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## Maresh Notandass' satirical ad campaign with Orry and Shalini Passi stirs up lab-grown vs natural diamonds debate

**MUMBAI**

The campaign, released under the banner #RealTalk, is a sly wink at the industry's ongoing conversation around lab-grown versus natural diamonds, reframing the debate in the language of millennials and Gen Z pop culture

***(RJ Exclusive)***

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GIVA◆  
Silver · Gold · Lab Grown Diamonds

## Shubh Akshaya Tritiya

with Lab-grown Diamond Jewellery

ft.

*Anushka Sharma*[retailjewellerindia.com](http://retailjewellerindia.com)

## GIVA sparks conversations with campaign endorsing lab-grown diamonds for Akshaya Tritiya gifting

### BENGALURU

The brand's ad featuring actor Anushka Sharma follows three generations of women sharing a piece of LGD jewellery, symbolizing continuity and blessings. The narrative aims to present LGDs not as a replacement for gold, but as a re-imagined expression of traditional gifting

***(RJ Exclusive)***

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## Parekh Brothers Jewellers wins visibility with toss branding partnership at Nagpur Cricket War Season 6

### NAGPUR

The brand introduced the 'Toss Ka Boss' feature, with specially minted silver coins with a batting symbol on one side and bowling symbol on the other, carrying the brand's identity throughout the tournament. More than 25 spectators visited its showroom post the event

*(RJ Exclusive)*

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## PNG Jewellers organizes ticketed show of singer Suresh Wadkar to mark Ahilya Nagar showroom anniversary

**PUNE**

Held in a packed 700-seater auditorium, the ‘Swarna Suvarna’ event drew a diverse audience of music enthusiasts from across Pune, and reinforced the brand’s commitment to creating memorable experiences for its customers and connecting with them emotionally

***(RJ Exclusive)***

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## With the ‘English Room’, TBZ-The Original fosters English proficiency among school students, makes social impact

**MUMBAI**

The initiative, in partnership with the Pehlay Akshar Foundation, is designed to enhance language skills and nurture a growth mindset among students, while training teachers to amplify the impact. It reinforces the brand’s ethos of empowerment and progress

***(RJ Exclusive)***

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## Mia by Tanishq brings its 'Fiore' collection to life with sensor-based installation at Nexus Seawoods, Mumbai

### MUMBAI

Strategically timed with Akshaya Tritiya, which symbolizes new beginnings, the activation centres around jewellery inspired by the delicate beauty of spring and fresh starts, with an AI-powered installation that quite literally blooms to life when anyone crosses it

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## Festival of Golden Moments: PNGS' campaign for Akshaya Tritiya seeks to seal memories in gold

**PUNE**

The campaign brings alive the emotion and significance of gold purchase. It captures moments with brand ambassador Mithila Palkar in which gold is not merely worn but passed on with love, pride and permanence

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## CaratLane rolls out 360° campaign around new offerings 'Sol' and 'Luna' ahead of Akshaya Tritiya

### BENGALURU

At the heart of the campaign is a powerful narrative celebrating individuality and transformation - Sol symbolizes new beginnings and radiant potential, while Luna honours every phase of a woman's journey, inspired by the moon's ever-changing beauty

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## Tanishq's new campaign with Radhika Apte highlights personal milestones through meaningful jewellery

### BENGALURU

In the campaign video, Apte reflects on the symbolism and intricate detailing of the brand's new Kundan line, even as Tanishq aims to bring attention to the depth of heritage in Indian jewellery-making, and highlight both technique and tradition

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## Launch of Celant marks Bhima's entry into the modern lightweight daily-wear jewellery segment

### TRIVANDRUM

Celant has been developed to address a growing need for jewellery that balances style, functionality and responsible sourcing. Bhima's decision to launch Celant stems from an understanding of evolving customer preferences

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# MELORRA



# SENCO

GOLD & DIAMONDS

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## **Senco to operate all Melorra stores after entering marketing tie-up with August Jewellery**

**KOLKATA**

As part of the agreement, Senco will run all existing Company Owned and Company Operated (COCO) Melorra stores as master franchisee of AJPL, operator of the Melorra brand. Last year, Senco had placed a bid to acquire Melorra

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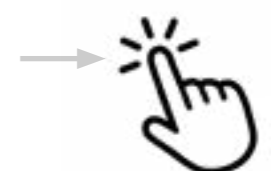
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## DC Jewellers engages directly with residents of Indore through its 'Raktadan Mahadaan' blood donation drive

### INDORE

The activity was held in a prominent housing society, and its residents were invited to visit the brand's newly launched store in the city. The brand aims to build trust and visibility through both product offerings and socially responsible activities

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**AKSHAYA TRITIYA**

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## US-based fine jewellery brand Angara enters India, banking on its D2C expertise and personalization

**MUMBAI**

The \$100M+ brand, which specializes in coloured gemstones, diamonds and pearls, goes digital-first in India. In the coming months, it plans to expand into physical retail, providing experiential spaces where customers can interact with its collections firsthand

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# OUR 20TH ANNIVERSARY EDITION, THE FIRST OF 2025, IS 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.

