



#Nrityabaran: Abaran Timeless Jewellery's new campaign is a modern ode to classical Indian dance forms

BENGALURU

The campaign highlights the prominent Indian dance forms, with special emphasis on Yakshagana. The brand has attempted to create jewellery incorporating elements historically associated with these dance forms, while ensuring that it remains wearable beyond the stage

(RJ Exclusive)

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Kalasha Fine Jewels turns to Keerthy Suresh's character in Netflix series 'Akka' to pitch for its Puligoru pendants

BENGALURU

Although the pendant she wears in 'Akka' was not designed by the brand, and Kalasha Fine Jewels has no formal association with the series, it has strategically used the actor's character to showcase its own collection of Puligoru pendants

(RJ Exclusive)

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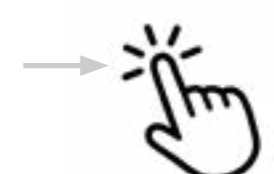
Svaraa Jewels' campaign 'Empower Her' celebrates the strength of women in every life situation

AHMEDABAD

The Women's Day initiative highlights the contributions of women across all walks of life. The brand is also inviting select high-end customers to special events at its stores in Ahmedabad and Mumbai to browse its new jewellery line along with refreshments

(RJ Exclusive)

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CLICK HERE to view collection

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Arundhati Jewellers gives back to the community by hosting mega blood donation camp across all its stores

BHUBANESWAR

The drive was held simultaneously across all nine branches of the brand in Odisha, with the goal of encouraging local residents to contribute to a life-saving cause, give back to society and support those in need. More than 1,000 units of blood were collected

(RJ Exclusive)

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PC Jeweller targets sports fans by partnering Team UP Warriorz at the Tata Women's Premier League

NEW DELHI

The partnership marks a significant milestone for the brand, as it aligns with a major sports franchise for the first time at this scale. It allows the brand to connect with millions of cricket fans across India, who can be its potential customers *(RJ Exclusive)*

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PP Jewellers by Pawan Gupta roots for women's well-being by partnering Shakti Marathon for the second time

NEW DELHI

The marathon, to be held on International Women's Day, aims to celebrate women's empowerment, and promote physical fitness among them. To incentivize participation, the brand is offering cash prizes totalling Rs 2 lakh and 300 gift hampers to winners

(RJ Exclusive)

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#SunehreGehnoKa: Verma Jewellers targets brides-to-be with its gold jewellery through ‘Shadi Utsav’ campaign

SOLAN

The campaign showcases the brand’s array of gold ornaments and offers women Himachali jewellery that speaks to their culture and traditions. Verma Jewellers has transformed its showroom into a wedding-themed space, decorating it to reflect the grandeur of Himachali weddings
(RJ Exclusive)

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Talla Jewellers builds on its socially responsible reputation by holding free medical check-up camp

JAMMU

The camp, held in collaboration with the 'Live For Others - Being Helpful Foundation' and hospital chain Ujala Cygnus, benefited approximately 1,000 patients, offering them free doctor consultations and free medicines for those in need
(RJ Exclusive)

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As patron sponsor of FPL 2.0 in Indore, Punjabi Saraf gains insights into customer preferences and trends

INDORE

A highlight of the event was an educational session on Polki jewellery, where the brand demonstrated the live manufacturing process of Polki, addressing common myths and providing insights into its craftsmanship

(RJ Exclusive)

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Mia
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Ahead of International Women's Day, Mia moves to help women take charge of their financial future

BENGALURU

In partnership with Zerodha Varsity, the educational wing of leading fintech platform Zerodha, the brand is hosting an exclusive, free online financial literacy masterclass on March 2, designed to educate and empower women

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INDIA
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Peacock Pendant



Emerald Diamond Door Earrings



Ruby Lapel

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Misho Designs to debut high jewellery line inspired by the historic gates of Jaipur's City Palace

MUMBAI

Named 'Jaipur', the jewellery line is a collaboration with Princess Gauravi Kumari and the Princess Diya Kumari Foundation, which supports women artisans in Rajasthan and helps preserve traditional crafts. It re-interprets traditional techniques such as meenakari enamelling and pearl detailing

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AUGMONT

GOLD
FOR ALL

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Gold-trading platform Augmont enters the LGD market, launches 'Akoirah' with Rs 100 crore investment

MUMBAI

Through this strategic investment, Augmont plans to open 100 Akoirah stores over the next three years, according to Ketan Kothari, Director of Augmont Gold. He plans to leverage Augmont's over four crore digital gold consumers to expand Akoirah offline

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Rivaah by Tanishq launches wedding anthem 'Main Keya Hai Hai' where the bride is narrator of her own story

MUMBAI

The music video of the anthem follows a Tanishq bride as she walks towards her groom, adorned in the new Rivaah X Tarun Tahiliani 2.0 collection. The anthem has sparked a huge wedding dance movement, with people embracing its infectious energy

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The Retail Jeweller November-December 2024 Digital Edition

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

Kumari Fine Jewellery

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WIDE ANGLE



From next-gen customers to AI-powered retail, 6th Retail Jeweller Middle East Forum decodes future-ready strategies for the jewellery business

DUBAI

The event served as a vital platform for the crème de la crème of jewellers in the Middle East to discuss the current scenario in the industry and explore topics like gold confidence, digital disruption and workforce excellence

