



Vega Jewellers' Vaddanam Festival upholds the ornament's age-old legacy and brings it to a new audience

HYDERABAD

Manideep Yechuri, MD, Vega Jewellers, highlighted the growing appeal of Vaddanams, or traditional ornamental waist belts made of gold, among younger, fashion-forward women. The festival ran from December 20 to 24, and featured Vaddanams ranging in weight from 20 grams to 100 grams. The brand saw increased footfalls during the festival, as lighter versions of the ornament made them accessible to a wider audience

(RJ Exclusive)

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PNG Jewellers celebrates the bond between mothers and daughters with ‘Me & Aai’ fashion show

SINHAGAD

The event, designed to create a generational cohesion in the brand’s customer engagement strategy, offered a unique opportunity for customers to showcase their personal style with the brand’s diverse jewellery collections. It garnered good response, and saw strong participation from HNI clients. Customers brought their mothers and mothers-in-law together to walk the ramp, creating a memorable in-store experience combining jewellery and fashion

(RJ Exclusive)

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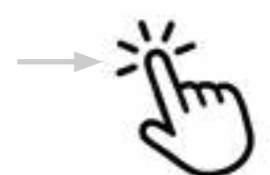


Bhushan Jewellers' digital-first festive campaign expands customer base beyond Himachal Pradesh

SOLAN

Bhushan Jewellers' three-month festive campaign, leveraging digital platforms and authentic influencer content, has successfully expanded its reach beyond Himachal Pradesh. The initiative attracted new customers from major cities including Ambala, Delhi, and Chandigarh, marking a significant milestone in the brand's regional expansion
(RJ Exclusive)

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Kumari Fine Jewellery takes to Mumbai's streets with distinctive brand campaign

MUMBAI

Kumari Fine Jewellery has launched an innovative mobile branding campaign featuring a distinctively branded Land Rover Defender. The vehicle, which will double as a premium delivery service for VIP clients, represents the brand's strategic approach to increasing visibility and customer engagement in Mumbai's luxury jewellery market

(RJ Exclusive)

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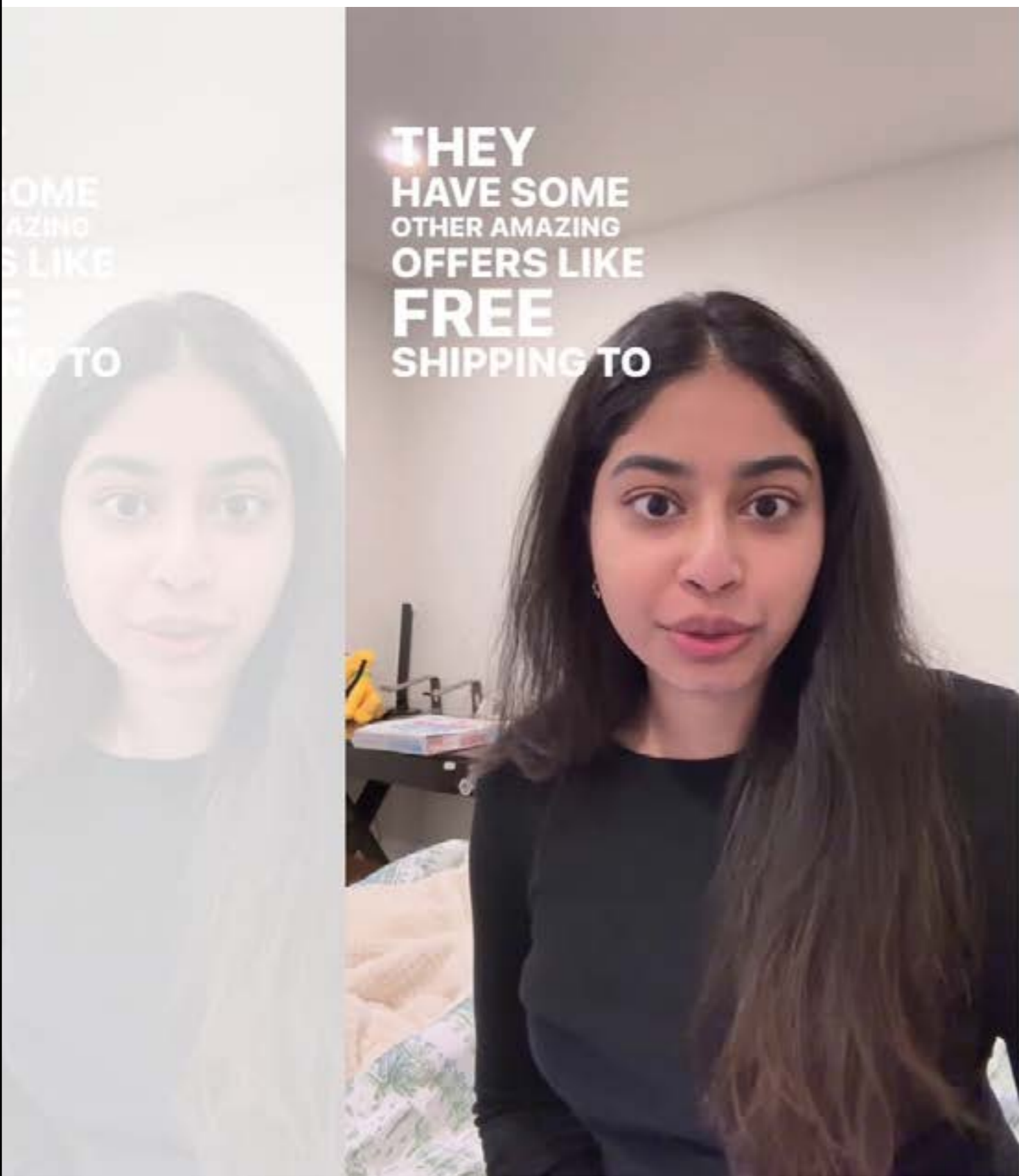
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Sri Krishna Jewellers unveils special campaign for NRIs visiting India this holiday season

