



NAC Jewellers' Style & Soul event results in 15-20% increased foot traffic at store, boosts social media engagement

CHENNAI

As an event with a unique format, Style & Soul helped the brand introduce a new way to boost discussion on jewellery through different activities. The event led to increased sales during and soon after the event, more footfalls at the store as well as greater omnichannel visibility

(RJ Exclusive)

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KULDIP SONS JEWELLERS

KULDIP SONS JEWELLERS

Kuldip Sons Jewellers sponsors KIQF'24, targets new market through participating educational institutions

RANCHI

Seeing the potential for reaching out to new customers, the brand's sponsorship was a strategic move. The team also prepared jewellery-related questions for the quiz, indirectly researching the general knowledge of an unexplored consumer base. Held on the Krayonnz platform, the quiz had over 15000 registrations from across Ranchi, Dhanbad, and Jamshedpur

(RJ Exclusive)

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L Gopal & Sons Jewellers associates with beauty pageants, leads promotions and marketing for contestants

GUWAHATI

North-East Diva, sponsored by the jewellery brand, attracted entries from various parts of the North-East and was attended by regional celebrities from the music and entertainment industry. The brand also engaged in online marketing and promotional activities of the winners to maximize their visibility

(RJ Exclusive)

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SOHNAA launches at Manubhai Jewellers, aims to build on retailer's customer base and its own designs

SURAT

For SOHNAA, partnering with Manubhai Jewellers to sell its jewellery combines the trust and reputation of the retailer with its unique designs. The retailer, known for its traditional offerings, has a loyal customer base and the launch of Miraas by SOHNAA at its store paves way for further expansion through other brands such as KK Jewels and Varuna D Jani

(RJ Exclusive)

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PNG Jewellers' collaboration with Swarazankar creates impact through regional musical concerts

MUMBAI

Currently, Swarazankar is spread across 30 cities in India. In the USA too where PNG Jewellers has one store in operation, the brand plays a pivotal role in strengthening a sense of community for Maharashtrians through musical and cultural events such as the 'Swarazankar'

(RJ Exclusive)

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The 19th FURA Retail Jeweller India Awards' Grand Jury Meet dazzles with innovative designs and expert insights

MUMBAI

This pivotal event in the Indian jewellery calendar showcased 375 stunning pieces vying for nominations across 20 categories. Held at the elegant Grand Salon of Grand Hyatt Mumbai Hotel & Residences, this year's jury included seasoned experts and first-time jurors

(RJ Exclusive)

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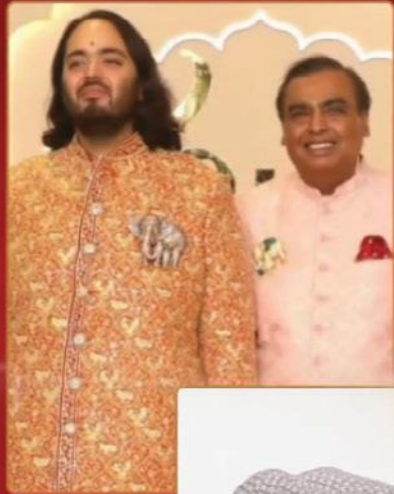


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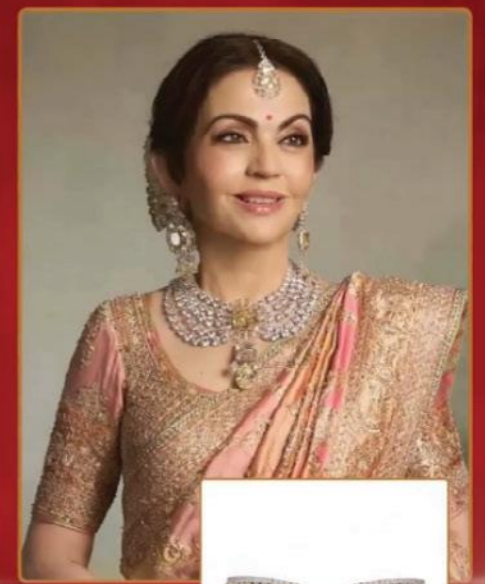


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Isha Ambani



Nitha Ambani



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CKC & Sons' new take on the Ambani jewellery bash offers an attainable, yet luxurious range for HNW clients

