



Malabar Group pledges Rs. 16 crores for the education of 21,000 girls in new CSR initiative

MUMBAI

The Group now devotes 5 per cent of its profits to CSR activities, with a strong focus on education, healthcare, environmental sustainability, and poverty alleviation, especially for marginalised communities. To date, the Malabar Group has invested over Rs. 263 crores in various social responsibility projects, reflecting its commitment to sustainable development

(RJ Exclusive)

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P. C. Chandra Jewellers' exclusive song release urges women to reignite the divinity of Durga

KOLKATA

The music video features actors Suvosmita Mukherjee, Bibriti Chatterjee, and Dipanwita Rakshit, who essay roles of women from all walks of life united in the celebration of the feminine divinity of Goddess Durga. Having an interesting interplay of real-life scenes and CGI, the brand intrigues the audience with the onset of Devi Paksha

(RJ Exclusive)

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Sagarmal Jewellers' lean season campaign records nearly Rs. 8 crores in 5 days

PATNA

Sagarmal Jewellers capitalised on the traditionally lean season of Pitru Paksh with its 'Gold Jewellery Mela' campaign, achieving nearly Rs. 8 crores in sales over five days. The campaign primarily attracted bridal jewellery consumers, with about 70% making it their main purchase for the festive season. The brand has seen consistent year-on-year growth in this, relying on social media promotions and word-of-mouth to boost sales and footfall

(RJ Exclusive)