**ENJOY THE READ!**

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## Punjabi Saraf aligns with FICCI FLO on ‘weddings’ theme, strengthens its focus on bridal jewellery

**INDORE**

The brand showcased its bridal, polki and diamond jewellery at a recent event featuring actor Neha Dhupia. With this year’s FICCI FLO theme being ‘weddings’, the collaboration is relevant for Punjabi Saraf’s prominent bridal jewellery portfolio

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## Industry doyen Vummidi Ethiraj turns 100 with a legacy rooted in India's history and craftsmanship

**CHENNAI**

The Tamil Nadu Governor acknowledged the veteran's long-standing role in the Indian jewellery industry and recalled his involvement in one of the country's most significant historic moments—creation of the 'Sengol' that symbolized the transfer of power from British rule to independent India

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## Farah Khan Atelier retails new jewellery line, inspired by Arabian desert landscape, through Hanif Jewellers

**DUBAI**

An ode to the soulful traveller, the collection brings together ceramic artistry, 18kt gold and natural diamonds, and is available exclusively through luxury brand Hanif Jewellers, with its flagship store situated in Dubai's Gold Souk Extension

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AL DARWISH, DOHA



AL DARWISH, DOHA

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## Birdhichand Ghanshyamdas Jewellers makes first international foray with launch of new store in Doha

**DOHA**

Located at Al Darwish, a prominent commercial pocket, the store aims to serve both regional and global clients. The brand decided to enter the Middle East market after receiving a positive response to exhibitions held earlier in the region

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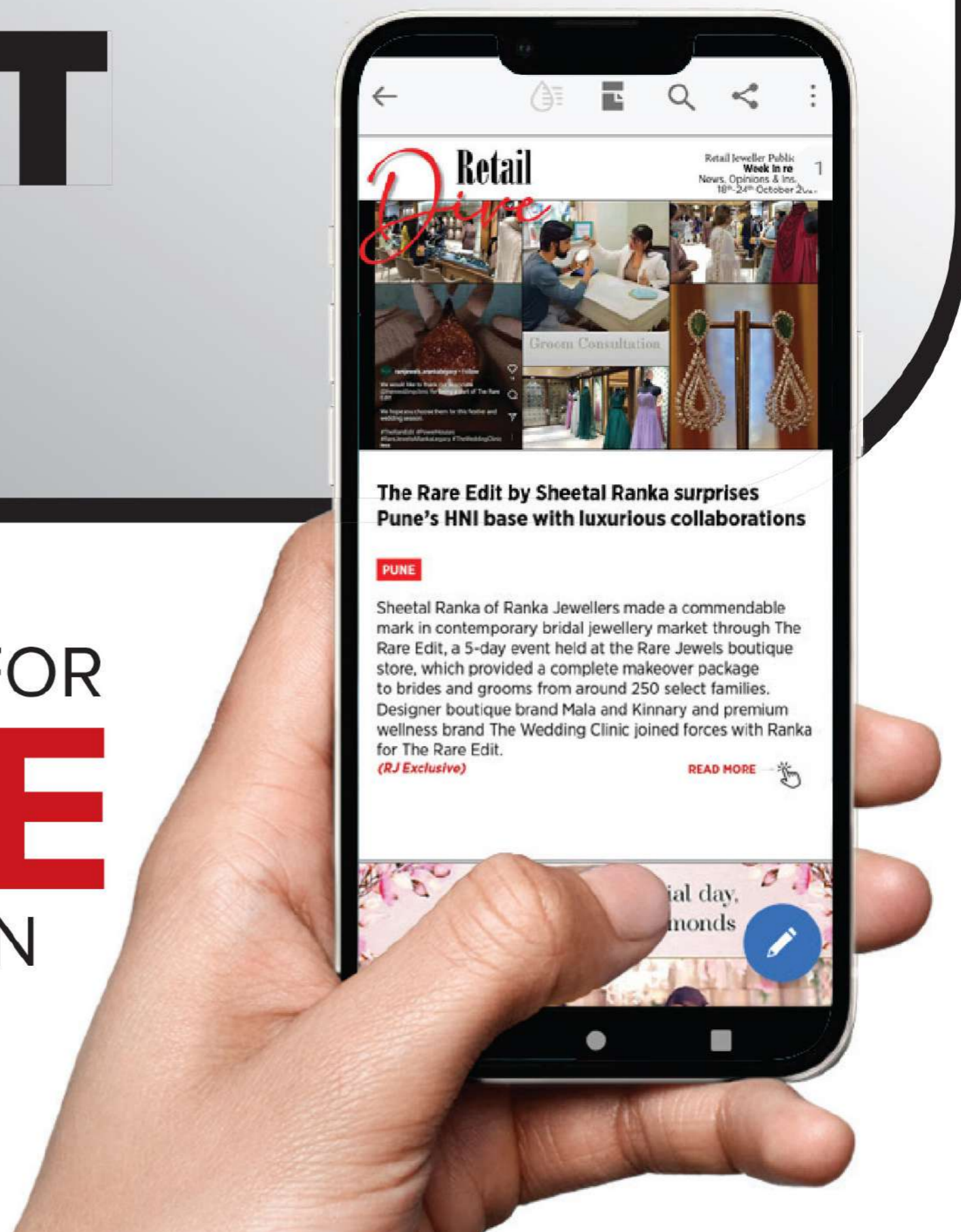


