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## Retail Jeweller South Forum 2025: De Beers' mega campaign, silver-market growth, retail expansion driven by sub-brands stand out

### BENGALURU

The second edition of the Retail Jeweller South Forum, presented by De Beers and associate partner Laxmi Diamonds, saw 150 retailers from the southern region gather to discuss the changing nuances of the markets and diverse growth strategies for maximising opportunities in India's biggest regional jewellery market

*(RJ Exclusive)*

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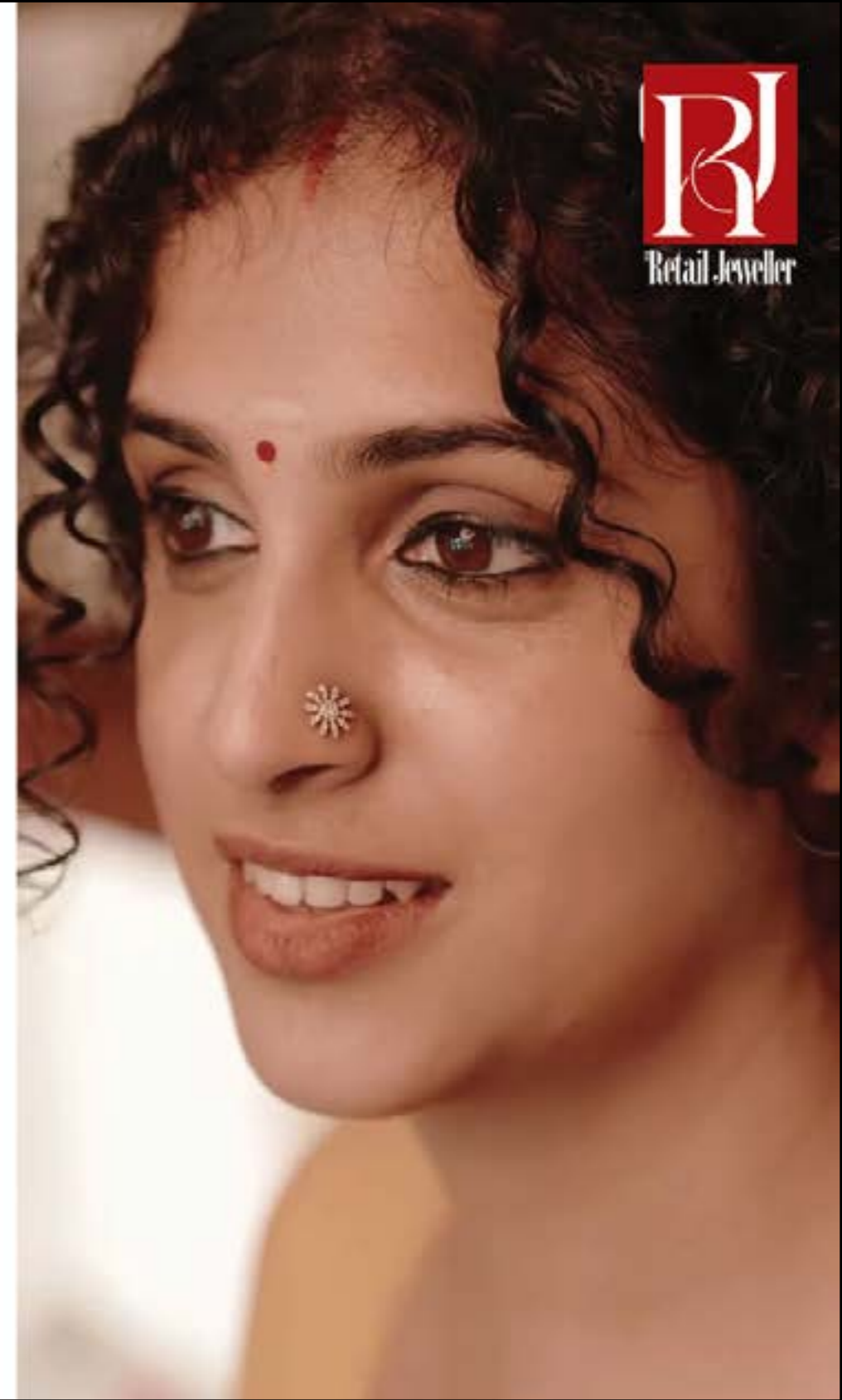