VISAKHAPATNAM

Sri Krishna Jewellers' NRI Homecoming campaign combines premium jewellery offerings with tailored services including wedding concierge support and international gold exchange facilities. Running through the peak holiday season, the campaign leverages social media engagement and personalised services to create an exclusive experience for international clients

(RJ Exclusive)

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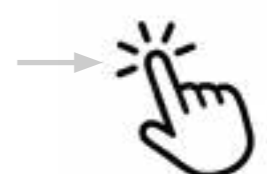


Jos Alukkas links lucky draw to Diamond Fest, compelling customers to make purchases

THRISSUR

While promoting the brand's recently launched premium diamond jewellery collection Nityara through the festival, the jeweller is offering all-expenses paid vacations to Goa to seven winners of the lucky draw, to be held when the festival ends on January 2, 2025. This year, the brand has also partnered with the Natural Diamond Council to promote the value of natural diamonds

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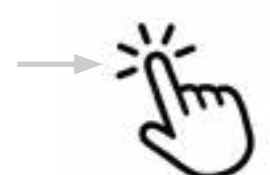
Verma Jewellers, Rohru

With kitty party at Rohru showroom, Verma Jewellers deepens customer relationships and generates leads

ROHRU

The event at the jeweller's new store was designed to foster community engagement and targeted both existing and potential clients. It is part of a broader strategy by the brand, which holds weekly events, inviting different community groups each time. The brand also sought to give people a reason to step out during the harsh winter of Himachal Pradesh

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Manisha Koirala 'sparkles' in Tanishq's new ad campaign highlighting its natural diamonds

MUMBAI

The campaign urges women to embrace their unique inner radiance, delving into the relationship between a woman and her jewellery, and portraying diamonds as more than just adornments. Actor Manisha Koirala appears in a surprise cameo, singing a line from the iconic Bollywood song 'Aaj Main Upar', offering inspiration and passing on her timeless grace to the modern woman

