



Verma Jewellers' campaign around old gold boosts sales during lean season, spurs customer loyalty

SOLAN

Launched to address the lean December-January period, when severe winters and holiday travel limit customer activity, the campaign aimed to drive footfalls without compromising on brand value. It achieved a 43% increase in sales volume during its run time, demonstrating the potential of an innovative and focused marketing approach, instead of repetitive discount offers

(RJ Exclusive)

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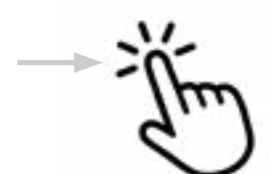
Gopinath Jewellers partners with Octave Music Fest to boost brand visibility, identify with a social cause

AGARTALA

Gopinath Jewellers was the event partner for the Octave Music Festival held in Agartala on January 11 and 12. The festival was a blend of entertainment and awareness, showcasing exceptional talent while delivering a strong message: 'Say No to Drugs'. It gave the brand mileage as well as the opportunity to align with a creative platform addressing a social issue

(RJ Exclusive)

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S L Shet Diamond House launches first airport outlet, expanding brand presence

MANGALURU

S L Shet Diamond House's strategic entry into airport retail through its Mangaluru International Airport outlet represents an innovative fusion of marketing and sales. The 200-square-foot store, featuring a carefully curated jewellery collection for travellers, marks the start of the brand's ambitious expansion plans across 149 airports nationwide

(RJ Exclusive)

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Chetmani Ornaments and Jewellers' campaign targets strategic expansion across Varanasi and Purvanchal

VARANASI

The campaign, which blends product showcases with interactive community activities, serves as both a branding tool and market research initiative. By hosting exhibitions and activities in residential areas, the brand aims to gauge foot traffic, understand local preferences and identify regions with high demand for their jewellery offerings, to pinpoint the most promising locations for potential new stores

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Aisshpra Gems and Jewels hosts 'Showstoppers' fashion runway at its showroom in Lucknow

LUCKNOW

The event featured a diverse set of participants, with both men and women getting an opportunity to walk the ramp and flaunt their jewellery, creating excitement in the store. The event aimed to deepen customer relationships, while also serving as a preview of the brand's new jewellery collections

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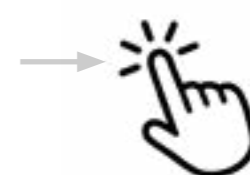


Tanishq's 'Styling One on One' campaign encourages women to express their individuality through jewellery

MUMBAI

A series of videos offer personalized jewellery styling tips and insights from experts like Falguni and Shane Peacock, Mimi Chakraborty, Kalki Koechlin, Tarun Tahiliani and Manisha Koirala through engaging episodes. In the latest Episode 5, actor Manisha Koirala takes viewers through her love for classic elegance