BANGALORE

With its Closet Diaries series, the brand has been responding to market trends and has previously made a complete look based on the pre-wedding bash of the Ambanis. This time, the brand created designs similar to those worn during the wedding, and scaled down their size and carat weight for affordability

(RJ Exclusive)

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Customs duty cut could boost platinum jewellery sales by 18-20%: Platinum Guild International

MUMBAI

Vaishali Banerjee, MD-India, PGI, expects a boost in platinum jewellery sales in the coming season and beyond, anticipating at least 18-20% growth. She highlighted that while there is already robust demand in the industry, the reduced duties will act as a catalyst for further growth

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Kalyan Jewellers celebrates Teej Puja festivities with a campaign starring Wamiqa Gabbi

MUMBAI

The ad video signifies the importance of Teej Puja, as millions of Hindu married women perform a set of rituals to celebrate the festival of Hartalika Teej, which honors the bond between Goddess Parvati and Lord Shiv

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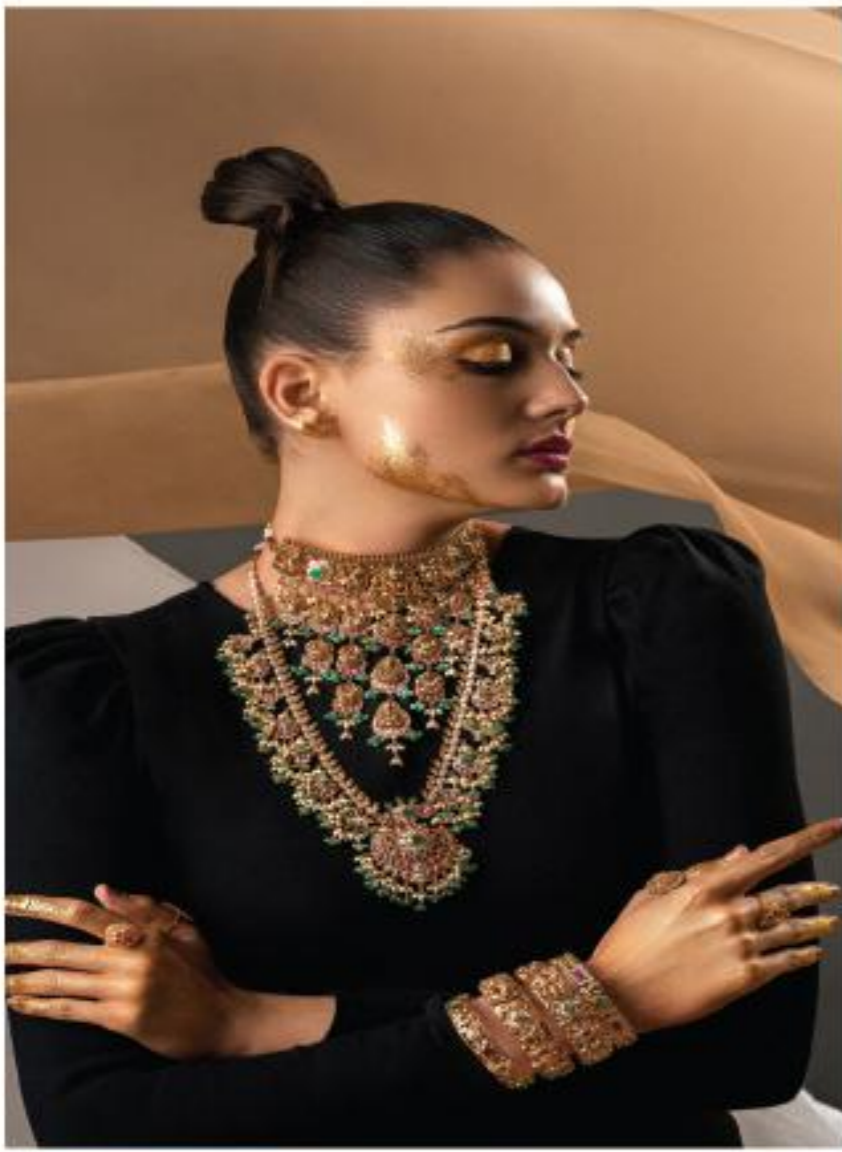
PN Gadgil Jewellers gets SEBI's nod for Rs 1,100-crore IPO

MUMBAI

According to the draft prospectus, the proceeds from the fresh issue will be used to fund the establishment of 12 new stores in Maharashtra, repay Rs 300 crore of debt, and cover general corporate purposes