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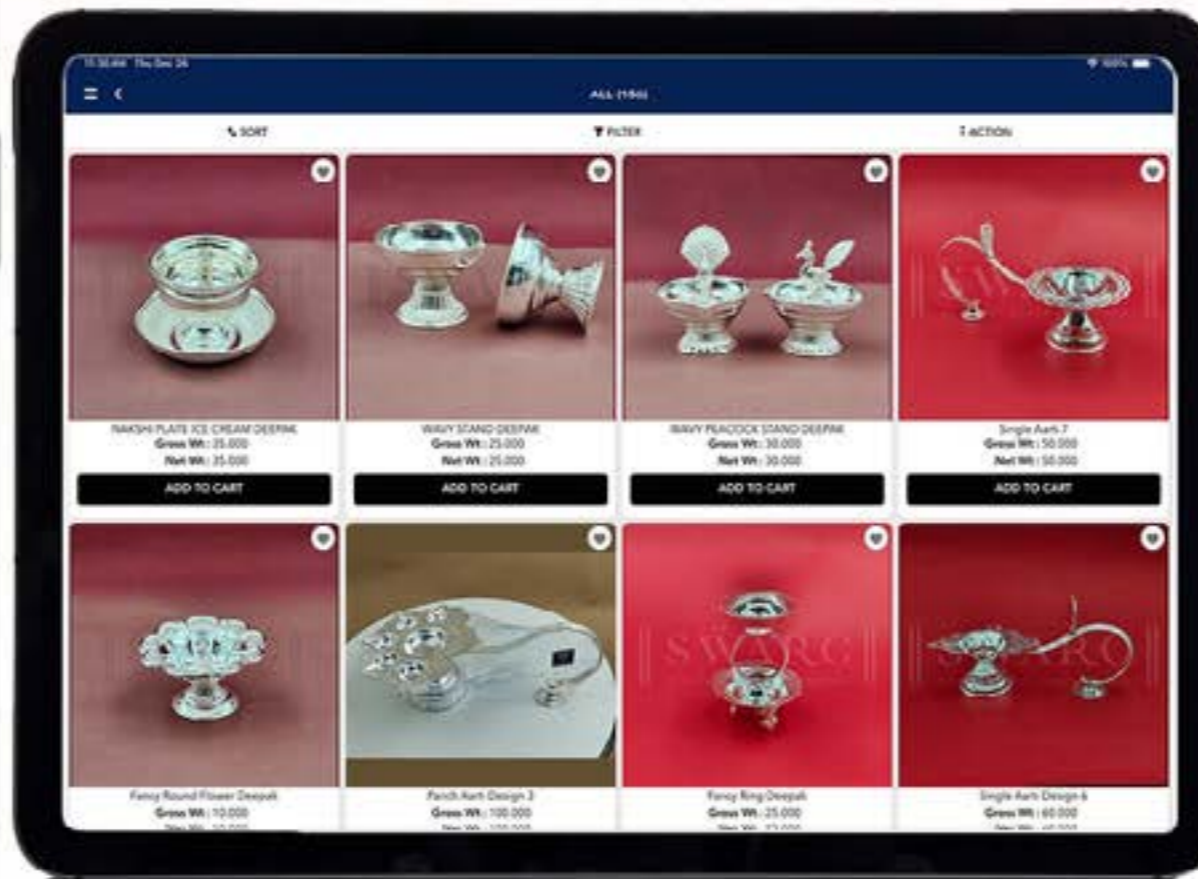
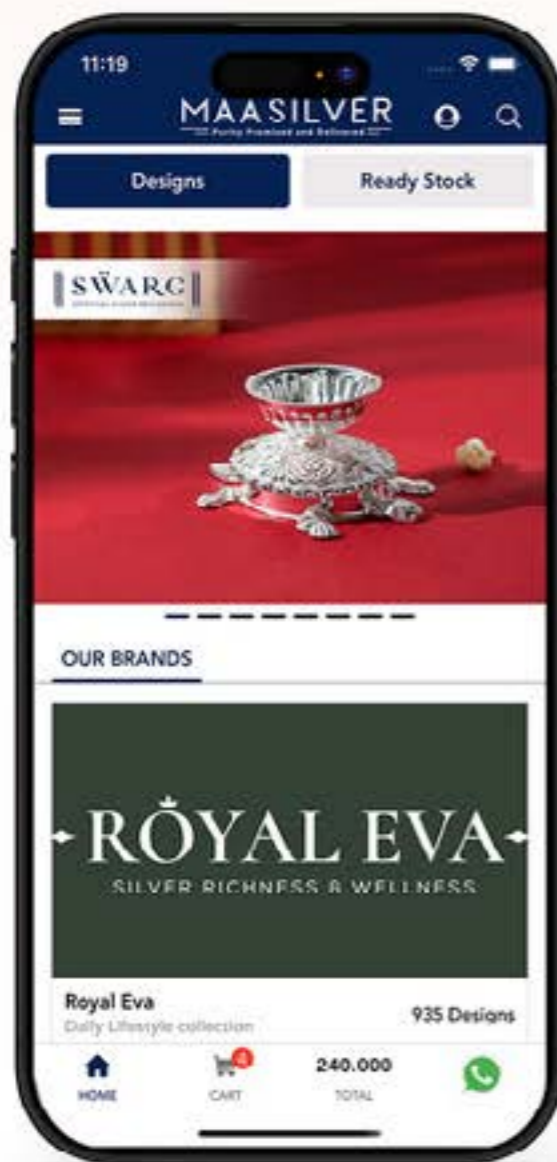
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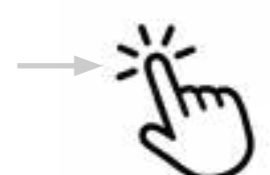


