



## Bengal Jewellery celebrates art forms with 'Shilpanjali' at Tagore Palace Durga Puja

**KOLKATA**

Marking its centenary, Bengal Jewellery co-sponsored the four-day Thakurbarir Sarodutsav during Durga Puja. The 'Shilpanjali' concept, honouring craftsmanship through various art forms, attracted a significant community turnout. The jeweller's involvement was crucial in uniting the community and ensuring the event's success

**(RJ Exclusive)**

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## Arundhati Jewellers marks 25th anniversary with employee-centric initiatives

### BHUBANESWAR

The Odisha-based jeweller celebrated its silver jubilee with a blend of tradition and innovation. Its Annual Meet saw the unveiling of a new logo and TV commercial, alongside the launch of several employee welfare schemes. Top-performing staff members were honoured with awards, including a generous land grant for a long-serving employee

***(RJ Exclusive)***

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## Maresh Notandass Jewellery shines in *Call Me Bae* web series, strengthens its position as a fashion-forward brand

**MUMBAI**

The brand's partnership with the Amazon Prime series *Call Me Bae* starring Ananya Pandey goes beyond mere product placement. By aligning its modern designs with key moments in the show, the brand reinforces its commitment to being part of a larger narrative in the entertainment industry

**(RJ Exclusive)**

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## Kumari Fine Jewellery debuts physical presence in Mumbai's retail landscape

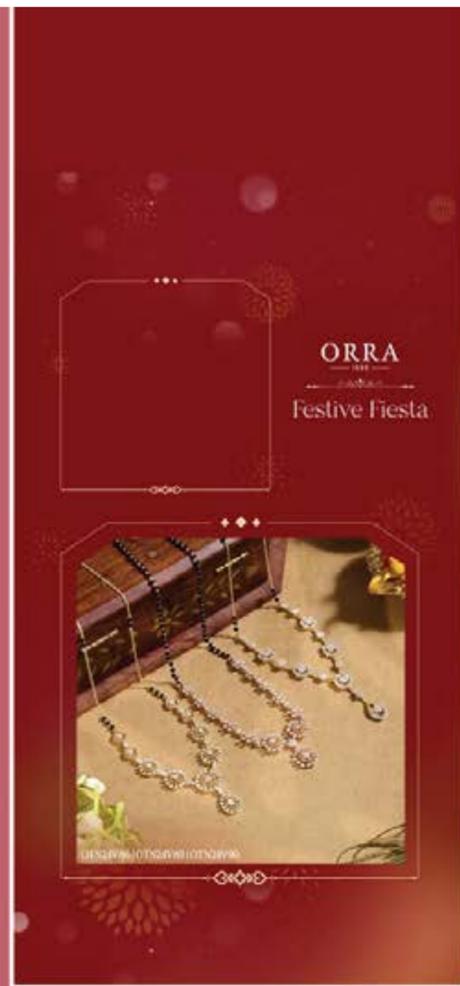
### MUMBAI

Kumari Fine Jewellery, an online brand launched in 2022, has opened its first physical store in Mumbai's Kala Ghoda area, marking its entry into omnichannel retail. The 1,100 sq. ft. showroom offers contemporary jewellery designs priced between Rs 7,000 and Rs 80,000, targeting young, fashion-forward consumers. The brand plans to open 5-6 more stores in Mumbai within 8-10 months, featuring both traditional and lab-grown diamond jewellery

***(RJ Exclusive)***

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## ORRA launches festive styling contest to promote its jewellery, engage a wide audience

### MUMBAI

The contest follows the brand's sponsorship of the Elle Style Awards 2024, and requires participants to come up with styling ideas for jewellery from ORRA's new festive collection

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## Karan Johar plays himself in an ad campaign for his fine jewellery brand, Tyaani

**MUMBAI**

In the new campaign, Johar playfully sings lines from the popular 'What Jhumka' and 'Bole Chudiyaan' numbers from films made by Dharma Productions, as he exhorts the groom to be careful when removing the bride's jewellery as it is from his exquisite collection

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## With actor Sharvari Wagh as brand ambassador, Waman Hari Pethe Jewellers sets out ambitious expansion agenda

**MUMBAI**

The Bollywood star expressed pride in joining the Waman Hari Pethe Jewellers family and will be instrumental in realizing the brand's plan to expand to 30 locations and add four more stores to the current 27 by March 2025. The brand is also focusing majorly on its online vertical

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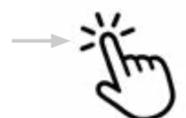


## Senco Gold and Diamonds associates with Miss Assam 2024 to leverage North-east market

### GUWAHATI

The sponsorship is aimed at strengthening the brand's salience in North-east India, standing in support of young women of the region, while targeting increased revenue growth. Senco recently made a bid to acquire omni-channel jewellery retailer Melorra

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## Giva raises Rs 255 crore from extended series B funding round led by Premji Invest

**MUMBAI**

The brand plans to use the new funds to expand offline stores across India and enhance lab-grown diamond offerings. This latest funding follows an earlier fund-raising of Rs 200 crore in July 2023, also led by Premji Invest

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## Tribe Amrapali's Srinagar airport launch strengthens its airport retail strategy

### SRINAGAR

The brand leverages high-traffic transit spaces to boost visibility and connect travellers with Indian heritage through jewellery. CEO Akanksha Arora notes that Tribe Amrapali's strategy prioritises quality, authenticity and convenience, adapting product selections to specific airports