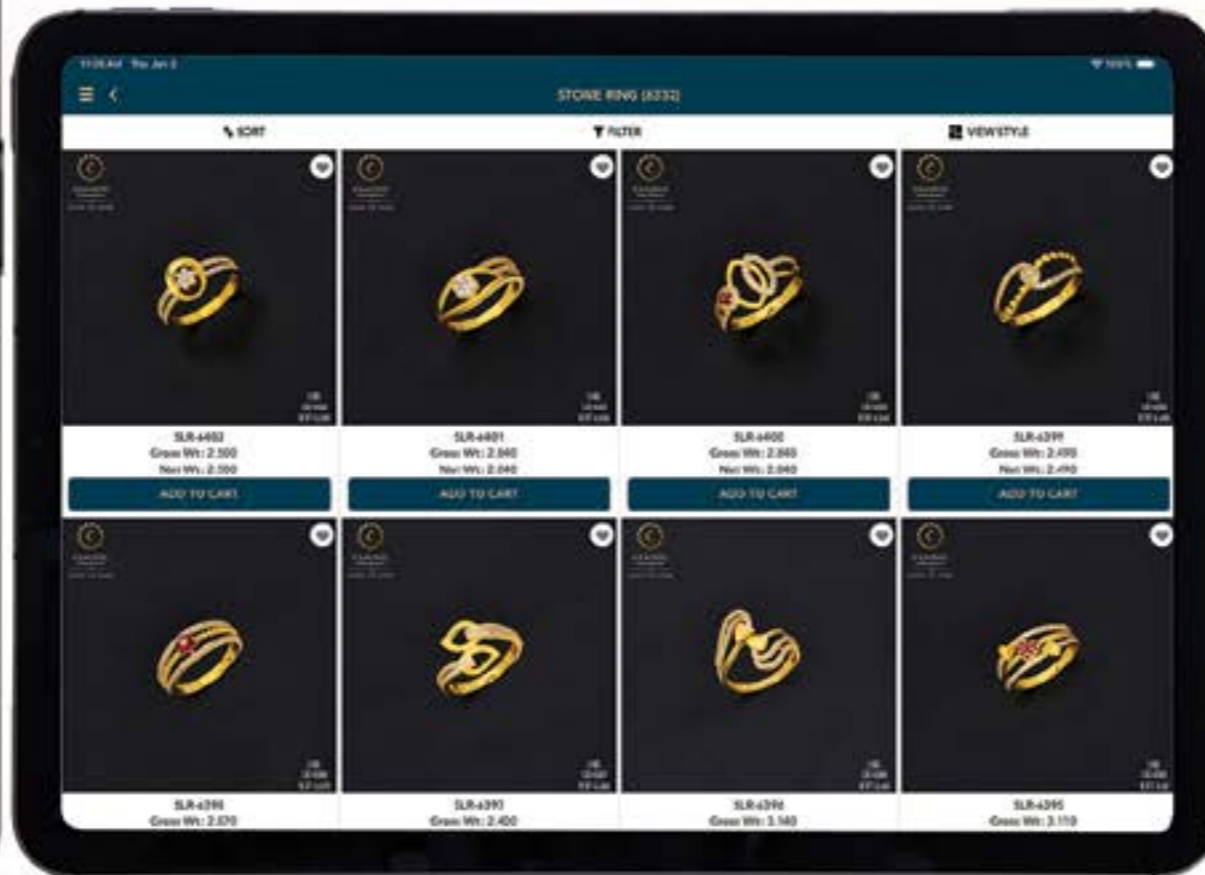
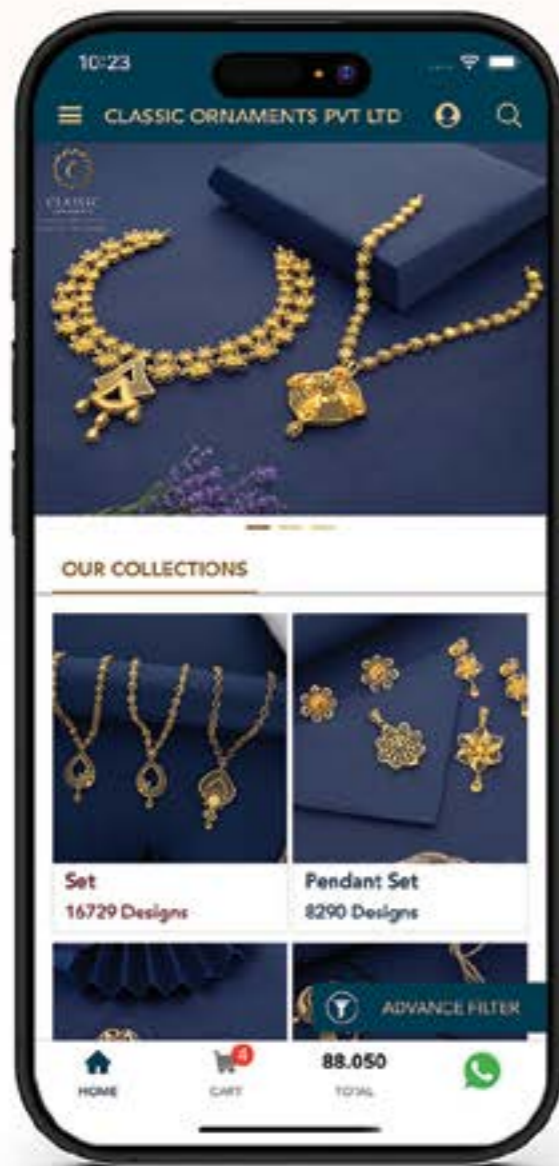
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Karan Johar, Sidharth Malhotra walk the ramp for Tyaani Jewellery at Ajo Luxe Wkend