G GENESIS  
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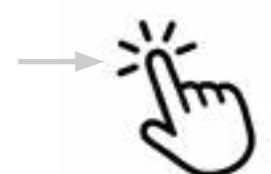
## #MookkuthiFest: Genesis Diamonds by Deepak Toms' campaign draws on rich legacy of nose pins in Kerala

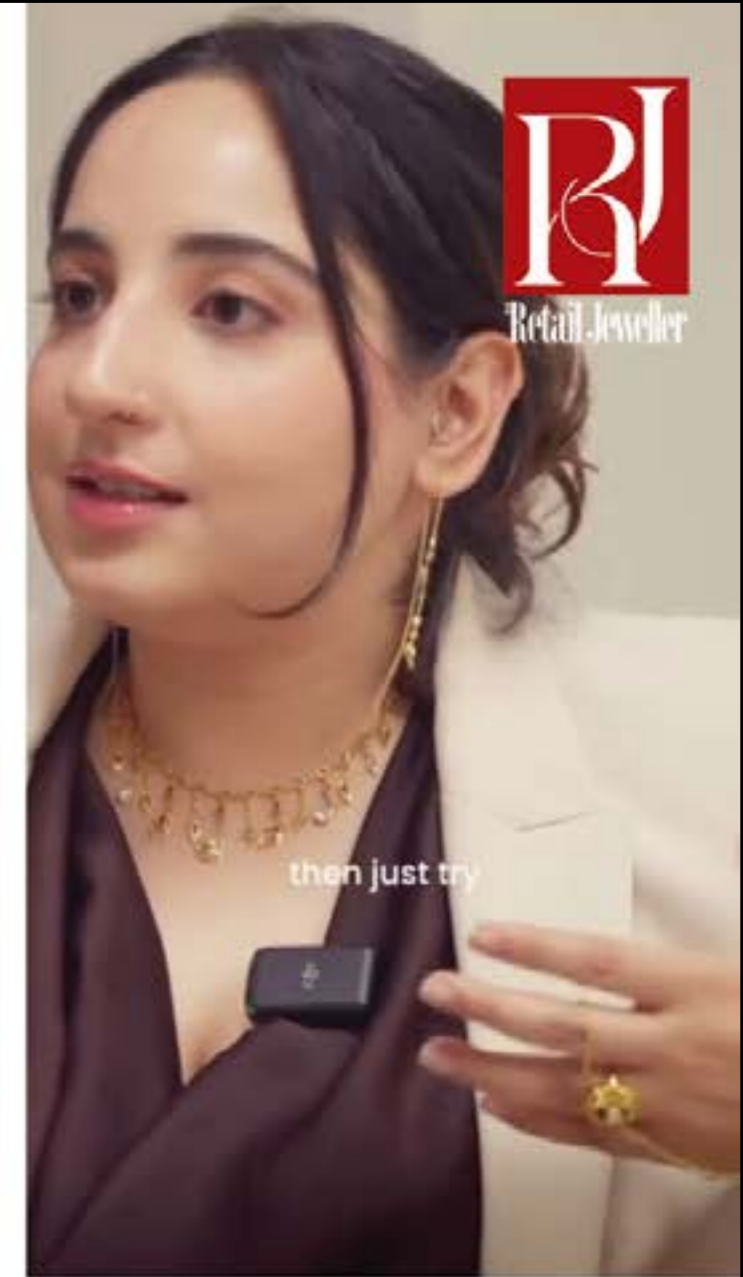
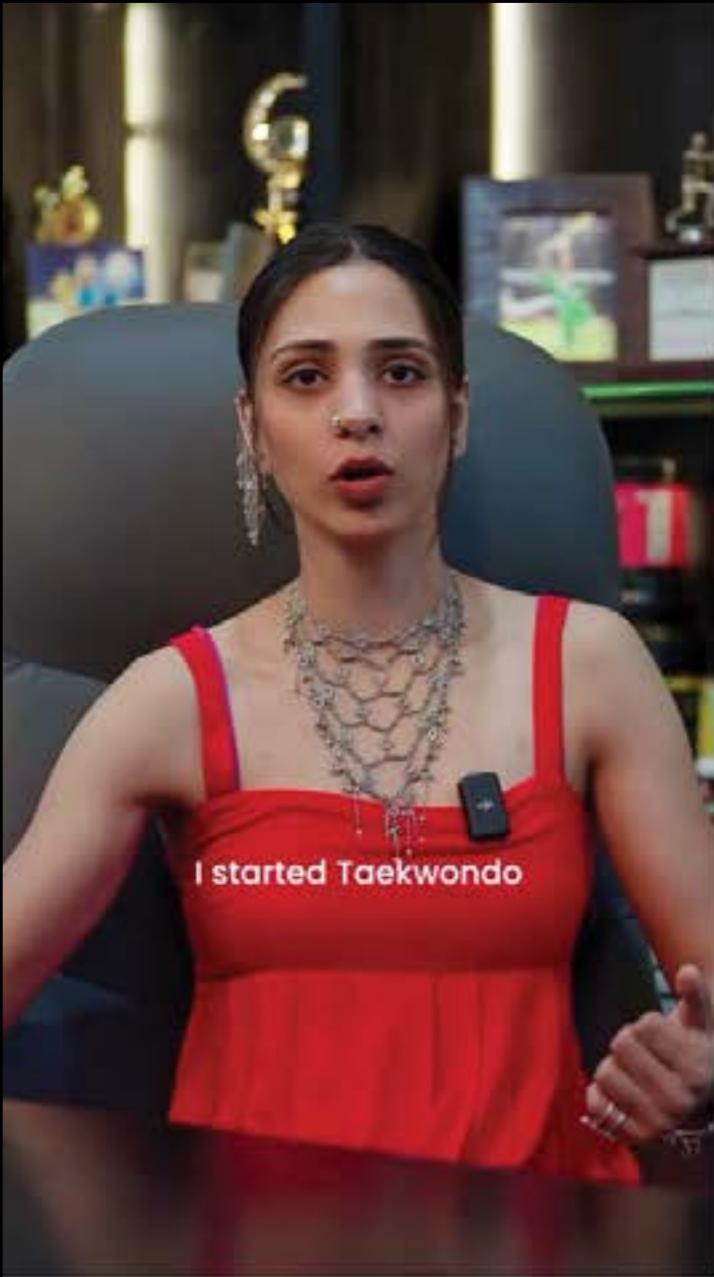
KOCHI

