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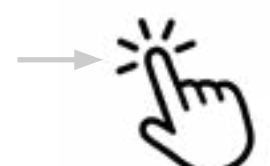
The Diamond Factory ties up with V Care Foundation to spread cancer awareness

MUMBAI

The esteemed event had high-net-worth (HNI) individuals from various sections of the society and fields such as entrepreneurship and law. A fashion show followed in which participants wore jewellery by the brand. Spreading awareness about the deadly disease, TDF offered an undisclosed amount to V Care Foundation as charity to fund their upcoming projects

(RJ Exclusive)

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WHP Jewellers advocates women empowerment with Gauri campaign during Ganesh Chaturthi

MUMBAI

As a brand-building exercise, 'Gauri' provides a glimpse of India's celebration of womanhood, showing a husband's unconditional admiration for his wife, pitching in and taking care of the Ganesh Chaturthi festive arrangements effortlessly. The campaign equates women with their warmth and might of Indian goddesses, championing women empowerment, and paving a trustworthy journey for the brand's digital communication with its followers across media **(RJ Exclusive)**

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Bajnath Jewellers pays homage to teachers via in-store felicitation ceremony

KANPUR

The 15th anniversary of this annual celebration one of which the in-person felicitation ceremony. The event also marked the announcement of the brand's retail expansion to two new sub-brands, VR and Aaina in dailywear and silverwear, to be launched during Navratri across the high-end market of Swarupnagar in Kanpur

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Kalasha Fine Jewels unveils e-commerce website with worldwide shipping

HYDERABAD

The website stands out by offering curated collections, virtual consultations, and tailored services. Its focus on craftsmanship, seamless navigation, and exclusive offerings sets it apart in the crowded e-commerce space. This platform furthers the brand's aim to build goodwill in the global luxury jewellery market

(RJ Exclusive)

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KISNA Diamond and Gold Jewellery opens first exclusive showroom in Bhopal, expanding its presence in MP

BHOPAL

This is the brand's third showroom in Madhya Pradesh, expanding reach in the state. The company is launching a special promotion for September, featuring a lucky draw with the hashtag #Abki_Baar_Aapke_Liye_Shop. Customers making a purchase of Rs. 20,000 or more on diamond, platinum, or solitaire jewellery, or Rs. 50,000 or more on gold jewellery, can win a car

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Vivek Oberoi launches Solitario's 'Bling Better' Tour with 66-Carat lab-grown diamond offering

PUNE

The 'Bling Better' tour started with a special ceremonial offering at Sri Dagadusheth Halwai Ganpati Mandal in Pune, wherein Vivek Oberoi presented a 66-carat tilak adorned with 68 lab-grown diamonds to celebrate the 133-year-old legacy of the mandal

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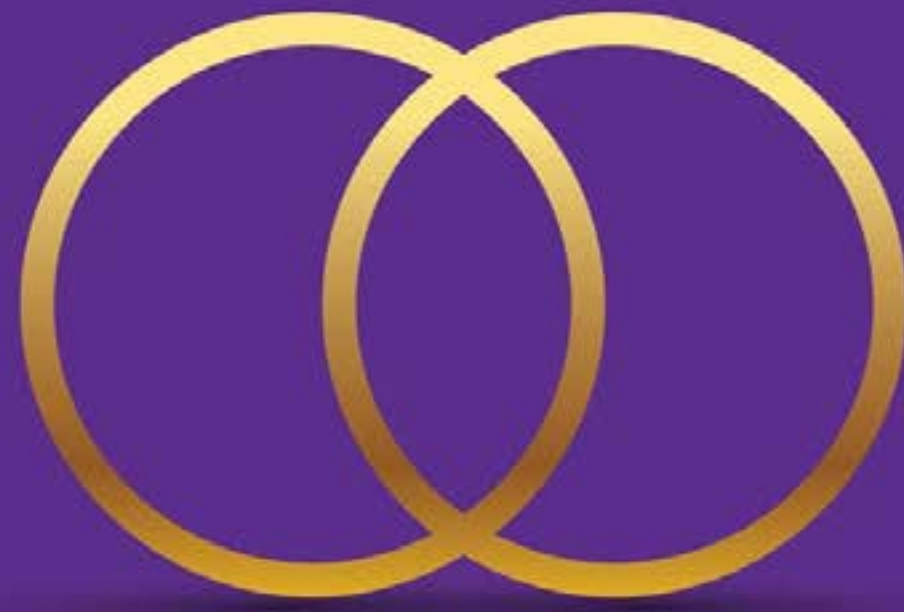
BVC



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PNG
JEWELLERS

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PN Gadgil Jewellers' Rs. 1,100-Crore IPO fully subscribed within hours; over-subscribed 2.01x on day 1