MUMBAI

The 'Guilded Hour' showcase at the event highlighted the brand's modern interpretations of traditional uncut diamond jewellery. The jewellery designs took centre-stage, with the runway transformed into a platform for showcasing the brand's creations. Several friends of Johar from the world of cinema, as well as brand ambassador Sini Shetty, also dazzled in Tyaani jewellery at the event

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#KhushiyonKiReet: Senco Gold & Diamonds celebrates its 85th anniversary with wedding season campaign

KOLKATA

The campaign video appeals to the new generation of customers who seek to rediscover the beauty of traditions in contemporary ways. It features a young bride who finds her grandmother's vintage wedding necklace and recreates it using the brand's gold jewellery pieces from the Vivaah Collection. The brand has dedicated the campaign to expert craftsmanship, cherished traditions and generational joy created by it over decades

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COVER STORY: TOP RETAIL TRENDS SHAPING 2025 & BEYOND

We list 20 trends that broadly reflect the changes in Indian jewellery retailing and will impact businesses in the coming years

SHOW REVIEW: RETAIL JEWELLER WORLD SHOW '24

The debut edition of our show recognised the growing potential of the global Asian-origin jewellery community for sourcing directly from India while fostering deeper relationships with Indian manufacturers

BRAND STORY - SILVER: GEN Z JEWELLERY REVOLUTION

crash.club by CKC's Executive Director Chaitanya V Cotha delves into the brand's origins, identity, growth strategies, and its appeal to Gen Z

BRAND STORY - PRECIOUS: BEYOND URBAN BOUNDARIES

In an era of intense market competition, Khandelwal Jewellers has carved a unique niche by focusing on Tier-3 and Tier-4 cities in Maharashtra's Vidarbha region, where competition is relatively limited

