

D·RENTM
HIGH JEWELLERY RE-IMAGINED

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AVR Swarna Mahal all set to launch D.REN, its new high jewellery brand with global ambition

SALEM

D.REN is being presented as a separate brand with its own store format and identity, and a marketing strategy built on selective outreach and ‘silent luxury’. Intended for Tier I cities across India, the first D.REN store opens in Chennai on June 1
(RJ Exclusive)

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VBC Jewellery highlights the unique bond between sisters in new campaign around emotional gifting

CHENNAI

Titled #JustSiblingThings, the campaign puts out a narrative that is deeply relatable for a wide audience, while positioning the brand's jewellery as both a lasting keepsake and a silent expression of love. It draws inspiration from the brand's own leadership, run by two sisters

(RJ Exclusive)

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With the ‘Walk of Shine’ in-store runway experience, Aisshpra seeks to bring its HNI customers closer

LUCKNOW

Designed around customer-led gatherings of 25-30 women, the events combine food, games, jewellery try-ons and ramp walks, building strong brand engagement through a shared experience. The brand has already seen an average conversion rate of 30% through these events

(RJ Exclusive)

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Hansa Rathore
 Shri Pa Designer



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JKJ Jewellers teams up with Rajputi design house to flaunt its heritage identity at high-visibility event

JAIPUR

The brand's strategy is to align the launch of each new jewellery line with prominent events, to ensure it receives attention from a wide customer base. The collaboration with Shreepa by Hansa Rathore resulted in increased footfalls and actual conversions post the event

(RJ Exclusive)

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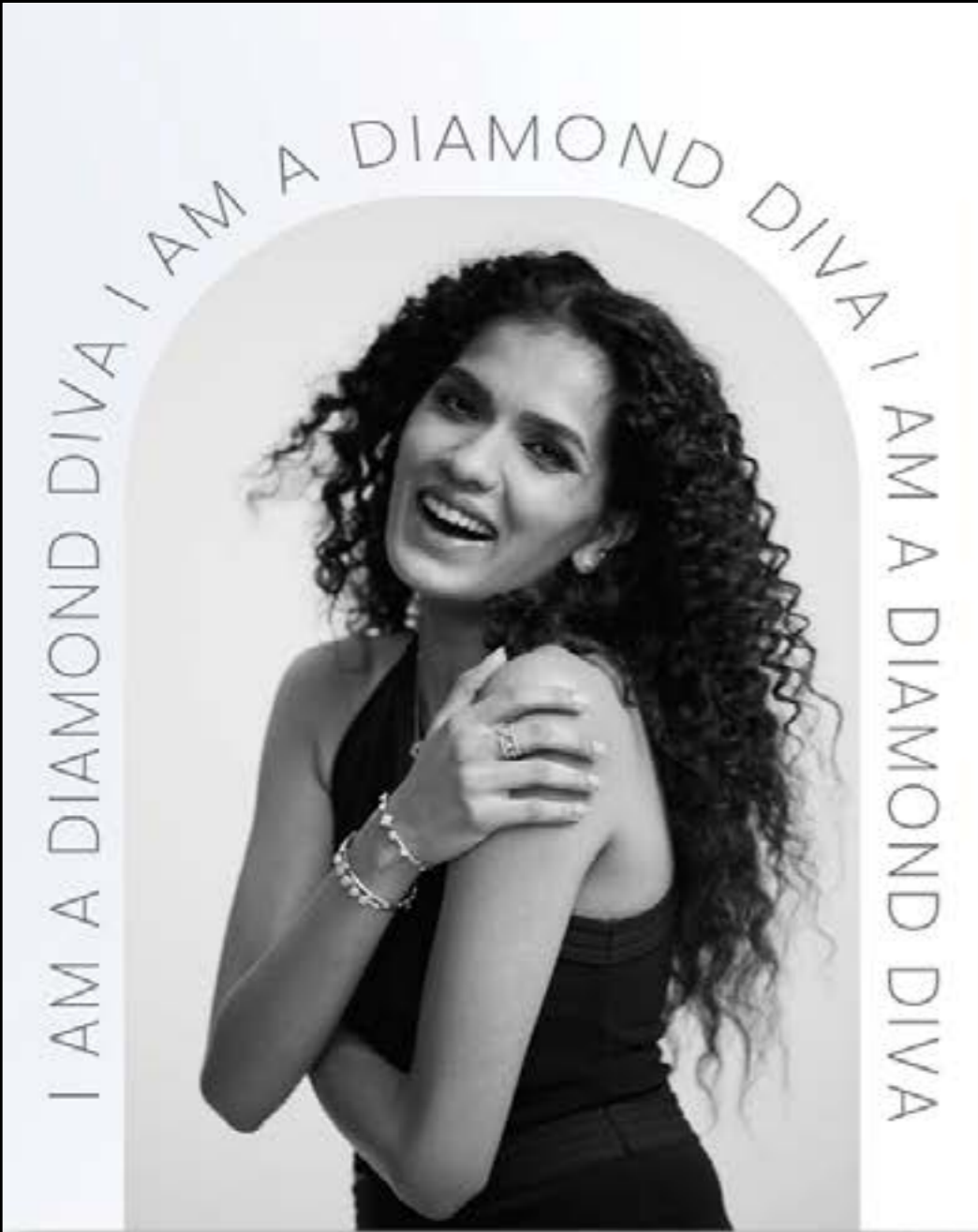
S K SETH JEWELLERS[®]
MOHANLAL SETH
Mumbai