The campaign reflects how Mookkuthi (Malayalam for nose pin) is intertwined with deep desire or aspiration, and encourages gender-neutral exploration of the ornament. It also traces the evolution of nose pins from marker of status to contemporary fashion statement

*(RJ Exclusive)*

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## #SoShaya celebrates inspiring women achievers and their stories, with silver jewellery to match

**MUMBAI**

The campaign featured eight extraordinary women achievers, each styled with a Shaya jewellery collection that matched their personality and accomplishments. The brand sought to empower its audience by sharing the unique stories of these women

***(RJ Exclusive)***

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AMIT AGGARWAL

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## Isvari Jalandhar Jewellery House, designer Amit Aggarwal co-create a fresh narrative, uniting tradition and innovation

**NEW DELHI**

The collaboration saw the fusion of meticulously crafted heirloom jewellery with avant-garde couture, as the two creative forces came together for the Fashion Design Council of India's 'Ancestral Route to Innovation' event in New Delhi  
*(RJ Exclusive)*

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## Sona Chandis all set to dazzle as official crown partner for Miss Universe India 2025 pageant

**KANPUR**

The announcement was made at a press conference during Miss Universe 2024 Victoria Kjær Theilvig's recent visit to India, where Sona Chandis digitally unveiled its exclusive crown design for Miss Universe India 2025 and gained visibility at a national level

***(RJ Exclusive)***

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DUA GOLD, JEWELLERY MANUFACTURER,  
COIMBATORE



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PERSÉE  
PARIS



## French fine jewellery brand Persée Paris tests the ground ahead of India debut in September

### MUMBAI

The brand, known for its unique 'floating diamond' aesthetic, recently showcased its jewellery at the French Luxury Experience 2025 events in Mumbai and New Delhi. It plans to host pop-ups in key metro cities for Indian consumers to experience its designs firsthand

***(RJ Exclusive)***

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## With Golden Women Excellence Awards, Pothys Swarna Mahal continues annual tradition of honouring women

### CHENNAI

The awards ceremony, held across all Pothys store locations, has been a consistent feature over the last few years, reinforcing the brand's practice of recognizing women achievers who have made significant impact in their respective domains

*(RJ Exclusive)*

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## Manik Chand Jewellers is third-time title sponsor of Vintage Vogue Spring Summer Edit in Shillong

### GUWAHATI

After successful earlier editions, the brand is looking at the event, to be held on March 24, as an effective way to engage with the city's discerning clientele, who have high demand for diamonds and fine jewellery

***(RJ Exclusive)***

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## IIJS Tritiya 2025 gets under way in Bengaluru with 1,100+ exhibitors, including 500 new entrants

### BENGALURU

The theme for IIJS Tritiya 2025 is 'Classical Indian Dance Forms' under the 'Brilliant Bharat' initiative. More tech-focussed than ever before, the show runs from March 21 to March 24, 2025, and expects to draw 15,000+ Indian retailers and 300+ international buyers

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This March

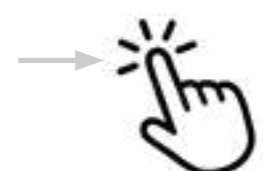


## Malabar Gold and Diamonds embarks on plan to open 12 new showrooms during March 2025

### KOZHIKODE

Flagging off this expansion spree, the brand launched showrooms at Hospet and Chitradurga on March 15 and 16 respectively. After multiple launches through the month, the final phase will see new stores at Dhanbad and Amalapuram, both opening on March 30

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## Kirtilals presents special necklace inspired by the game of chess to grandmaster Koneru Humpy in Chennai

**CHENNAI**

The chess icon recently unveiled 'Lustre & Legacy by Kirtilals', a series featuring six exclusive collections of natural diamond jewellery, at an event. These collections encapsulate the legacy of Kirtilals while reflecting its forward-thinking approach to design

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## **Kisna Diamond & Gold Jewellery announces plan to open 60+ new showrooms across India in 2025**

### **MUMBAI**

The brand aims to surpass 120 exclusive showrooms across India this year, with its planned expansion including entry into new markets such as Faridabad, Bhubaneswar, Assam and Manipur. The expansion focuses on key business hubs and high-potential markets

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**Our 20th anniversary edition, the first of 2025, is finally here!**

For two decades, our relentless pursuit of the latest trends reshaping the industry, new ideas that provide a competitive edge, and best practices that establish new standards of excellence have kept us at the forefront of reflecting the industry transformations while empowering retailers to keep pace with its changing dynamics. Clearly, introducing several new sections is the most fitting way to commemorate this milestone edition.