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Retail Jeweller
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2025



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WIDE ANGLE



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Tiara Dhody's 'Treasures by Tiara' collaborates with clothing brand Poet-Lab for London Fashion Week debut

LONDON

Redefining high jewellery as 'wearable art', the brand presented diamond-encrusted gold bracelets, gemstone rings and statement accessories to complement Poet-Lab's experimental silhouettes. It is looking ahead to more international showcases, with potential collaborations in New York and Milan

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WIDE ANGLE



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De Beers introduces its diamond verification device, DiamondProof, in retail stores

LONDON

The device can quickly distinguish natural diamonds from non-natural ones, such as laboratory-grown diamonds (LGDs) and diamond simulants, providing a tool for retailers to educate their customers on the differences between natural diamonds and other products

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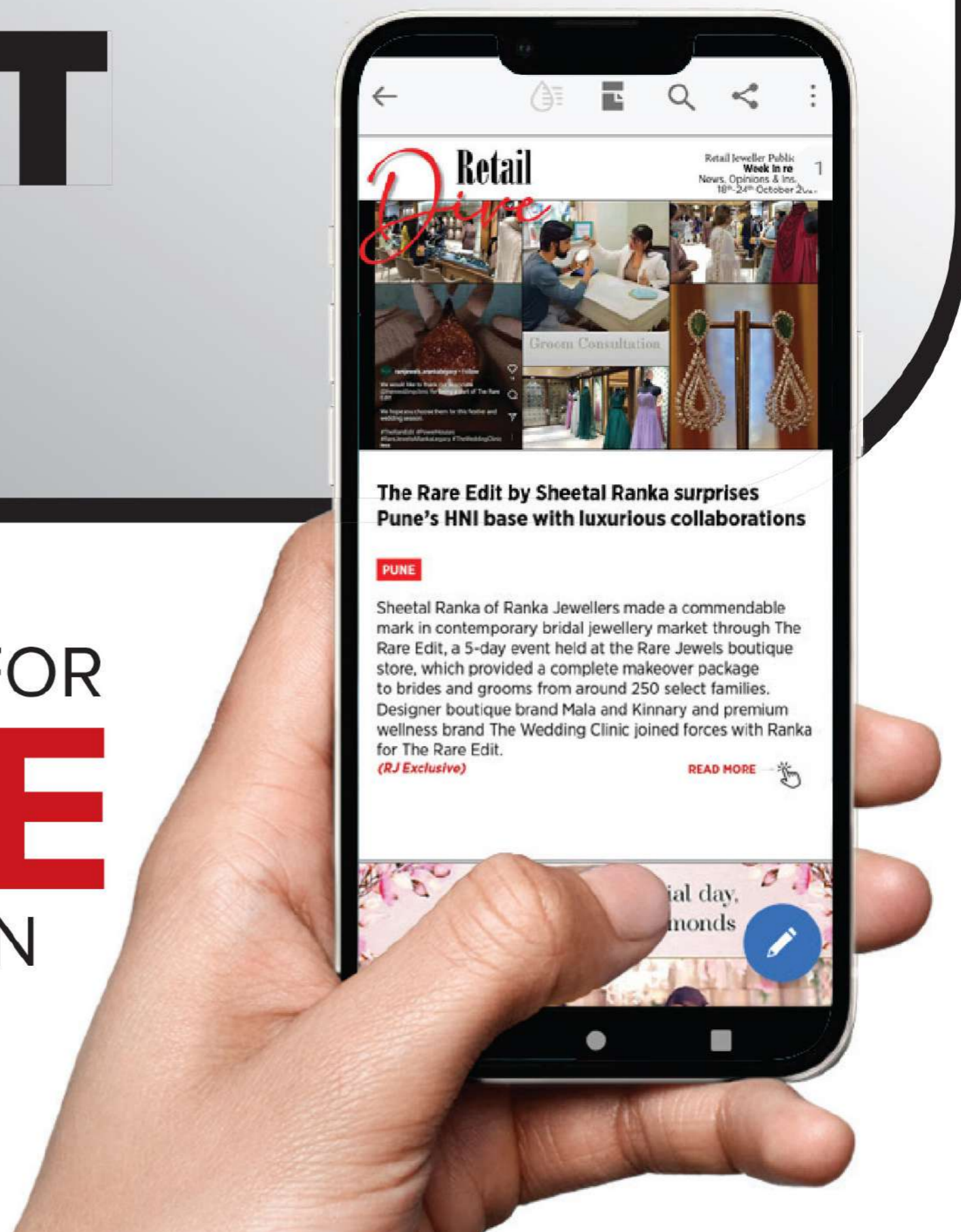


Retail Dive

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India and Thailand sign key MoUs to enhance jewellery trade ties at Bangkok Gem and Jewelry Fair

BANGKOK

The MoUs, signed by a high-level delegation from India with players in the Thai jewellery industry, aim to enable joint research, enhance knowledge exchange and foster new avenues of collaboration between India and Thailand

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WHO WORE WHAT



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Bollywood A-listers stand out in statement pieces from top Indian jewellery brands

MUMBAI

From traditional Kundan to antique Polki diamond Jadau jewellery and statement chokers, these celebrities were seen flaunting beautiful ornaments at occasions like grand wedding celebrations, film promotions and exclusive photoshoots

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