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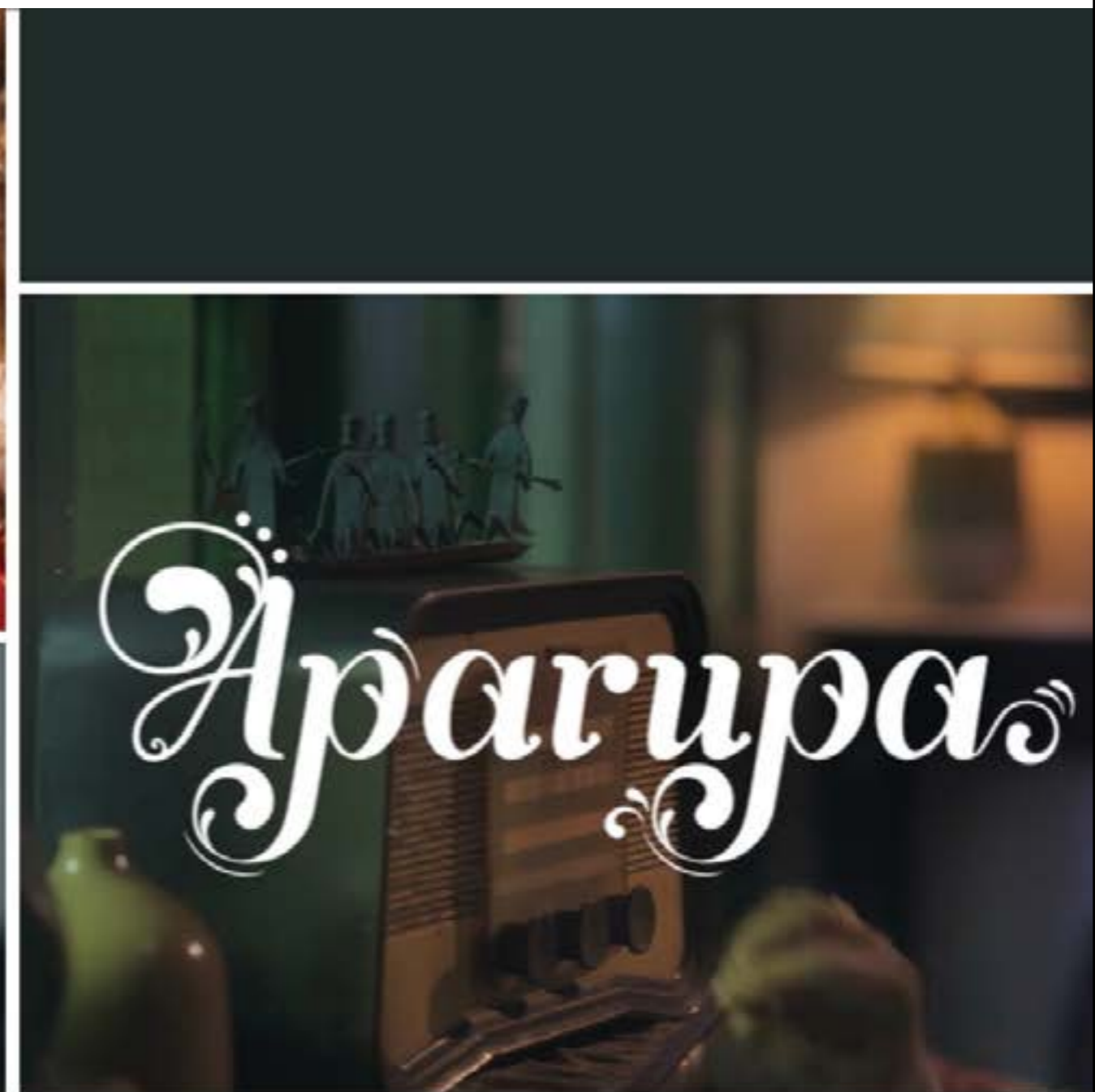
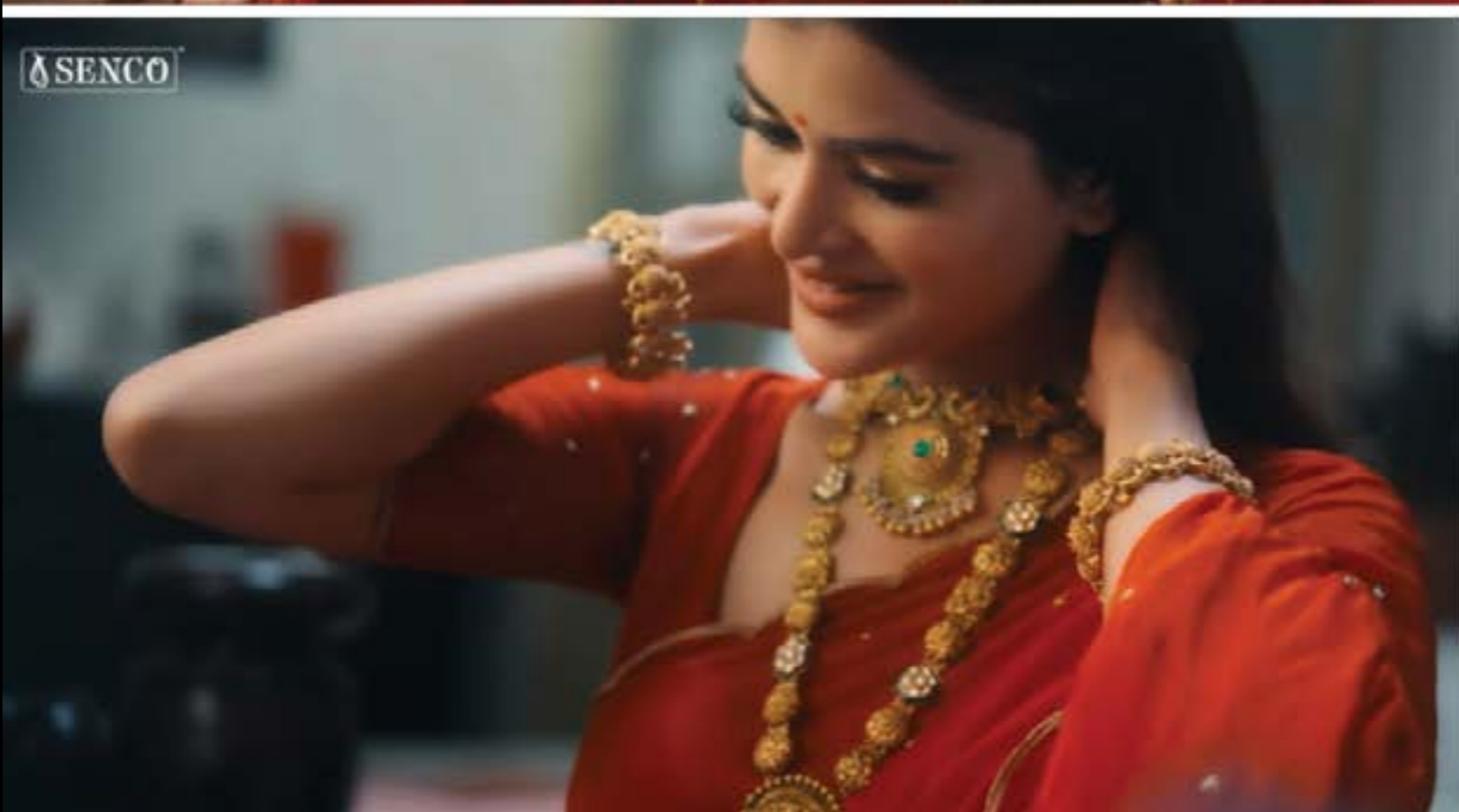
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Senco's 'Aparupa' campaign presents a foot-tapping sharodiya experience featuring actors, cricket veteran Sourav Ganguly