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#IAMCelebratingMe: Antara Jewellery's Diamond Diva 3.0 urges women to mark personal milestones with natural diamonds

MUMBAI

While previous editions of the campaign have explored themes of empowerment, this year's message is centred around self-expression and celebrating oneself. At the heart of the campaign is the belief that real moments deserve real diamonds

(RJ Exclusive)

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VIHAAN X ARNAV

These beautiful bags are a collaboration between Arnav and Vihaan, an NGO whose mission is to rescue and rehabilitate women and children who are victims of human trafficking.

We at Arnav sincerely hope this sustainable bag will be appreciated and used by you!

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Arnav & Co. partners with NGO Vihaan to empower survivors of human trafficking through rehab programme

BENGALURU

For the jeweller, this initiative is a natural extension of its purpose-driven brand ethos. With women as the central inspiration for its jewellery, the brand has long embraced values of equality, dignity and empowerment, and those values are now manifesting in action

(RJ Exclusive)

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Sri Lanka's Diamond Dreams sets up Coimbatore facility, bringing innovative 'Floating Diamond' closer to Indian retailers

COIMBATORE

This strategic expansion allows the brand to offer faster delivery timelines, competitive pricing, and greater customization, while safeguarding its proprietary technology and international quality standards, even as the brand seeks to position itself as a symbol of modern luxury in India

(RJ Exclusive)

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India will potentially be the biggest natural diamond market in the world: Al Cook, Group CEO, De Beers

MUMBAI

The future of diamonds in India will be even greater than the past, the CEO said, reiterating the company's support for the fast-growing Indian natural diamond jewellery market, and commitment to unlocking India's full diamond potential

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MALABAR
GOLD & DIAMONDS



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Malabar Gold & Diamonds launches its first brand campaign in Odia, featuring actor Sabyasachi Mishra

KOZHIKODE

Titled 'Amara Porampara Amara Malabar', the campaign brings alive the emotional and cultural significance of gold in Odia traditions, and traces a girl's journey from her birth to becoming a bride, even as it takes the brand's message to Odia audiences worldwide

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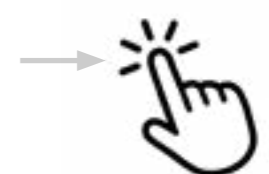


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Candere, from the House of Kalyan, ropes in Shah Rukh Khan as its brand ambassador

BENGALURU

The actor will front Candere's integrated marketing campaigns across digital platforms, TV, print and in-store branding. Ramesh Kalyanaraman, Director at Candere and Executive Director, Kalyan Jewellers, said he perfectly embodies the brand ethos of Candere

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Parisian diamond jewellery brand Messika makes India debut with flagship boutique in New Delhi

NEW DELHI

With its store located in the upscale Chanakya Mall in the capital city, the India entry marks a major milestone for the brand as it celebrates its 20th anniversary. Luxury watch retailer Ethos has partnered the brand for its debut in India

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The Guinness World Record
Gold Earrings are on tour across all

◆ GRT showrooms! ◆

Come see the World's Heaviest Pair of Gold Earrings
in person—and stand a chance to win a special gift!