MUMBAI

The jewellery brand's IPO saw bids for over 3.38 crore shares, surpassing the 1.68 crore shares up for sale. The non-institutional investor segment was particularly popular, receiving a subscription rate of 3.26 times, while the Retail Individual Investors (RIIs) portion was subscribed 2.61 times

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CRISIL Ratings forecasts 22-25% revenue surge for gold jewellery retailers amid duty cuts

MUMBAI

The forecast is based on an analysis of 58 gold jewellery retailers, which represent approximately one-third of the organised jewellery sector's revenue. The organised sector itself constitutes slightly more than a third of the overall market, with the remainder being made up by the highly fragmented unorganised sector



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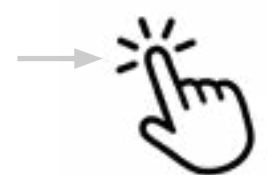


Senco Gold shares surge 5% to record high; stock up 212% over past year

MUMBAI

Managing Director and CEO, Suvankar Sen, highlighted that while non-jewellery items might have lower ticket sizes, they are expected to offer better gross margins, similar to the diamond jewellery segment. Looking ahead to the rest of the fiscal year, Senco is preparing for key festive and wedding seasons, including Teej, Durga Puja, Navratri, Dhanteras/Diwali, and the wedding season

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CKC & Sons unveils '1922 THE RETURN OF PHARAOH' collection to mark 100 Years of Tutankhamun's discovery

MUMBAI

The '1922 THE RETURN OF PHARAOH' collection includes a range of items, from head ornaments to waist belts, designed to embody the grandeur and elegance of ancient Egypt. The collection captures a vast audience in terms of the pricing as it starts from Rs. 30,000 and goes all the way up to Rs. 30,00,000

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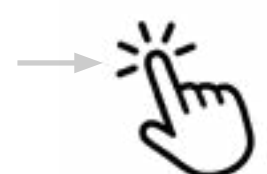
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GIVA expands retail footprint with new flagship store in Gurugram

GURUGRAM




To promote its physical stores, GIVA collaborates with influencers who visit and showcase its stores, using their local reach to drive store visits. GIVA integrates physical store information with its digital platforms, including its website, social media, and email marketing, to ensure a cohesive omnichannel experience



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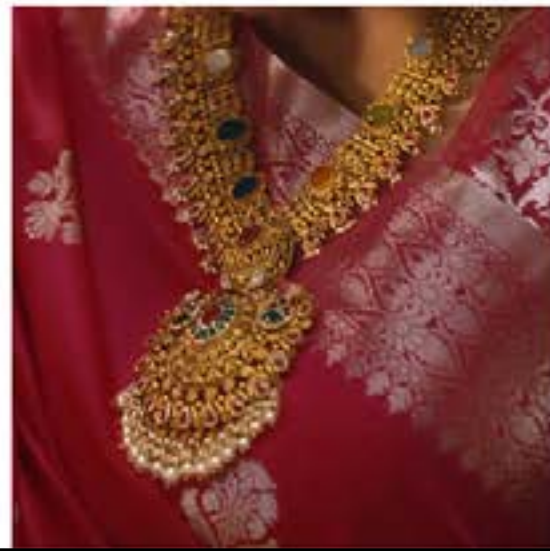
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Brand ambassador Kajol upholds festive fervour in Joyalukkas' latest campaign

MUMBAI

The ad film shows Kajol guide the viewers on screen and auditorily through her journey across India's cultural landscape of festivals. From new beginnings to grand festivals across communities, Kajol's magnetic presence and emphasis on 'jashn' puts the love and grandeur of jewellery as a unifying force for every festival

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Silver jewellery brand Trisu secures pre-seed funding led by All in Capital

MUMBAI

Founded by Saloni Chopra in 2023, Trisu specialises in gold vermeil jewellery, featuring 18-karat gold plating that is five times thicker than standard plating, with silver as the base metal. The brand's goal is to disrupt India's Rs.6.64 billion jewellery market by offering elegant vermeil pieces that mimic the look of solid gold at a more affordable price

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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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Senco Gold & Diamonds launches 'Aparupa' campaign for Durga Puja

KOLKATA

The campaign's visuals evoke the traditional rituals of the festival, from the intricate traditional floor art to evening aarti, and include scenes of revelry with dhaki (traditional drummers) and celebratory singing. The campaign's striking red theme symbolizes both the divine presence of Goddess Durga and the identity of Senco Gold & Diamonds. 'Aparupa' highlights the brand's commitment to celebrating women not only through their jewellery but also through impactful CSR activities