KOLKATA

The Aparupa campaign celebrates Durga Puja through a festive-themed music video showcasing four distinct jewellery styles, promoting engagement with a social media dance challenge to boost brand awareness across multiple platforms with ambassadors Isha Saha, Madhumita Sarcar, Sauraseni Maitra, Swastika Dutta and Sourav Ganguly welcome. Their festive sales trends also show increased footfall and demand for traditional gold designs

(RJ Exclusive)

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Tanishq's new Pujo jewellery collection "Aalo" celebrates the spirit of Bengal

KOLKATA

The collection highlights the brilliance of the Aishanis of Bengal and showcases jewellery that pays tribute to the rich heritage and craftsmanship of Bengal's artisans. Featuring intricate designs, the collection includes signature motifs such as Chaalchitra, Jaali, Nauka, and Palki, all of which reflect traditional techniques such as Thokai Nakashi, die-stamping, and micro filigree

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CaratLane lauds self-expression with “Festive Edit”, unveils a new 22KT gold collection

MUMBAI

Designed for the modern woman, this new line offers expressive pieces that combine tradition with modern style. To bring this concept to life, CaratLane launched a special Diwali film highlighting how women use jewellery as a means of self-expression. The film’s message, “Sunī sabki, par kari apne mann ki” encourages women to embrace their individuality and defy societal expectations

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PGI ties up with MS Dhoni to launch a limited-edition signature platinum collection

MUMBAI

PGI, under its Men of Platinum range, has quite frequently affiliated with cricket, leveraging the sport's religious fandom. Capitalizing on the fervour generated by the ICC Men's Cricket World Cup, Platinum Guild International (PGI) collaborated with a leading global cricketing platform, ESPNcricinfo last year, to strengthen the Men of Platinum's brand association with cricket

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Shyam Sundar Co.
Jewellers

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Shyam Sundar Co Jewellers launches 'Sarodiya Swarna Sambhar 2024' in light of Durga Puja celebrations

AGARTALA

The exhibition features handcrafted gold and diamond jewellery, with exclusive festive offers, including Rs 350 off per gram on gold, 75% off diamond making charges, and 15% off gemstones. The launch event featured actor Soham, with daily lucky draws and a grand prize of three scooters. A new showroom in Dharmanagar was also announced

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Lightbox reveals new brand identity and campaigns to highlight affordable lab-grown diamond jewellery

MUMBAI

The launch includes two jewelry collections, “Reminiscence” and “City Lights,” alongside two campaigns. One campaign focuses on emotional connections through generations, featuring actress Emma Breschi, while the second highlights affordability with the tagline, “The only thing that’s rare are our prices. These initiatives are part of Lightbox’s ongoing strategy to expand its fashion offerings and accelerate its product launch schedule