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Government defers new wastage norms for gold, silver and platinum jewellery exports till August 31

NEW DELHI

As per the reports, wastage in gold ranges from 5% to 7%, however, implementation of modern methods and technology is increasingly helping in curbing wastage, but the loss is not completely eliminated

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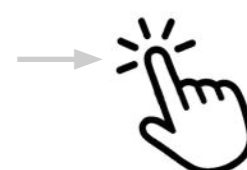


GIVA bids to expands retail footprint, aims for 500 stores across India

MUMBAI

Last year, the brand's efforts towards expansion were significantly bolstered when GIVA raised Rs 270 crore (\$33 million) in a Series B funding round led by Premji Invest, with participation from Aditya Birla Ventures, Alteria Capital, and A91 Partners

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India is the largest market for gold jewellery, market share of 10% would be huge: Bulgari CEO

MUMBAI

Outgoing CEO Jean-Christophe Babin maintained that the Indianised products represent Bulgari very well and no compromise on brand identity should be done if the brand aims to impress Indian communities in the country and abroad

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Ace archer Sheetal Devi inspires in latest Mia by Tanishq campaign

MUMBAI

The brand crafted, at Sheetal's request, an anklet symbolizing the protection she seeks for her talent, representing her dedication and belief in her journey. The campaign highlights Sheetal's remarkable skills, unwavering spirit, and deep passion for archery, motivating everyone to let their inner stars shine

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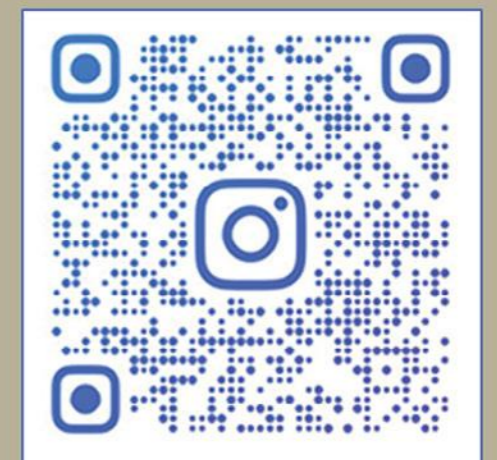
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Kalyan Jewellers commits Rs 5 Cr. to Kerala CM's distress relief fund in response to the floods

THRISSUR

TS Kalyanaraman, managing director of Kalyan Jewellers, announced the contribution aimed at bolstering rescue, relief, and rehabilitation efforts in the affected region of Waynad, Kerala. The team also expressed gratitude to government authorities, rescue teams, and volunteers working to mitigate the impact of the disaster

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Kushal's launches heartwarming "Wrapped with Love" campaign for Raksha Bandhan

MUMBAI

Understanding that each jewellery gift holds unique sentiment and story, Kushal's has introduced "Wrapped by Kushal's" – a feature that allows brothers to add a heartfelt touch to their Rakhi gifting. This feature enables siblings to send video messages, personalised message cards, and bespoke packaging options

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MK Jewels celebrates 25th anniversary with grand lucky draw and exclusive event

MUMBAI

A total of 25 winners were announced for the lucky draw. The anniversary celebrations significantly increased in-store activity. The combination of the heritage collection launch, the lucky draw, and the potential to win valuable prizes drew a substantial increase in walk-ins. The requirement to spend Rs. 25,000 to participate in the raffle also boosted conversion rates

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The Retail Jeweller July-August 2024 Digital Edition

SPECIAL FEATURE: MASSIFYING LUXURY JEWELLERY

The grandeur of Anant Ambani and Radhika Merchant's wedding is not just a social event but a shot in the arm for the jewellery industry ahead of the main season

SPECIAL FEATURE: GOLD MINING NEW OPPORTUNITIES

Imaginative ideas maximised Akshaya Tritiya 2024 sales, overpowering the burden of competitive markets, sky-high gold prices, and rising consumer expectations

SPECIAL INTERVIEW: KALAMANDIR JEWELLERS

The brand expands its footprint outside Gujarat with a grand 30,000 sq. ft. retail outlet in Borivali, Mumbai

SPECIAL FEATURE: UNIFIED JEWELLERY SHOPPING

Fresh from securing \$1.15 million in pre-seed funding, Eternz, founded by Arthi Ramalingam, is set to revolutionise jewellery retail with an innovative marketplace model