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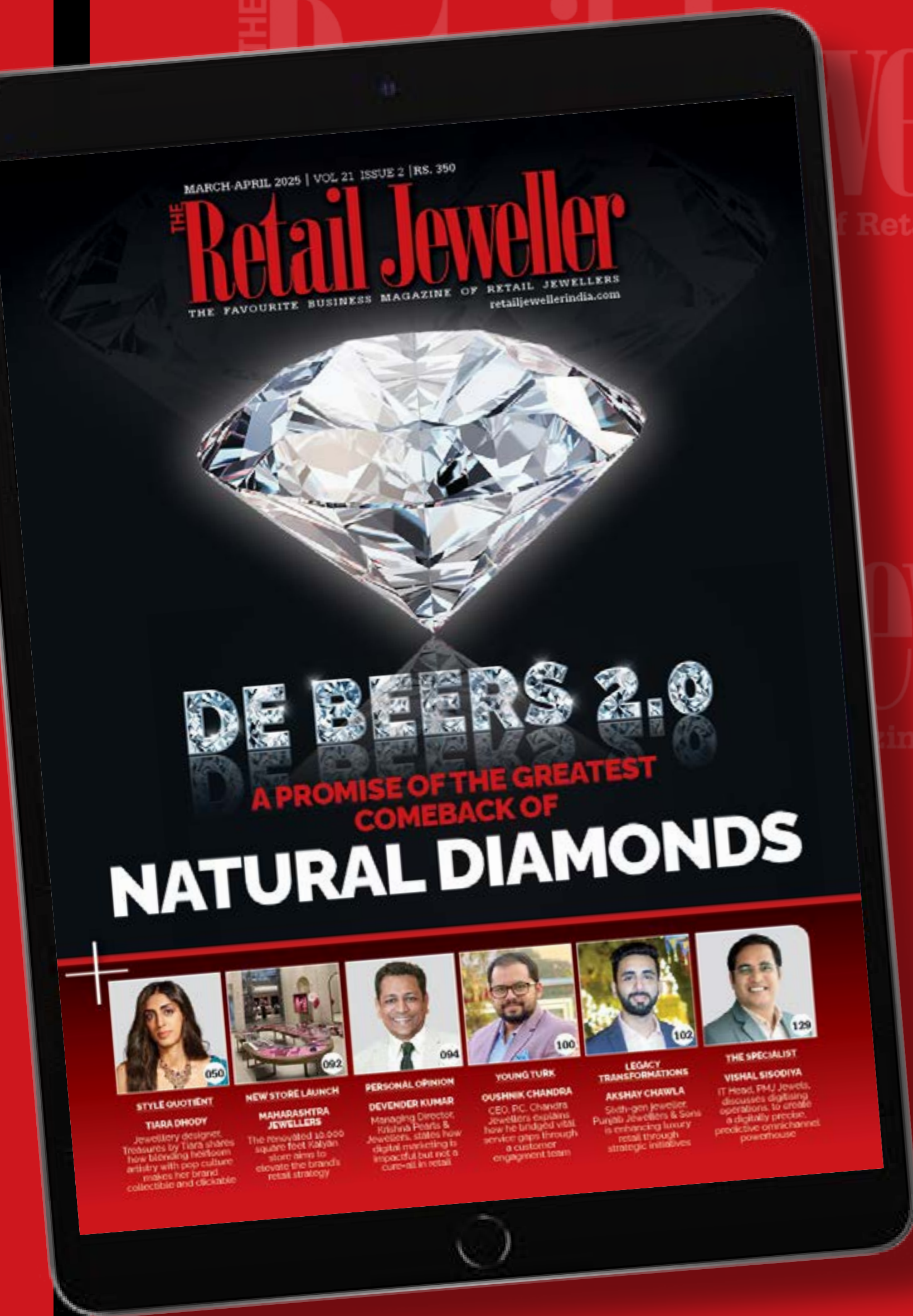
GRT Jewellers begins travelling showcase for its Guinness World Record-maker earrings

