks a new beginning in its retailing journey

### JAMMU

The celebration week had over 50 lucky draws, each giving prizes worth Rs 2-3 lakhs. From an improved logo to better people management, the holistic rebranding activity, coupled with the 7-day in-store celebration, has garnered better conversions than Diwali rush hours

***(RJ Exclusive)***

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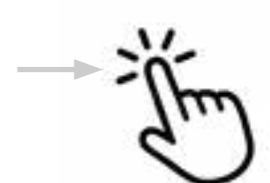


## Kothari Jewellers leverages sponsorship of local cricket match series, targets potential sales and brand recall

### JABALPUR

The jewellery brand and their couture brand M. R. Kothari generated a total of 500 exclusive coupons, distributing them among participants from both the men's and women's teams, enabling them to purchase jewellery after the series  
*(RJ Exclusive)*

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## Manik Chand & Sons Jewellers' local fashion show event draws new customers to its Silchar showroom

### SILCHAR

The event aimed at bringing attention of customers in the 25-35 years age bracket to the brand's Silchar showroom. Patrons from diverse disciplines supported the initiative. The event successfully leveraged the support of local social media influencers and had over 250 attendees

***(RJ Exclusive)***

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## Gahana Gems and Jewels partners with Super 30+ Awards to honour women from Gwalior

### GWALIOR

The collaboration with Super 30+ Awards felicitated 53 women from Gwalior across 10 categories. Honouring achievers from all walks of life, this activity by the regional jewellery brand Gahana Gems and Jewels resonated with a large community of modern self-empowered women, impacting its image as a brand that is befitting for the woman of today

***(RJ Exclusive)***

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## LGD brand Luire's unique campaign reimagines 60's women with independent fashion choices

**AHMEDABAD**

The ad campaign which spans print, outdoor, LED screens, cinema, and social media, features young women against the backdrop of the 60s with a twist. Instead of showing demure and shy women simply flaunting jewellery, the campaign highlights the confidence of these ladies through their choice in diamond jewellery

***(RJ Exclusive)***

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## MK Jewels goes down the wholesome route for Father's Day 2024

### MUMBAI

The entire podcast had a light-hearted take on the brand's journey towards excellence. The video was segregated into multiple snippets made in the form of Instagram reels, each of which received over 130 likes on the platform, driving the brand's followers to watch the complete podcast on YouTube *(RJ Exclusive)*

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## **Jewels by Preeti announces major expansion with 15 new retail stores by end of 2024**

### **MUMBAI**

The first phase of retail expansion will witness the opening of seven stores in key metropolitan hubs, including Mumbai, Delhi, Bangalore, Pune, Hyderabad, Chennai, Kolkata, and Ahmedabad. This aims to capture a significant share of the offline market and cater to the demand for trendy and timeless diamond jewellery in India

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## Jewellery brands offer luxurious gifting options to pamper dads on Father's Day

**MUMBAI**

De Beers Forevermark, Birdhichand Ghanshyamdas Jewellers, and BlueStone offer exceptional diamond jewellery designed to honor dads with timeless elegance and sophistication

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## **KISNA Diamond and Gold Jewellery conducts blood donation drive to celebrate 1st anniversary of Jammu franchise showroom**

### **JAMMU**

This noble initiative was conducted on behalf of the consumers who had purchased jewellery from KISNA's exclusive showrooms at Jammu. The CSR activity witnessed enthusiastic participation from employees, customers, and members of the local community

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स्वरोवस्की SWAROVSKI



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## Swarovski ventures into LGD in India with its created diamond collection

**MUMBAI**

A highlight of the launch is the Galaxy collection, designed by Swarovski's Global Creative Director, Giovanna Engelbert. The collections will be available at select Swarovski stores in Delhi, Mumbai, Pune, Bengaluru, Amritsar, Cochin, Hyderabad, Chennai, Surat, Ludhiana, Chandigarh, and Kolkata, with prices starting at INR 26,000

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## Platinum Guild International and Senco Gold & Diamonds launch 'Platinum Evara Nova Collection'

**MUMBAI**

PGI India, in collaboration with Senco Gold & Diamonds, has unveiled the Platinum Evara Nova Collection. The Platinum Evara Nova Collection, priced between Rs 20,000 and 60,000, is now available at select Senco Gold & Diamonds stores nationwide

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## The Retail Jeweller Mar-Apr 2024 Digital Edition

### COVER STORY

Transformational Retail: The Retail Jeweller South Forum 2024 aimed to explore and address challenges, trends, and opportunities shaping the retail jewellery industry in South India

### SPECIAL

The young retailers of the South Indian jewellery industry emphasized the need for businesses to embrace innovation and adapt to unconventional strategies

### FELICITATION

The Retail Jeweller felicitates the visionary leaders of the South Indian Jewellery Industry in RJSF 2024

### SHOW REVIEW: IIJS TRITIYA 2024

Despite fluctuating gold rates and timing conflicts, IIJS Tertiya provided a comprehensive platform for the industry to understand the South Indian jewellery market

