

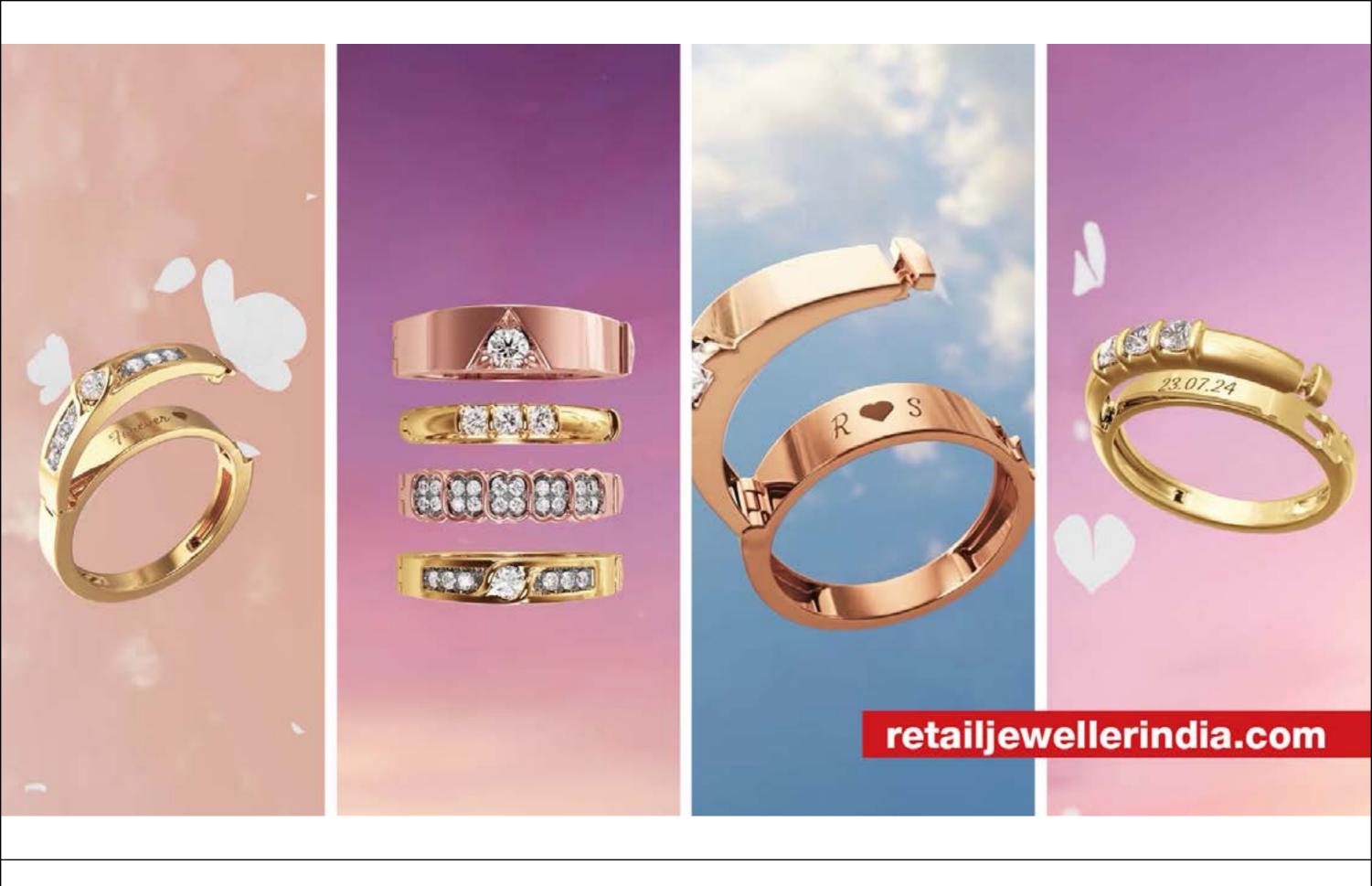


# Sona Chandis Jewellers, Rajani Gupta Couture curate one-stop solution for bridesto-be under The Wedding Edit

# **KANPUR**

Sona Chandis Jewellers and Rajani Gupta Couture's partnership has created a comprehensive bridal experience, combining luxury jewellery with high-end fashion. Their collaboration includes exclusive collections, personalised styling, and interactive events, leading to increased customer engagement and sales. This innovative approach offers brides a seamless, elegant wedding look (RJ Exclusive)