CHENNAI

After its current stop at the Guduvancheri showroom until May 31, the earrings will head to the Usman Road showroom in T. Nagar, Chennai, and then travel across GRT's other showrooms. Details of more stops will be announced as the tour unfolds

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The Retail Jeweller March-April 2025 Digital Edition

COVER STORY: DE BEERS 2.0

De Beers presents its bold strategy to reignite India's natural diamond demand through targeted campaigns and retail support

COVER STORY: RETAIL JEWELLER SOUTH FORUM 2025

gathered South India's jewellers to explore digital trends, sub-brands, regional expansion, and silver's bridal appeal

THE INTERVIEW: SHYAMALA RAMANAN BUSINESS HEAD, MIA BY TANISHQ

discusses redefining daily wear fine jewellery and building a Rs. 1,000 crore omni-channel brand with high-velocity retail growth

BRAND PROFILE PRECIOUS: KAILASH KABRA, FOUNDER AND MD, KK JEWELS

talks about the brand's evolution into Kabra Jewels through its recent IPO, Rs 200 crore milestone, bridal positioning, and service-first culture powering retail growth

THE SPECIALIST: VISHAL SISODIYA, IT

HEAD, PMJ JEWELS, discusses digitising operations, to create a digitally precise, predictive omnichannel national powerhouse

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Gargi
by P. N. Gadgil & Sons

blinkit



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RJ 20 YEARS
Retail Jeweller

Whether it's a last-minute gift or a glam-up... we've got you covered!!!



Gargi by P N Gadgil & Sons debuts on Blinkit in Pune, Mumbai rollout slated for May-end

PUNE

The brand is bringing its under-Rs 1,000 curated range of fashion and silver jewellery to instant commerce, tailored for quick gifting, festive looks and impulse fashion buys. This partnership extends the brand's accessibility to a younger, convenience-driven demographic

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Swarnakamal Jewellers and KISNA support young Tripura triathlete's journey of summiting Mount Everest

AGARTALA

By backing the young man on a path that demands extraordinary resilience and endurance, both brands related to their core ethos of excellence, and identified with entities who dare to achieve the exceptional, both within the world of jewellery and beyond

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P N Gadgil & Sons marks third anniversary of its Zapurza Museum with immersive cultural showcase