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## CaratLane tweaks marketing strategy, banks on television ads after a gap of seven years

**BENGALURU**

The Valentine's Day campaign was so effective that Caratlane is considering substantial ad spends towards TV campaigns in future. Overall, the brand is shifting its marketing approach from tactical campaigns to deeper, insight-driven narratives led by story-telling

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## Senco Gold & Diamonds plans to launch 20 new stores, and expects topline to grow by 20% in FY25

### MUMBAI

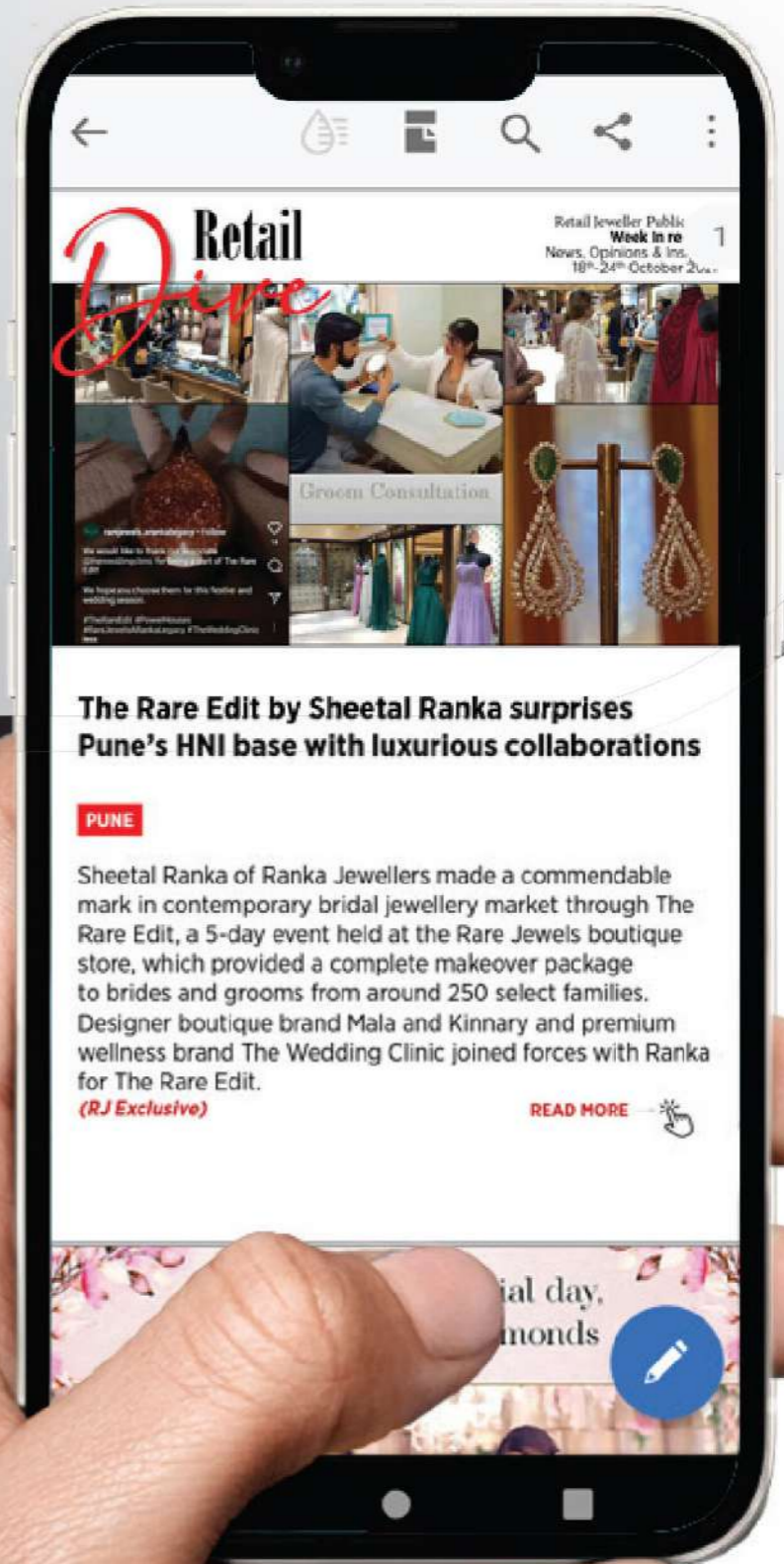
Demand for diamond jewellery was weak in the first three quarters of the year, but Q4 saw more customers buying 14-carat and 18-carat diamond jewellery, according to a statement made by the brand on media platform CNBC TV18