DIGITAL NATIVE – SILVER

Shyle by Astha

NEW STORE LAUNCH

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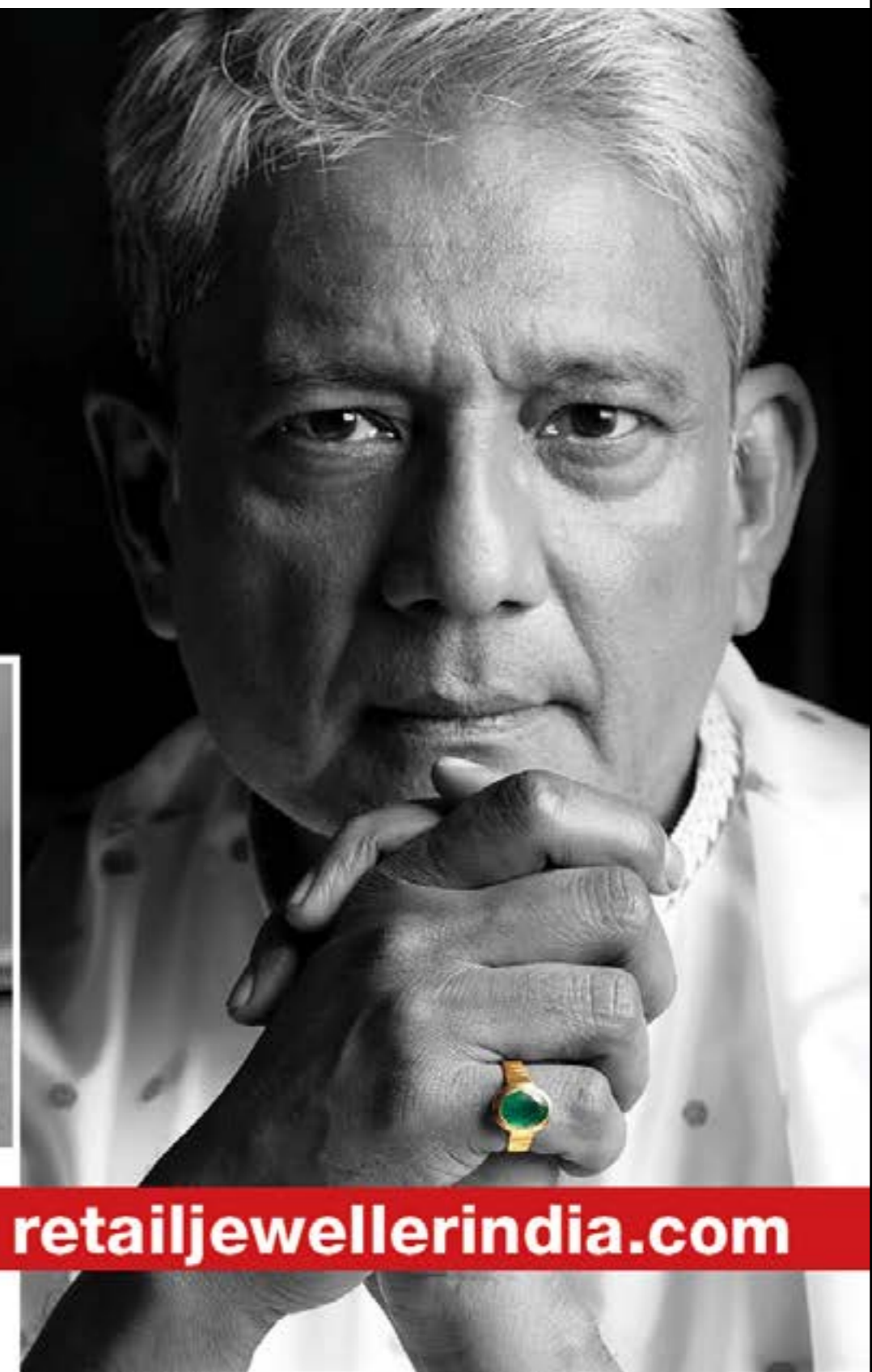
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MPJ Jewellers appoints actor Adil Hussain as brand ambassador as it builds focus on men's jewellery

KOLKATA

The announcement marks a strategic collaboration between the acclaimed actor, who has his roots in Assam, and the prominent jewellery brand from eastern India. Onboarding Adil Hussain comes at a time when the brand is aiming to inspire its male clientele to view jewellery as a meaningful expression of their individuality and style

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Arundhati Jewellers concludes year-long promotion with 'Lakhpatti Mega Lucky Draw' event

PURI

With focus on rewarding loyal patrons, the event sought to strengthen the bond between the brand and its customer base, while also fostering greater interaction and engagement. Customers who had made purchases at Arundhati Jewellers over the past financial year were entered into the draw for a chance to win exciting prizes

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Khanna Jewellers announces actor Athiya Shetty as its latest brand ambassador

NEW DELHI

The partnership with Shetty coincides with the launch of the brand's latest collection, featuring gold jewellery, chic diamond pieces, and bold polki creations that celebrate the multifaceted personality of today's global woman. According to the brand, this collection presents a fresh narrative of style and tradition to its clients, offering jewellery not merely as accessories but as reflections of individuality and heritage

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Chhaganlal Dayaljee Jewellers marks 107 years of legacy with anniversary celebration in Jamshedpur

JAMSHEDPUR

The celebrations run from January 15 to 20, 2025, marking the brand's milestone in the jewellery business in Jamshedpur. The jeweller's rich history is intertwined with the growth of the city, and it has served generations of customers. It is offering exclusive promotions across its stores, together with the anniversary celebrations

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WHO WORE WHAT



Bollywood divas shine in minimalist jewellery from Indian brands

MUMBAI

This week, celebrities flaunted their elegant minimalist jewellery, showcasing standout pieces from renowned fine jewellery brands. Be it Madhuri Dixit's classic elegance, Diana Penty's retro-inspired charm, or Khushi Kapoor's contemporary flair, each look highlights the perfect pairing of attire and accessories

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