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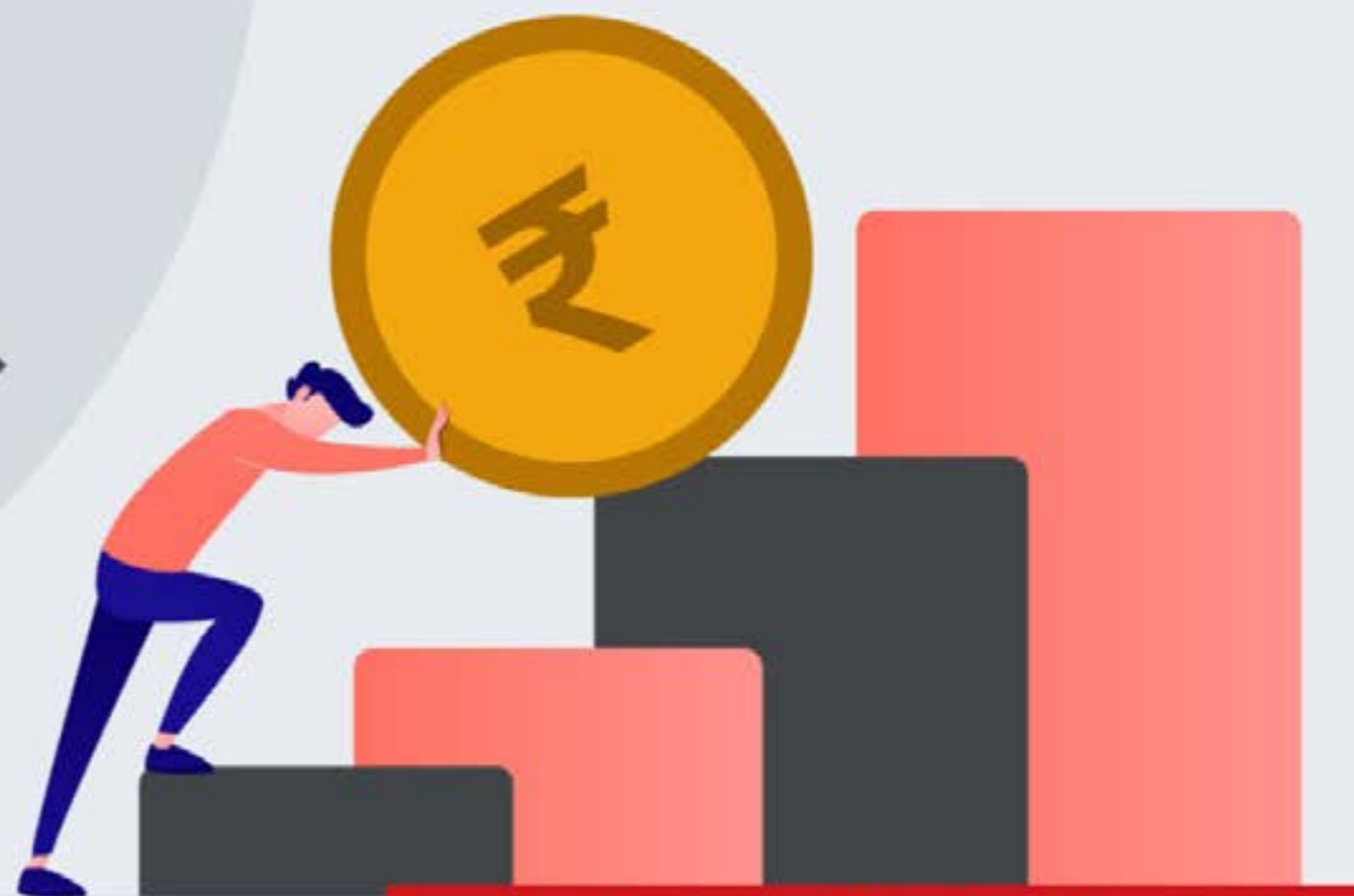


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GIVA.



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Giva secures Rs.100 crore in extended series B funding led by Premji Invest

MUMBAI

The brand has major plans to utilize the cash injection, expanding operations at a large scale. It plans to significantly expand its retail presence by opening over 500 offline stores, as shared by Resha Jain, the company's Chief Brand Officer. This move accompanies GIVA's foray into lab-grown diamonds and men's jewellery

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Kalyan Jewellers launches digital ad series for Navratri featuring Kinjal Rajpriya and Ritabhari Chakraborty

MUMBAI

The ad series emphasises the joy of Garba Raas and Dandiya, embodying the exuberance of a festival renowned for its colors, music, and dance. It also introduces new diamond and Navaratna-inspired jewellery pieces as part of the 'Sankalp' collection, which draws inspiration from the deep cultural roots of both the Bengali and Gujarati communities

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Zoya launches stunning new collection “ALIVE” at exclusive event featuring Sonam Kapoor

MUMBAI

A standout feature of the collection is Zoya’s signature Bloom Cut, a gemstone cut that has been perfected over nearly a year to mimic the unfolding of a blossom. Each piece artfully combines precise gemstone faceting with a vibrant palette of coloured stones, ensuring that every design is both unique and emotionally resonant

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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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Sennes, a SENCO Gold and Diamonds sub-brand, enters global market with launching Lab diamonds collection at Milan Fashion Week