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## Solitario presents LGD jewellery including coloured stones at Lakme Fashion Week

**NEW DELHI**

Expanding beyond its signature lab-grown diamonds, Solitario introduced pieces featuring emeralds, rubies and sapphires, catering to consumers who seek to balance glamour and sustainability

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## **PNG Jewellers inaugurates 4 new stores in Pune as part of retail expansion strategy post-IPO**

**PUNE**

PNG Jewellers celebrates new store openings with promotions from October 5-25, as the brand aims to strengthen its position in the Pune market. Actors Lara Dutta and Swapnil Joshi are attending unveiling events at multiple locations, as the brand opened 9 new stores across 9 days of Navratri

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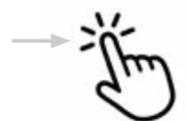
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## Mini Diamonds makes retail debut with flagship store in Mumbai's Atria Mall

### MUMBAI

The brand will operate its retail ventures through its wholly owned subsidiary, Namra Jewels Pvt Ltd. It has tied up with A V Palace DMCC to sell its jewellery in Dubai. MD Upendra N Shah sees renewed customer interest in lab-grown diamonds in the domestic market

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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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## With 'Chomok Bhora Dhanteras', Shyam Sundar Co. Jewellers seeks to draw customers into buying gold and diamond jewellery

**AGARTALA**

The jeweller started the promotional event 18 years ago for customers to buy gold and diamond jewellery while praying for family fortune. To be held from October 21 to November 2 across its outlets in Tripura and Kolkata, the event highlights include daily lucky draws for gold coins, and a chance to win a scooter in the mega draw

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## Kalamandir Jewellers makes its 'Bridal Mela' an emotional experience for brides-to-be

**SURAT**

With lavish decor, private shopping cabins, live bridal displays, and the Kanku Pagla ceremony which resonated deeply with customers, the brand received widespread response to the initiative across its outlets in Ahmedabad, Bharuch, Vapi, Kosamba, Surat and Borivali

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## #BeTheMoment: Reliance Jewels' 'Brides of Vivaham' ad exhorts brides to be a part of their magical moments

**MUMBAI**

The campaign includes a series of videos and promotes the new 'Vivaham' wedding collection for the upcoming festive season. In one of the campaign videos, the bride turns photographer while in another video, she puts the protective 'kaala teeka' on herself

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# WIDE ANGLE



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## Malabar Gold & Diamonds opens flagship showroom in Los Angeles, its fifth location in the USA

**LOS ANGELES**

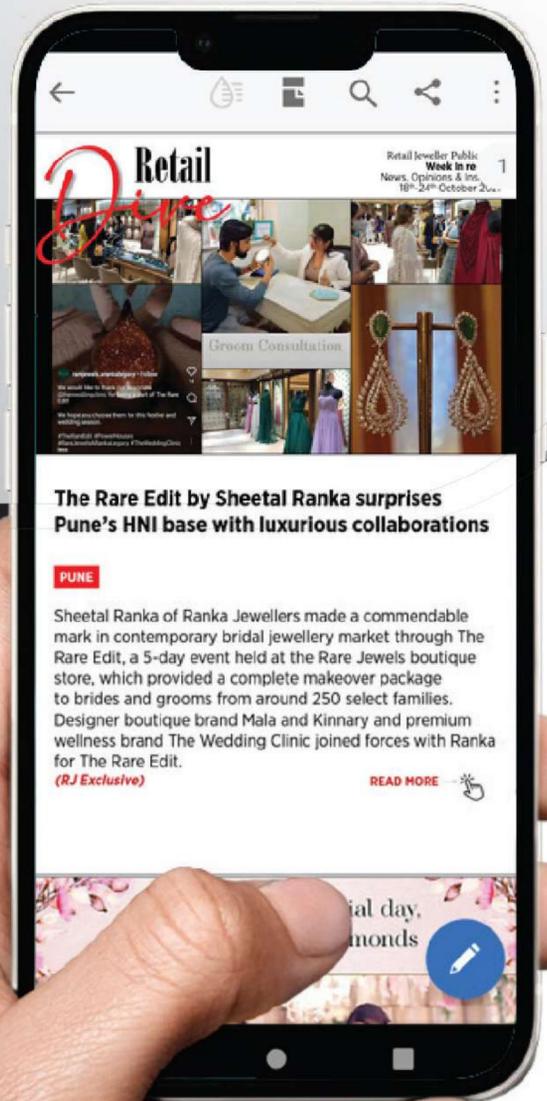
The new showroom, spanning 6,500 square feet, is the largest store for Malabar Gold & Diamonds in the USA. The jewellery group plans to launch 20 new showrooms worldwide this month

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## De Beers, Signet launch marketing campaign 'Worth the Wait' to attract youth to natural diamonds

**LONDON**

Targeting 'Zillennials', the microgeneration born between 1993 and 1998, this mined diamond push leans into the themes of modern love and the evolving dynamics of relationships, and aims to challenge increasing competition from man-made diamonds

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# WHO WORE WHAT



## Bollywood stars showcase stunning jewellery from Dussehra to Lakme Fashion Week 2024

### MUMBAI

Bollywood celebrities set jewellery trends with their choices during Dussehra celebrations and at Lakme Fashion Week 2024. From traditional temple designs to contemporary statement pieces, the stars showcased a diverse array of styles, highlighting the versatility of Indian jeweller

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