GRT Jewellers sets Guinness World Record by crafting the heaviest gold ear-rings, weighing 3.5 kg

CHENNAI

The ear-rings, designed in 22kt gold with 500 elephant motifs, celebrate South India's cultural heritage. This achievement celebrates GRT Jewellers' six-decade-long journey in the jewellery industry, and seals its position as an entity preserving South Indian art and culture. Recently, the brand sponsored the Marvellous Marghazi event in Chennai, where music, dance and tradition seamlessly blended with its jewellery

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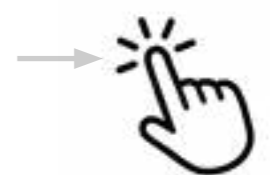
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Mia by Tanishq plans to set up pop-up stores in small towns to target rural clientele

CHENNAI

These units, described as shop-on-wheels or compact kiosk-like set-ups resembling an ATM box, are designed to serve as mobile jewellery stores in smaller towns where the brand lacks a retail presence. The pop-up stores will allow customers to browse and purchase jewellery conveniently and also give the brand insights about customer preferences and market viability

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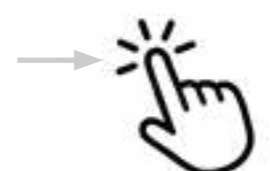
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CaratLane marks release of 'Mufasa: The Lion King' on Dec 20 with jewellery collection inspired by the franchise

BENGALURU

The 30-piece collection, that commemorates the 30th anniversary of 'The Lion King', has designs inspired by the movie's iconic characters like Simba and Timon, and depicts themes of freedom, camaraderie, self-growth and the natural world. Crafted from 14kt gold, enamel and diamonds, the range is ideal for both everyday and festive wear

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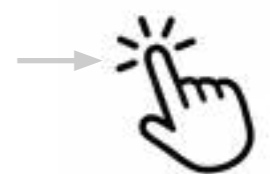
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Swarovski announces plan to focus on lab-grown diamonds and retail expansion in India

MUMBAI

The brand will concentrate on both offline and online expansion while introducing lab-grown diamonds to cater to the growing demand for sustainable and affordable luxury jewellery. It is expanding its presence in India, calling it a “rocket market” with significant growth potential. With a 20% year-on-year growth in India, Swarovski plans to open 7-10 new stores next year

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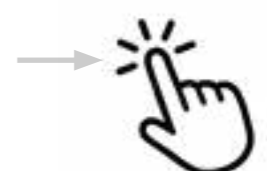


Sunder Jewellers sees 25% increase in sales within six months of launching an exclusive floor for LGD

CHANDIGARH

Mahender Khurana, MD of Sunder Jewellers, made a case for the growing popularity of lab-grown diamonds at the Punjab MSME Conclave held in Chandigarh. Both natural and lab-grown diamonds cater to distinct customer bases, and Khurana said he believes both markets will continue to co-exist and grow independently, with no overlap between the two

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Co-funding diamond promotion campaign, more focus on platinum ecosystem among GJEPC Chairman's pre-budget proposals to FM

NEW DELHI

Vipul Shah, Chairman of the Gem and Jewellery Export Promotion Council (GJEPC), met with Finance Minister Nirmala Sitharaman in the capital to present a series of recommendations aimed at bolstering the growth, competitiveness and infrastructure of the gems and jewellery sector. He emphasized the potential of these measures to boost exports and employment

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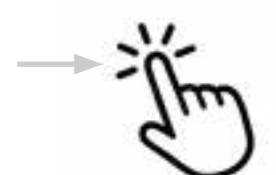


Kerala's City Gold and Diamonds enters global arena with launch of store in Dubai

DUBAI

The launch event had actor Aparna Balamurali and regional influencers like Ajmal Khan and Aifoona, who amplified its visibility through their social media posts, creating a significant buzz. Located at the Gold Souq Extension in Deira, the store positions the brand in the heart of Dubai's bustling retail jewellery hub, and aligns with its broader vision of international growth and market diversification

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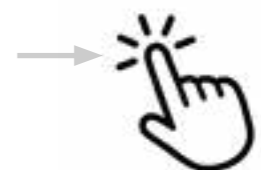