### STYLE QUOTIENT

Puja Shah, Co-founder of Aurus and MOI, Ahmedabad

### NEW STORE LAUNCH

Batukbhai Jewellers, Nagpur

### DIGITAL NATIVE – FINE

Sreasha Shetty, Founder, Shop Lune

### BRAND PROFILE - SILVER

Siddhant AVR, Director, Vendi Silver and AVR Swarna Mahal Jewellers

### WOMAN ACHIEVER

Devika Kapoor, Partner, Kashi Jewels, Kanpur

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**P**  
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## PGI India elevates T20 Cricket World Cup fan experience with 'Man of Platinum of the Match' contest

**MUMBAI**

The contest invites fans to predict which player will demonstrate remarkable character and earn the title for select matches. Participants with correct guesses will win exclusive prizes, including an all-expenses-paid trip to Mumbai to watch the World Cup finale alongside cricketer Rituraj Gaikwad, as well as sports kits and signed jerseys from Suryakumar Yadav

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# THE Retail Jeweller Market

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MARCH-APRIL 2024

**"I LOOK FORWARD TO STRENGTHENING THE WORLD GOLD COUNCIL'S ENGAGEMENT WITH STAKEHOLDERS"**



It is a privilege to be entrusted with leading the World Gold Council in India, given its pivotal role in shaping the gold industry. I am impressed by its commitment to sustainability, responsible practices, and positive contributions to the global gold sector. I want to foster sustainable practices and drive positive change while harnessing gold's growing appeal as an investment asset, and enhancing its role in India's economic growth.

**Sachin Jain**  
Regional CEO India  
World Gold Council

**"THE LATEST EQUIPMENT AND TECHNOLOGY ARE KEY TO INDIA'S AMBITION OF BECOMING THE GLOBAL JEWELLERY HUB"**



At GJEPC, we constantly strive for innovation. This edition of IJJS 'Tritiya' introduced IGJME Tritiya, the machinery show, following the success of our endeavours with IJJS Signature and IJJS Premiere. Over the years, we have diligently worked to fortify the machinery platform by connecting with top-tier manufacturers and embracing cutting-edge technologies from across the globe. Moving forward, IGJME will play a pivotal role in all IJJS editions.

**Nirav Bhansali**  
General, National Exhibitions,  
GJEPC

## THE GOLDEN TRITIYA

Gold manages to shimmer amidst soaring gold rates, ongoing elections and model code of conduct; retailers see 10-20 per cent rise in volume sales

Pratyasha Kumar

Akshay Tritiya symbolizes auspicious beginnings and serves as a significant catalyst for the jewellery market's economic pulse. The annual festival presents a crucial window for retailers to comprehend, strategize, and capitalize on emerging trends. Despite the gold price hike, the festival lived up to its reputation, marking a good sales season for retail jewellers nationwide.

### VOLUME SURGE

Undeterred by the soaring temperatures and gold prices, consumers continued to flock to stores, drawn by the allure of gold and the promise of prosperity. With sales values increased on average by over 10-50% and volumes seeing a notable surge of 10-20%, the festive spirit was evident as people flocked to stores to celebrate the auspicious occasion. Across the country, jewellers observed a significant uptick in footfalls as customers flocked to stores to capitalize on the price appreciation of gold.

Diamond jewellery emerged as a noteworthy contender in the festivities, enjoying robust sales and providing an alternative to traditional gold ornaments. Diamond sales were boosted as retailers offered deals to exchange old gold at lucrative rates against diamond jewellery purchases.

### MARKETS ADAPT

In response to the sharp rise in the price of gold, retailers swiftly adapted their strategies to meet changing consumer preferences. Lightweight jewellery and coins emerged as the season's stars, experiencing unprecedented demand. Recognizing this trend, retailers

diversified their displays to cater to varying consumer budgets and tastes, with lightweight jewellery emerging as the season's new trend.

Millennials were at the forefront of the surge in demand for lightweight jewellery, drawn by its stylish yet affordable appeal. In contrast, more mature customers gravitated towards heavy wedding sets, underlining



## Retail Jeweller Market

Get the best-curated news from our weekly newsletter 'Dive' in this **Tabloid** and stay updated about the latest happenings in the jewellery retail industry.