# CaratLane banks on secrecy with its Message Band rings and personalised gifting digital campaign

# **MUMBAI**

CaratLane's new Message Band Rings feature hidden engravings, allowing for personalised, discreet messages. This collection meets the demand for meaningful gifts, with instant engraving options available in stores. The unique design, combined with instant engraving options in stores, offers customers a way to commemorate special moments discreetly, adding a personal touch to special occasions, and changing how customers celebrate with jewellery (RJ Exclusive)







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# Jagdish Jewellers and Masaba's bridal line campaign reflects upcoming wedding season's trend

# **CHANDIGARH**

Jagdish Jewellers' collaboration with Masaba Gupta for 'The Masaba Bride 2024' collection introduces a refined blend of vibrant gemstones, colourful pearls, and bold Art Deco designs. This carefully curated collection has significantly enhanced the brand's visibility, driving customer engagement and solidifying its leadership in the competitive bridal jewellery market

(RJ Exclusive)







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# Abaran Timeless Jewellery's Gowri Tritiya video promotes brand's offerings, shows authentic portrayal of rituals

#### **BANGALORE**

Gowri Tritiya is a significant tradition observed by married women in the Goud Saraswat Brahmin community. The video, which showcased traditional jewellery from necklaces to the earrings and anklets, has become a major point of reference for younger customers in Tier I and Tier II cities, where most people tend to lose touch with authentic rituals performed over the generations (RJ Exclusive)

READ MORE





**CLICK HERE to view collection** 





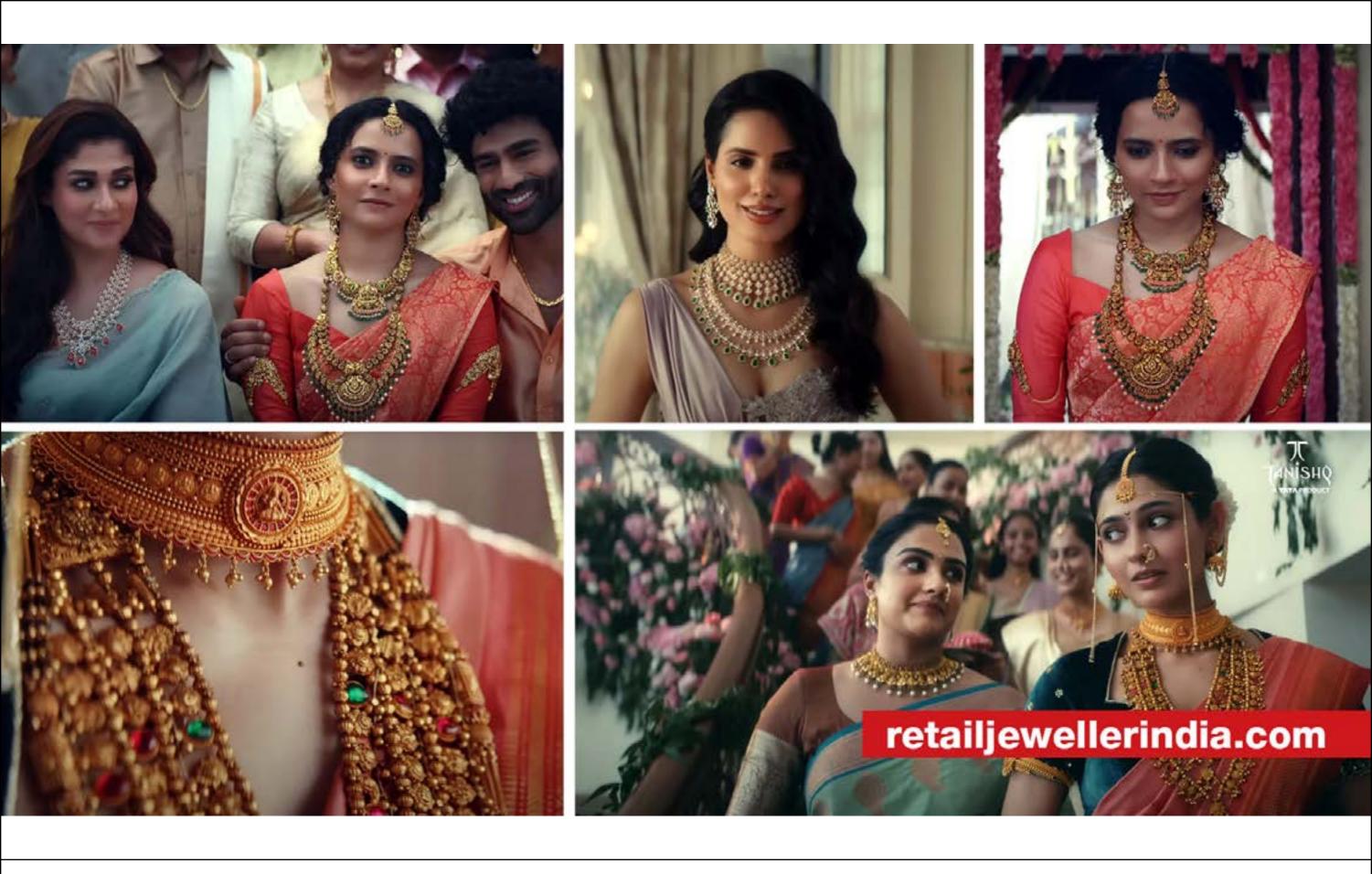
# JGP Jewellers attracts youth to gold jewellery with its Shrungarachi Paribhasha campaign