STYLE QUOTIENT

Mitali Nanda Vohra

YOUNG TURK

Raghav Meghraj

BRAND STORY - LGD

Harshit Soni

LAST WORD

Ajoy Chawla

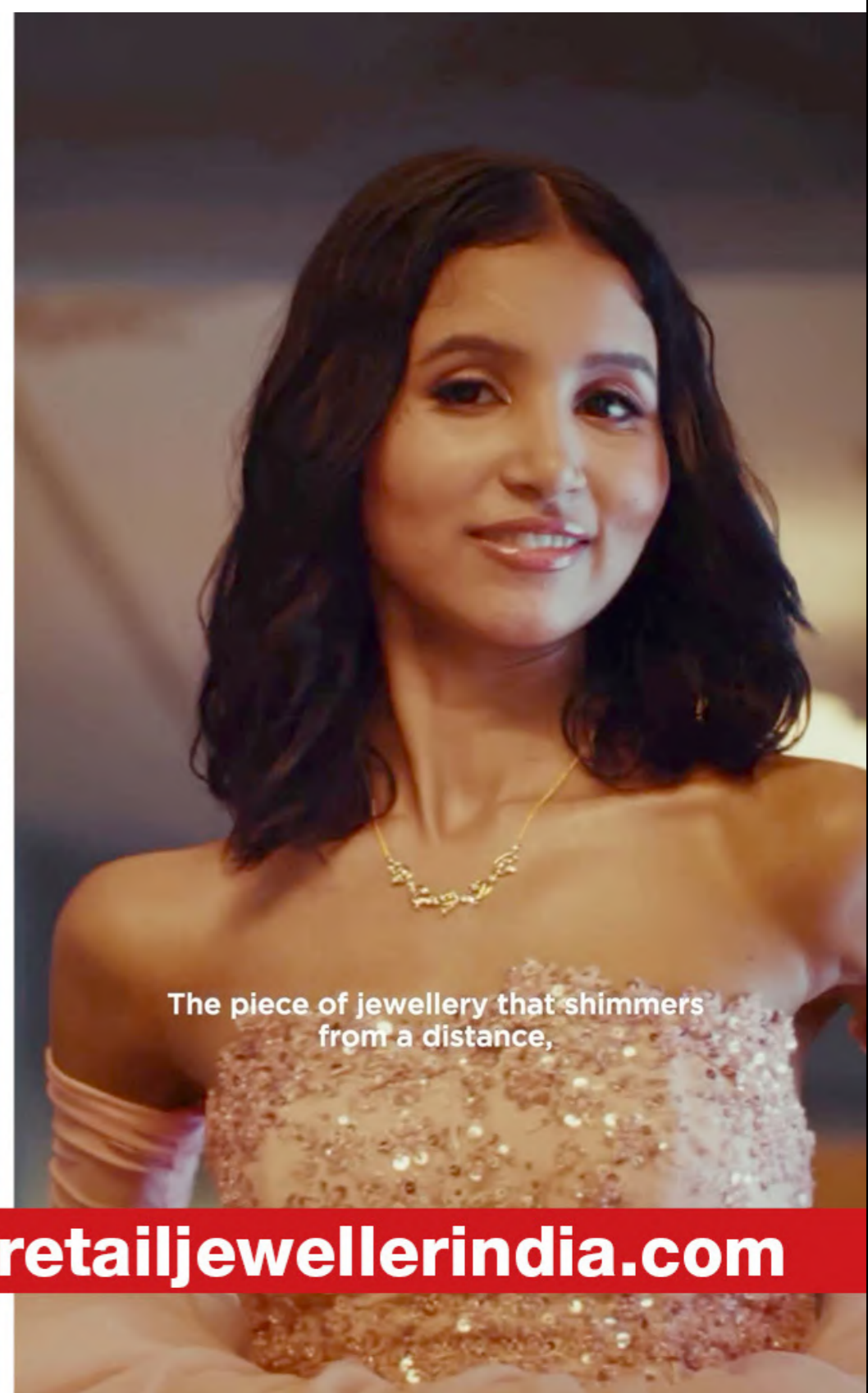
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CaratLane's new #Wearyourwins campaign narrates tales of women's resilience