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## UAE exempted from Indian govt's restrictions on gold jewellery imports amid surge

**NEW DELHI**

The decision comes amid broader economic concerns, as India's total gold imports have risen sharply, driving the goods trade deficit to a five-month high of \$19.1 billion in April

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## India emerges as key player in global gold market with significant purchases and growth

### MUMBAI

Gold prices continued to climb, achieving a third consecutive monthly gain in May, with India emerging as the third-largest gold buyer, following Switzerland and China, according to WGC. India's purchase of USD 86.5 million worth of gold contributed significantly to the positive momentum in the market

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Meet the legendary jewellery manufacturing market innovators from South India

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## GIA India hosts graduation ceremony for graduate diamonds diploma students

**MUMBAI**

Graduates shared their positive experiences and the programme's impact on their careers. Delegates praised the delivery of world-class diamond education through the blended format, which has piqued the interest among gem and jewellery aspirants

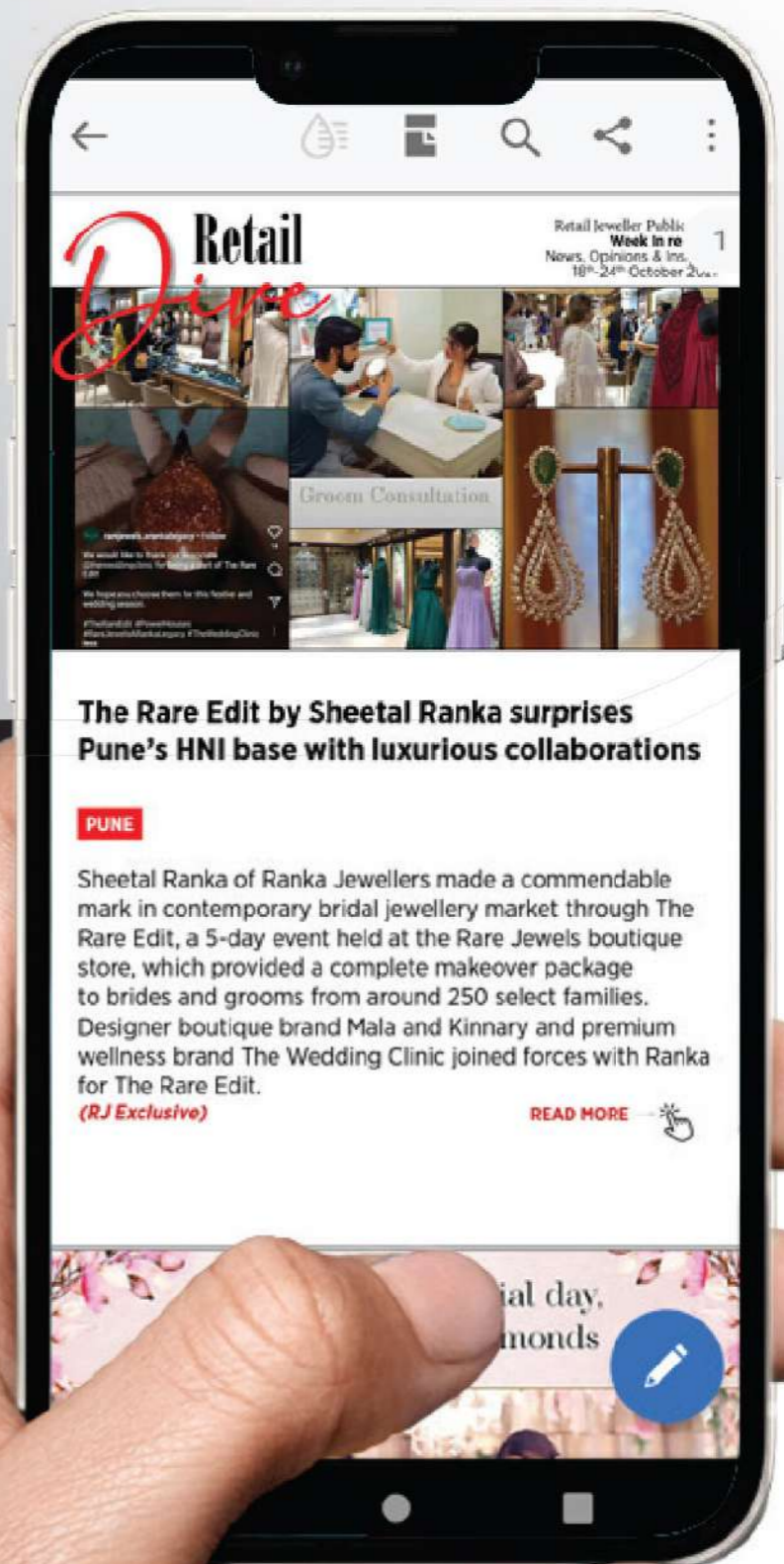
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# WIDE ANGLE



## India Pavilion and India Design Gallery shine at JCK Las Vegas 2024

### LAS VEGAS

The Gem & Jewellery Export Promotion Council (GJEPC) proudly announced the successful conclusion of the India Pavilion and Design Gallery at JCK Las Vegas 2024. The gallery showcased 20 stunning pieces, highlighting India's rich heritage and modern creativity. Themes such as "Objet Trouvé" and "Unusual Materials" demonstrated the versatility and ingenuity of Indian artisans, resonating with the diverse audience

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# WHO WORE WHAT



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## Bollywood celebs apprise tales of Indian artistry draping in timeless traditional jewellery

**MUMBAI**

From Karan Johar to Tanisha Mukerji, top celebrities of Bollywood stunned social media with ravishing looks presented by reputed jewellery brands from India

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