# **MUMBAI**

The new campaign of Jagannath Gangaram Pednekar Jewellers reenvisions gold jewellery as a modern style statement rather than just a traditional symbol. Featuring contemporary designs and daily wear options, the campaign targets younger consumers, boosting engagement and reshaping perceptions of gold jewellery as both a personal adornment and an investment

(RJ Exclusive)





# Tanishq launches new multi-lingual ad film celebrating marriage as a union of equals

## **MUMBAI**

Titled "For Marriages Crafted by You," the campaign highlights how contemporary brides take an active role in shaping their wedding journey. The commercial marks Tanishq's first foray into a long-format television advertisement, featuring an ensemble cast of actors from various regions. This approach underscores Tanishq's commitment to resonating with a broad audience across India









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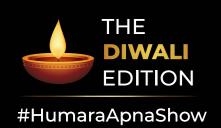


# Isha Ambani announces Reliance Retail's entry into luxury jewellery market

## **MUMBAI**

The announcement marks Reliance Retail's expansion beyond its existing mass-market brand, Reliance Jewels, into the high-end jewellery arena. It aims to compete directly with contemporary jewellery brands like Tata's CaratLane, as well as established legacy players







4th TO 7th APR 2025
16th TO 19th SEP 2025
4th TO 7th APR 2026











# Manoj Vaibhav Gems N Jewellers shares surge 9% amid strong financials and expansion efforts

# **MUMBAI**

For the quarter ending June 2024, Manoj Vaibhav Gems N Jewellers reported net sales of Rs.539.06 crore, a 5.93% increase from Rs.508.90 crore in June 2023. The net profit also saw a notable rise, reaching Rs.21.76 crore, up 13.09% from Rs.19.24 crore in the same period last year







**CLICK HERE to view collection** 





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# PNG Jewellers to launch IPO on September 10; price band set at Rs 456-480 per share

#### **MUMBAI**

Mumbai: The IPO will include a Rs.250 crore offer from SVG Business Trust and a fresh issue of Rs.850 crore. Key dates include the finalisation of the basis of allotment on September 13, with refunds processed on September 16. The listing on BSE and NSE is expected on September 17





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**CLICK HERE to view collection** 





# Avnish Anand resigns as CaratLane MD & CEO after nine-year tenure

# **MUMBAI**

Anand, who rejoined CaratLane in 2015 as head of product, had been promoted to CEO just last year following the departure of cofounder Mithun Sacheti, who sold his shares to Titan Company Limited, a subsidiary of Tata Group. Anand's tenure included guiding CaratLane through a period of significant change and growth