MUMBAI

CaratLane intends to leverage the popularity of Unerase poetry. With over a million followers on Instagram and about 1.5 million subscribers, the poetic society clearly remains in vogue. The campaign posts have panned out to be a major propelling force with regards to social media engagements as they manage to accrue a cumulative like count of over 5 lakhs

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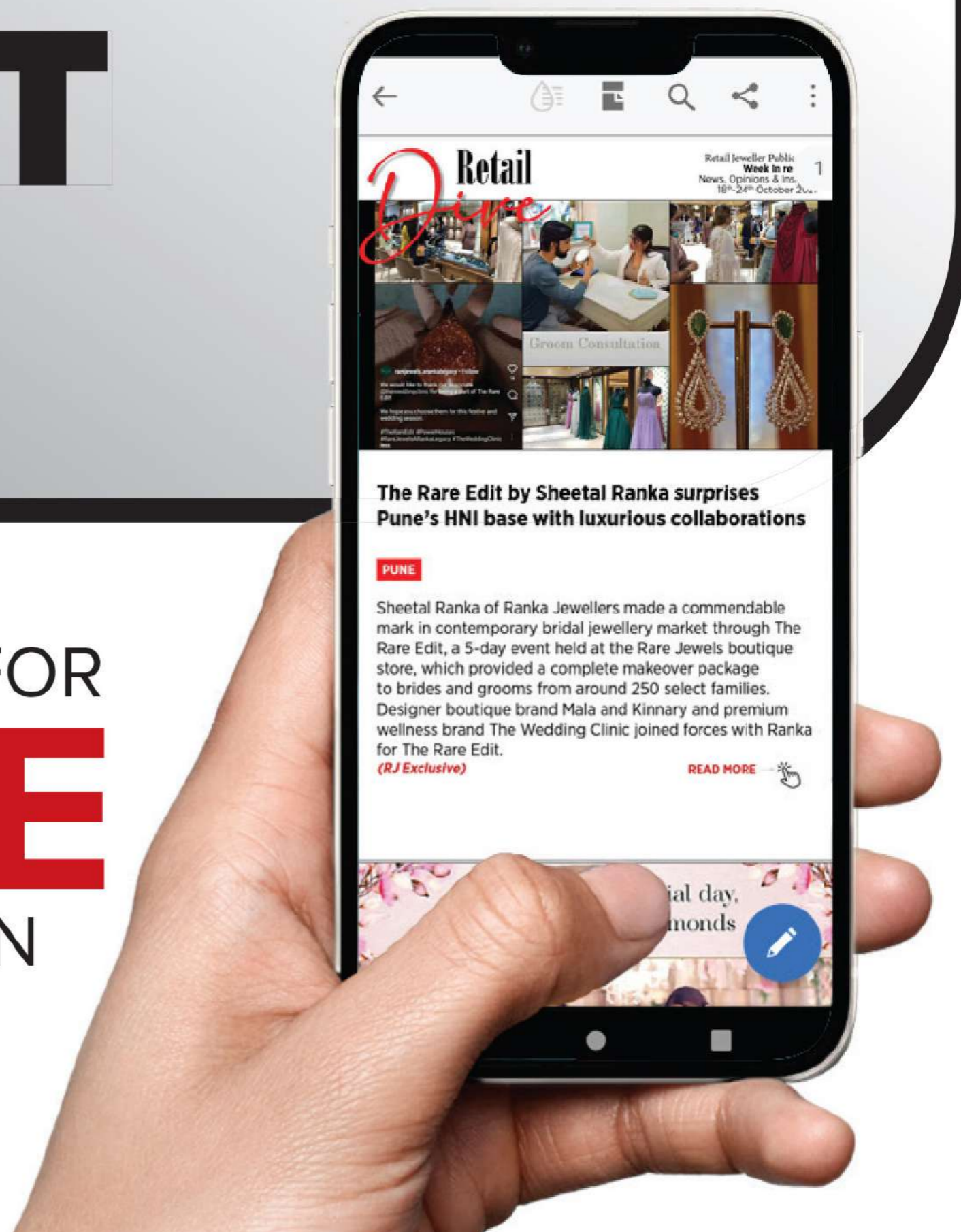