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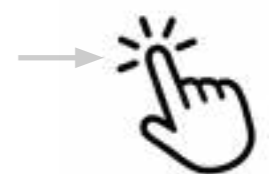
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## Saashri Jewellers ropes in actor Samantha Ruth Prabhu for grand opening of new store in Sydney

### SYDNEY

The Vizag-based brand will live-stream the event from Sydney's Parramatta Square for fans of Prabhu and its loyal customers, and provide an exclusive store tour, interactions with the actor, and a first look at its latest collections

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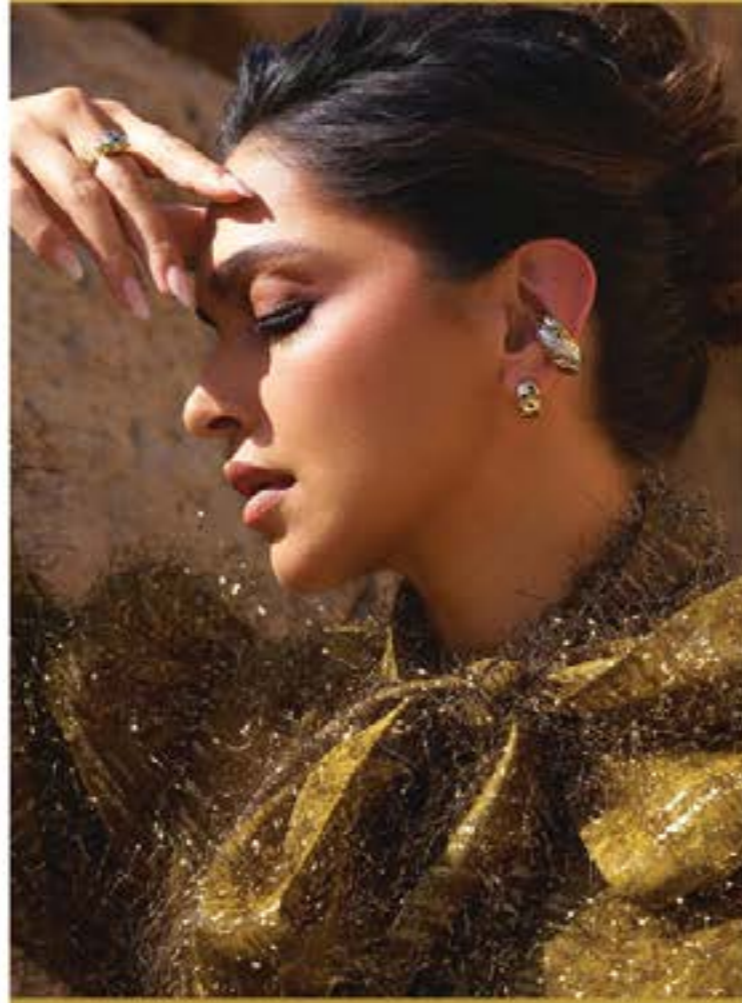
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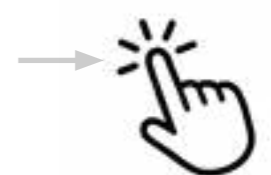
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## From Cartier to Sabyasachi: Celebrities shine in high jewellery from Indian and international brands

### MUMBAI

From Rihanna's Sabyasachi statement chain to Deepika Padukone's bold earrings by Cartier, celebrities are redefining luxury accessorizing, proving that the right jewellery can truly transform a look at red-carpet galas, film promotions and wedding celebrations

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