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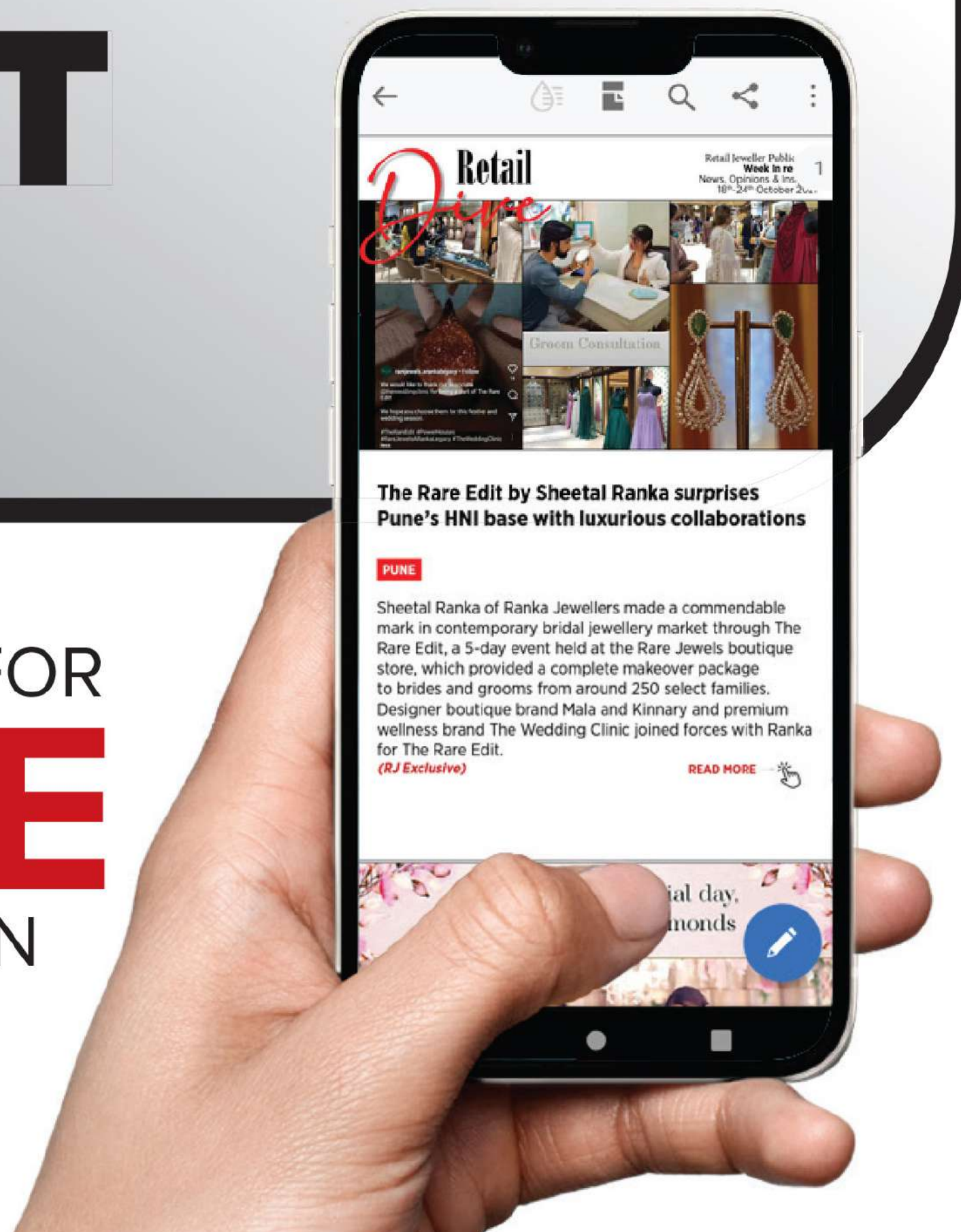


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Swarovski Foundation launches global 'Creatives for Our Future' programme to foster sustainability

MUMBAI

The initiative, developed in partnership with the United Nations Office for Partnerships, seeks innovative professionals aged 21 to 30, in fashion, design, art, architecture, and engineering. Successful applicants will receive a grant of €20,000, along with personalised mentorship and networking opportunities with industry leaders

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WHO WORE WHAT



The key jewellery trends dominating Bollywood's Ganesh Chaturthi looks

MUMBAI

This year, Bollywood celebrities dazzled with their fashion choices, wearing minimalist attires that emphasised standout jewellery pieces. From Kareena Kapoor Khan and Madhuri Dixit Nene to Sonam A. Kapoor and Sai Tamhankar, 2024's Ganesh Chaturthi offered a glimpse into the jewellery trends shaping the industry

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