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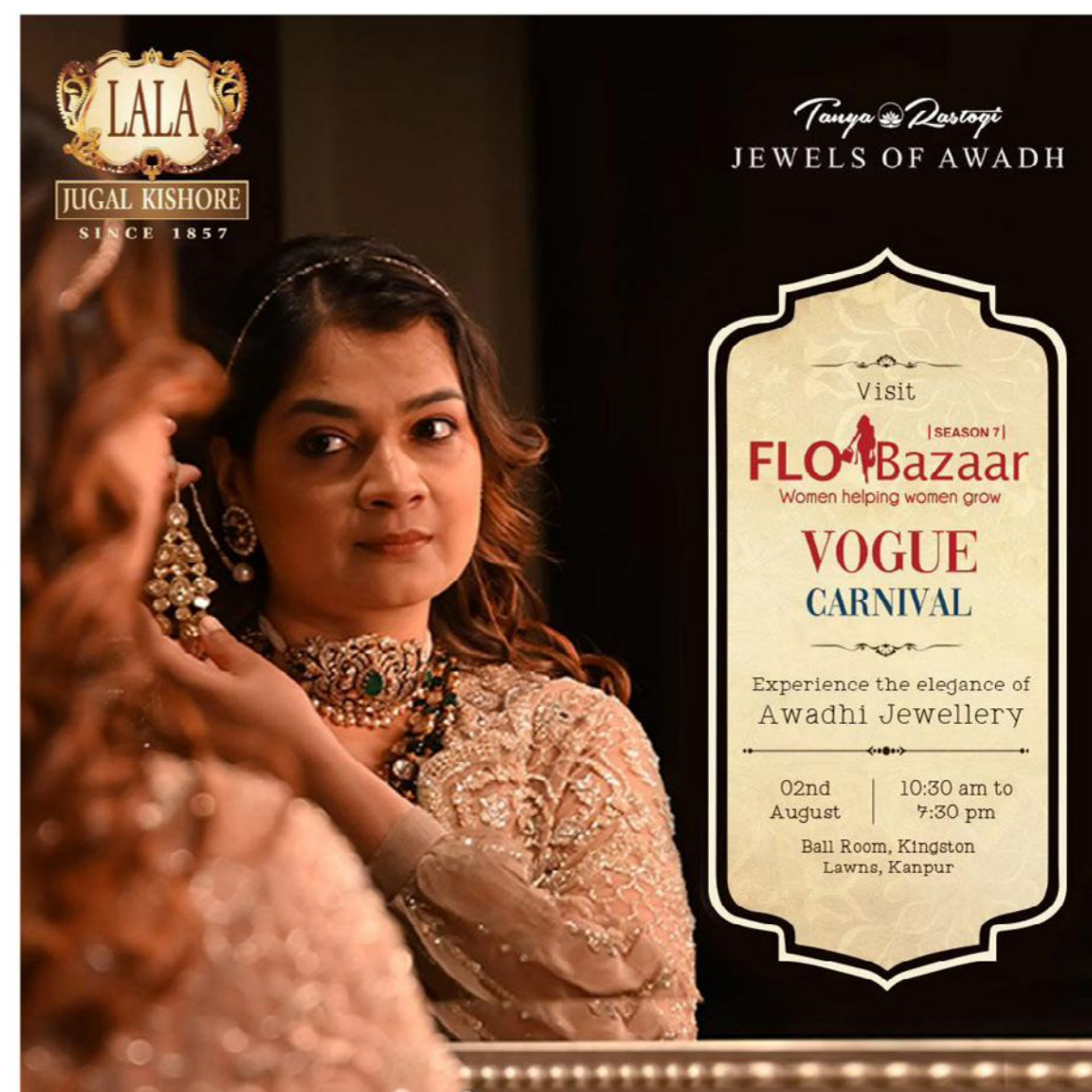


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FICCI FLO fosters inspiration with events featuring Abaran Timeless Jewellery & Lal Jugal Kishore Jewellers

MUMBAI

Lala Jugal Kishore Jewellers presented its exquisite Awadhi jewellery collection at FICCI FLO's upcoming Flo Bazaar Season 7- The Vogue Carnival in Kanpur, featuring five women personalities from all walks of life in the city. In Bangalore, Abaran Timeless Jewellery's event with FICCI FLO had celebrities such as Sonu Sood, Parineeti Chopra and luminaries from other industries inspiring the audience

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WHO WORE WHAT



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Bracing diverse style statements, cinematic luminaries reveal in the splendor of jewellery

MUMBAI

From Nayanthara to Samantha Prabhu, this week's jewellery look list included the most happening Indian film stars adorning jewellery by various reputed and upcoming labels

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