PUNE

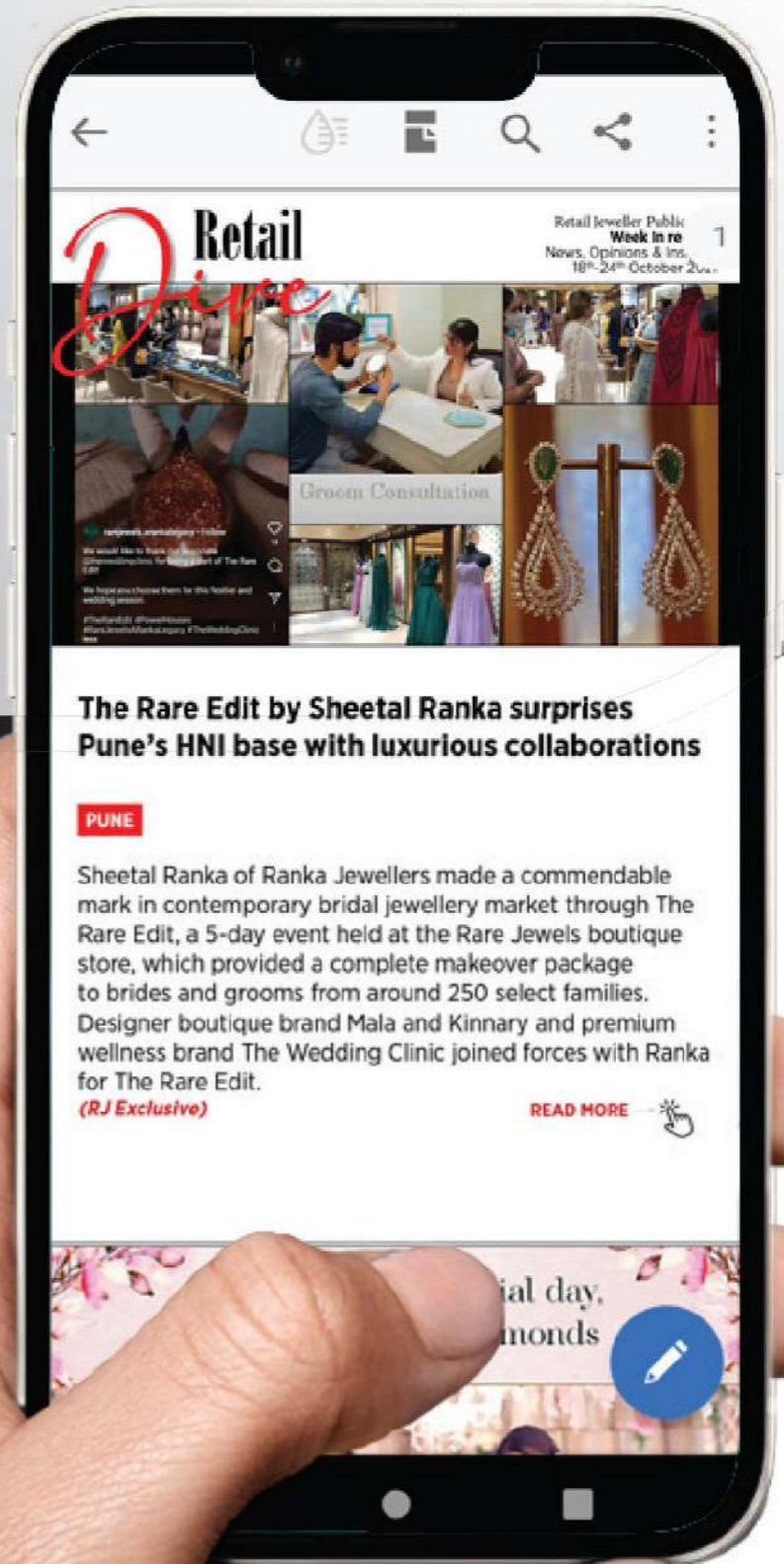
The museum, founded by the brand's Chairman Ajit Gadgil and Director Dr Renu Gadgil, continues to grow as a space that celebrates India's artistic legacy across disciplines, including heritage jewellery, and aims to preserve cultural narratives

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Retail Dive

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TANISHQ

A TATA PRODUCT



Tanishq opens 5,100 sq. ft flagship showroom in Santa Clara, bringing US store count to seven

SANTA CLARA

Located in the heart of Silicon Valley, the new store is Tanishq's largest showroom so far in the US, and an important step in the brand's expansion strategy for the country as the Bay Area is home to a vibrant South Asian community

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Meralda Jewels hosts festive styling workshop in association with the Indian Women in Dubai group

DUBAI

The event engaged women through an interactive format to preview the brand's new collection, and involved real-time consumer feedback, product trials and practical styling tips tailored for the upcoming festive season. For Meralda Jewels, it served as a direct brand-building opportunity

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Festival de Cannes' crown jewels: High jewellery moments on the red carpet that stole the show

CANNES

From Aishwarya Rai Bachchan's majestic 500-carat ruby heirloom necklace by Manish Malhotra High Jewellery to Janhvi Kapoor's much talked-about back chain from Aurus Jewels, layered Chopard pearls and bespoke jadau accents, each look celebrated heritage, innovation and craftsmanship

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