Malabar Gold & Diamonds unveils jewellery showcase 'Artistry' in Bur Dubai and Meena Bazaar showrooms

DUBAI

Running from December 27, 2024, to January 5, 2025, the exhibition has exquisite gold, diamond and gemstone jewellery, highlighting the brand's craftsmanship and creativity. The show features a variety of necklaces, bangles, rings and earrings, and offers visitors many incentives on a certain quantity of jewellery purchase

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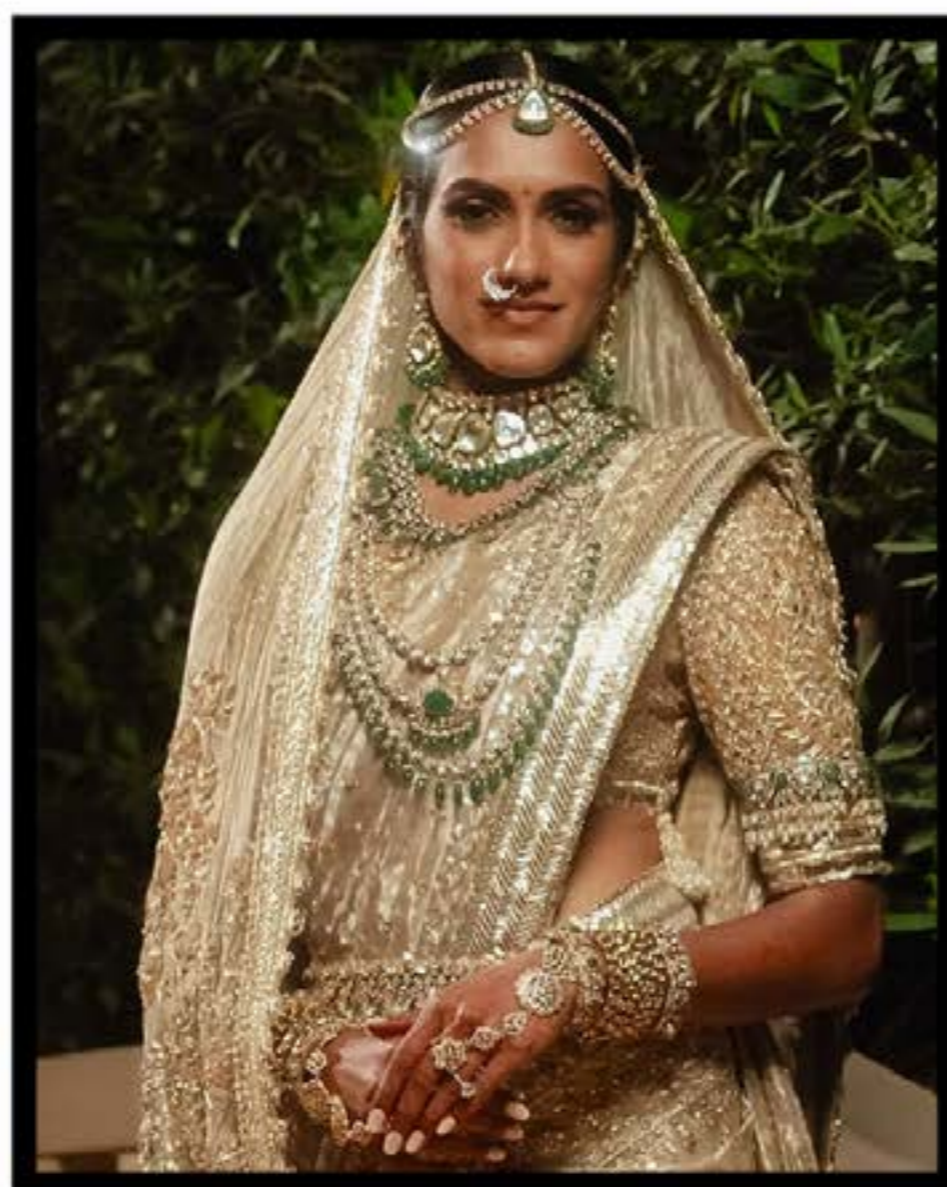
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WHO WORE WHAT



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Festive season sparkles as celebrities showcase avant-garde jewellery collections

MUMBAI

The year-end festivities showcased celebrities wearing diverse jewellery pieces, from Alia Bhatt's minimalist selections to PV Sindhu's elaborate bridal look. Each personality demonstrated unique styling preferences, highlighting both heritage pieces and contemporary designs from prestigious jewellery houses

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