MUMBAI

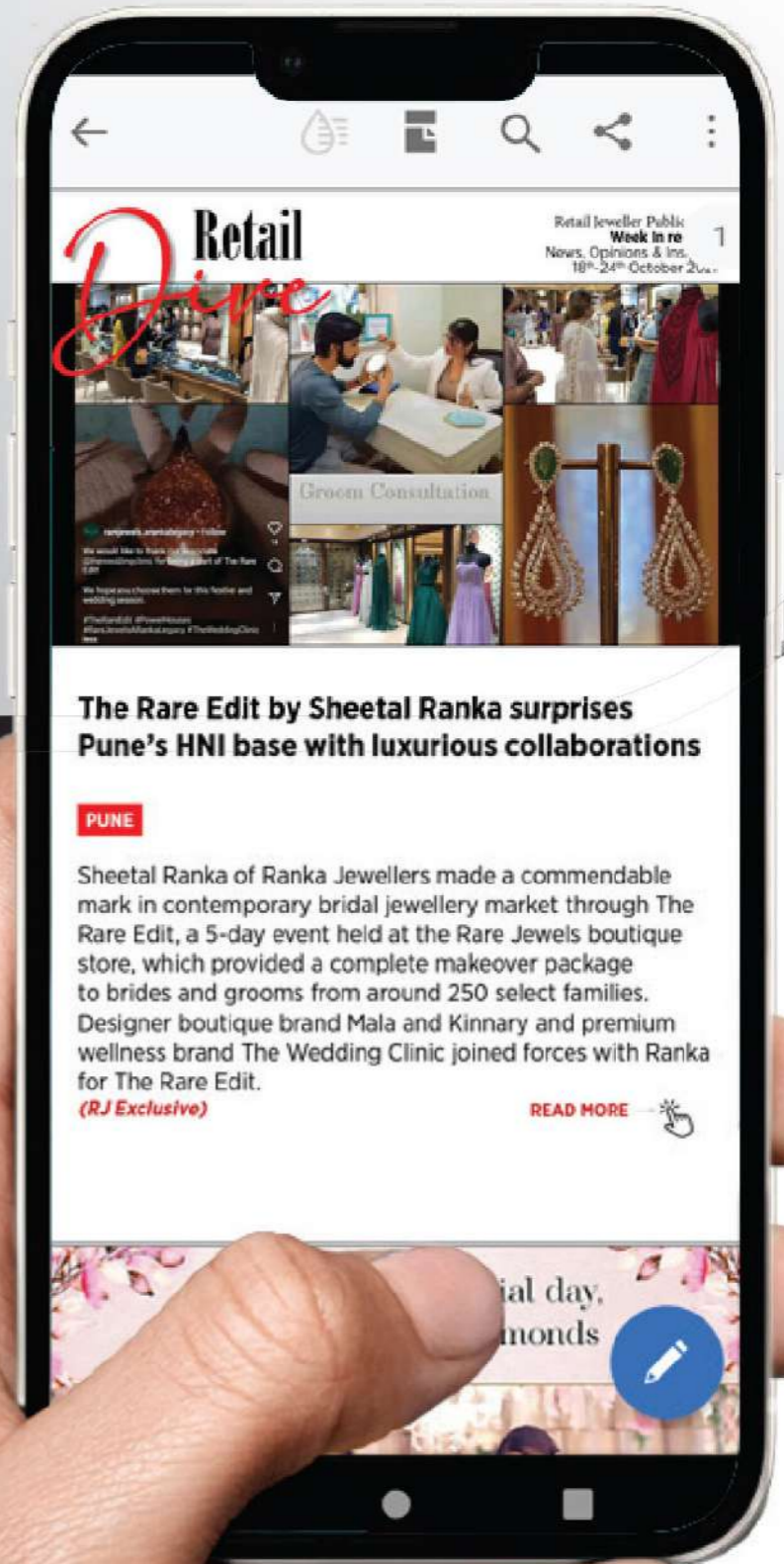
The collection, unveiled during Milan Fashion Week under the theme “The Essence of You,” emphasises the connection between personal transformation and the brilliance of diamonds. Featuring meticulously crafted lab-grown diamonds and handcrafted leather accessories, Sennes marks its entry into the global luxury market after finding significant traction in India with an integration of contemporary luxury with traditional craftsmanship

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Anmol Jewellers launches exclusive “GAJA” collection to support endangered elephants

MUMBAI

The exclusive preview in association with World Wide Fund (WWF) for Nature, will have attendees experience an exquisitely crafted jewellery inspired by the African travelogues of brand Ishu Datwani, founder of Anmol Jewellers, and his daughter Trisha Datwani. A part of the proceeds from the sales of this collection will be used to support projects protecting endangered elephants by WWF

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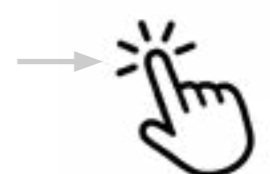


Bollywood stars bring iconic jewellery to the IIFA Awards 2024

MUMBAI

The jewellery trends at the IIFA Awards 2024 showcased a wide range of styles, from the classic simplicity of Rani Mukherjee's minimalistic pearl set by Sabyasachi, to the bold and eclectic designs worn by Kriti Sanon, who opted for layered silver necklaces and chunky handcuffs

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