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# Orra Fine Jewellery partners with Elle Style Award 2024 to showcase diamond jewellery

## **MUMBAI**

As the official jewellery partner for the ELLE Style Awards 2024, ORRA will undertake a significant leap in their efforts to maximize brand visibility. The association with Elle marks a significant step for the jewellery brand as entry of a renowned worldwide fashion magazine will inherently prove to be a head-turner







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# WGC raises India's gold consumption projection to 850 tonnes in 2024

## **MUMBAI**

For the July-September quarter, WGC anticipates gold demand in India will reach 230 tonnes, marking a 10% increase year-on-year, also impacting the Diwali-Dhanteras period. Reade highlighted that historically, an environment of falling interest rates tends to benefit gold, particularly if it is accompanied by a weakening





# 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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# INDIA WIDE ANGLE



# De Beers poised to comply with expanded G7 diamond restrictions

# **MUMBAI**

De Beers has voiced strong support for the G7's collaborative approach with the diamond-producing nations. The company has praised the extension of the sunrise period, the emphasis on achieving complete traceability, and the practical measures for handling diamonds purchased before the Russian supply restrictions took effect



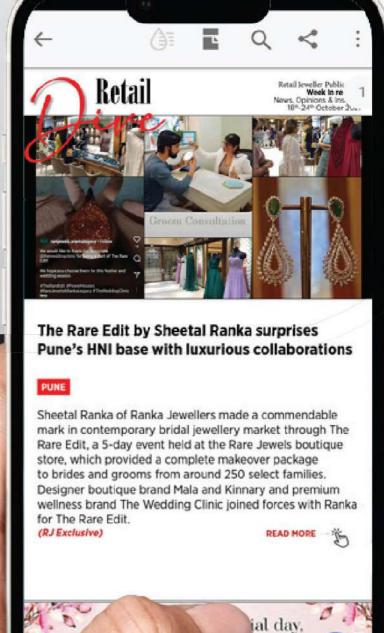
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# INDIA WIDE ANGLE



# Malabar Gold & Diamonds in course to open 20 new stores globally ahead of Diwali festivities

# **MUMBAI**

The new stores are expected to enhance the brand's visibility and accessibility in key markets across the United States, Qatar, Saudi Arabia, and the United Arab Emirates, as well as major Indian cities including Delhi, Mumbai, Bangalore, and Hyderabad, as well as in Odisha, Maharashtra, and West Bengal



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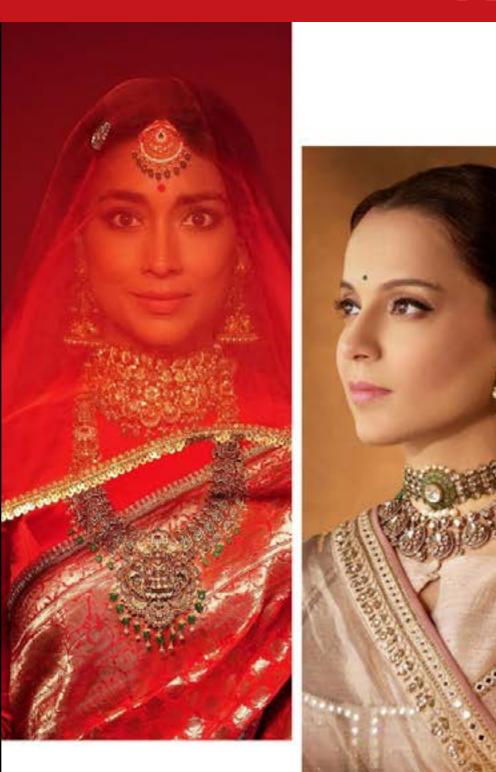
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# WHO WORE WHAT









# From temple jewellery to layered gold chains, Bollywood stars setting major trends

## **MUMBAI**

From silver earrings to intricate diamond and emerald pieces, these celebrities are influencing current fashion trends. This year's trends provide something for every taste, from the comeback of jewellery with vintage influences, to the rising popularity of silver jewellery and stacked necklaces





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