# Retail Dive

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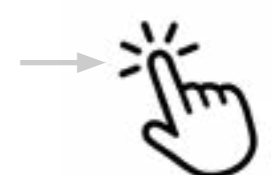


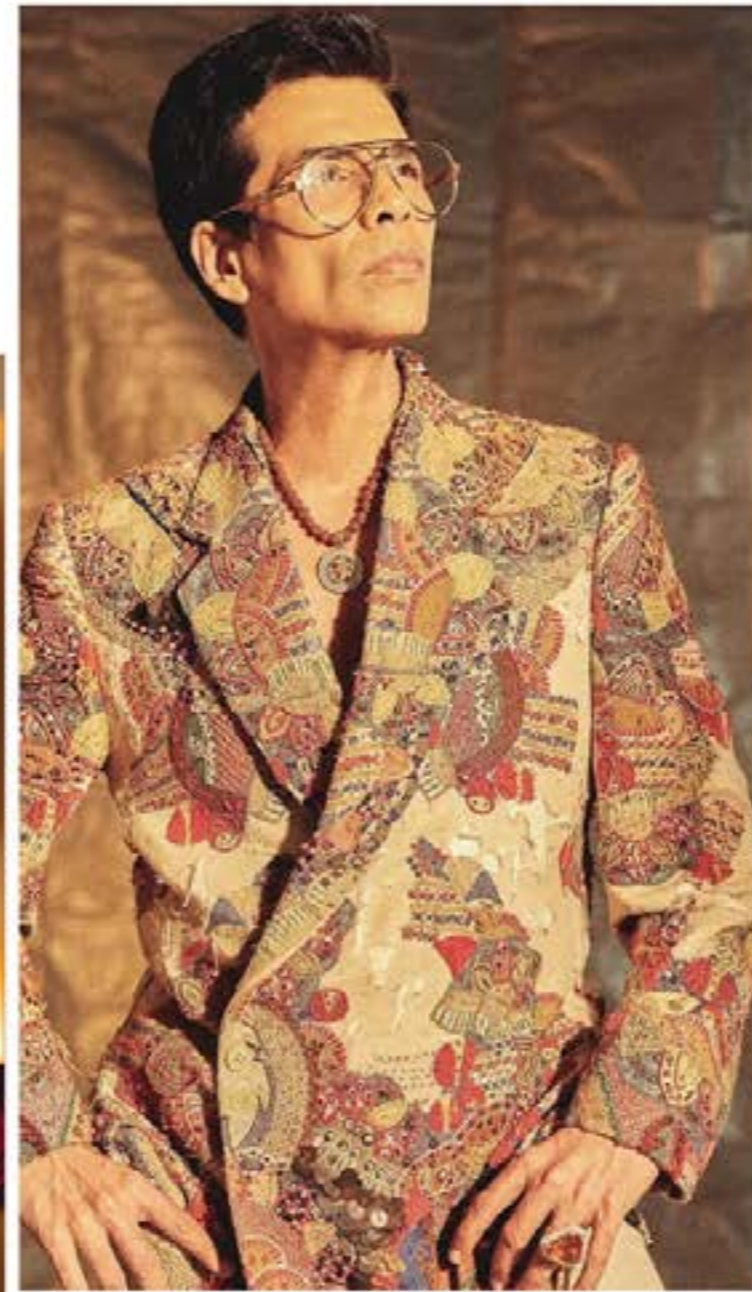
## De Beers opens flagship store at Dubai Mall, offering its signature fine and high jewellery lines

### DUBAI

Situated on the ground floor of the iconic mall, the new boutique takes design cues from the De Beers flagship store on London's Old Bond Street. It has been launched in partnership with luxury goods company, the Chalhoub Group

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## From Tyaani to Mahesh Notandass: Celebrity jewellery moments that are trending this week

### MUMBAI

Be it the intricate craftsmanship of Polki earrings or the grandeur of diamond chokers and gemstone rings, these jewellery choices reflect the personalities and style quotient of the stars wearing them, from high-profile promotional events to exclusive fashion shows

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