

High gold prices holding up
your wedding jewellery plans?



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With nationwide 'Festival of Exchange', Tanishq sets out to help consumers beat high gold prices

BENGALURU

The initiative allows customers to exchange their old gold jewellery, regardless of where it was purchased, for new jewellery from the brand's current collections. It aims to strengthen customer trust, drive store visits and promote Tanishq in a competitive gold market

(RJ Exclusive)

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Prasad Jewellers' Vrat Savitri Utsav celebration doubles up as value-driven retail opportunity

ROURKELA

By leveraging the emotional and cultural significance of a relatively low-key festival, the brand could engage with its core community of customers, attract 700 women to its stores across Odisha and showcase before them its lightweight and price-sensitive jewellery

(RJ Exclusive)

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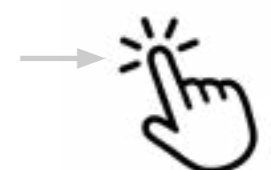
How in-store jewellery museum by Dande Gold & Diamonds became a key branding tool

NASHIK

The brand claims to 'sell history along with jewellery', turning shopping into a cultural experience and shoppers into loyalists. From educational tours to sensory-led experiences for the visually impaired, the space now invites interaction and impacts design demand

(RJ Exclusive)

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House of Amrapali did not custom-design jewellery for ‘The Royals’ on Netflix, but picked them directly from its vault of statement pieces

JAIPUR

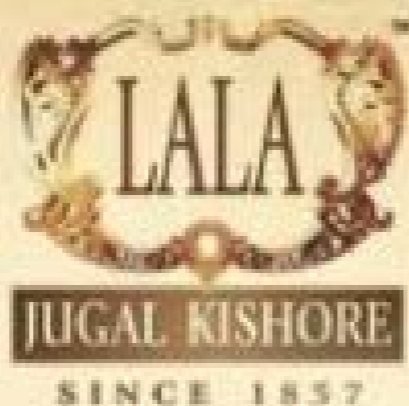
Since the series premiered, the brand has seen an uptick in interest among its clientele, with enquiries about specific pieces from the show coming from customers in India and abroad. Amrapali has also underlined its belief in story-telling through jewellery

(RJ Exclusive)

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From the house of



comes a new chapter



Chandrika Tales
by LJKJ

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a silver jewellery brand
inspired by
royal roots & everyday elegance.

Lala Jugal Kishore Jewellers launches new silver jewellery label 'Chandrika Tales by LJKJ'

LUCKNOW

The new brand has a 'young' perspective and is expected to make jewellery more accessible to younger consumers, without the price limitations of gold. The parent company's strong Awadhi influence will be carried forward by Chandrika Tales, being launched in two phases

(RJ Exclusive)

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#SummerSolitaires: Svaraa prescribes lab-grown diamonds for everyday wear to doctors

AHMEDABAD

The event, held exclusively for doctors and their spouses, sought to position LGDs not just as occasional accessories, but as practical jewellery for daily life. It is part of the brand's broader plan to raise awareness about LGDs among various professional communities

(RJ Exclusive)

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Malabar Gold & Diamonds mulls entry into LGD space with new brand proposition

NEW DELHI

The company's aim is to adapt to rising gold prices and evolving consumer preferences with its new offering, but it has not yet set a timeline for the venture. The company is evaluating consumer interest in LGDs and how best to position itself in the space

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Love is Light: Candere releases its very first brand film led by ambassador Shah Rukh Khan

MUMBAI

The campaign is based on the insight that love reveals itself not through grand gestures, but in the simple and quiet ones, brought to life in jewellery that's just as thoughtful and beautiful. SRK's bold accessory choices and personal styling characterize the campaign

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CaratLane launches 'Runway', its fine jewellery tribute to women in aviation, with campaign

MUMBAI

The ad brings to life the stories of a commercial pilot, a cabin crew professional, and a fighter pilot, all of whom found their unique ways to express their love for flying through 'Runway' jewellery, with mobile aircraft and other aviation-related motifs

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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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#SealItWithPlatinum: Platinum Love Bands launches wedding season campaign celebrating modern-day commitment

MUMBAI

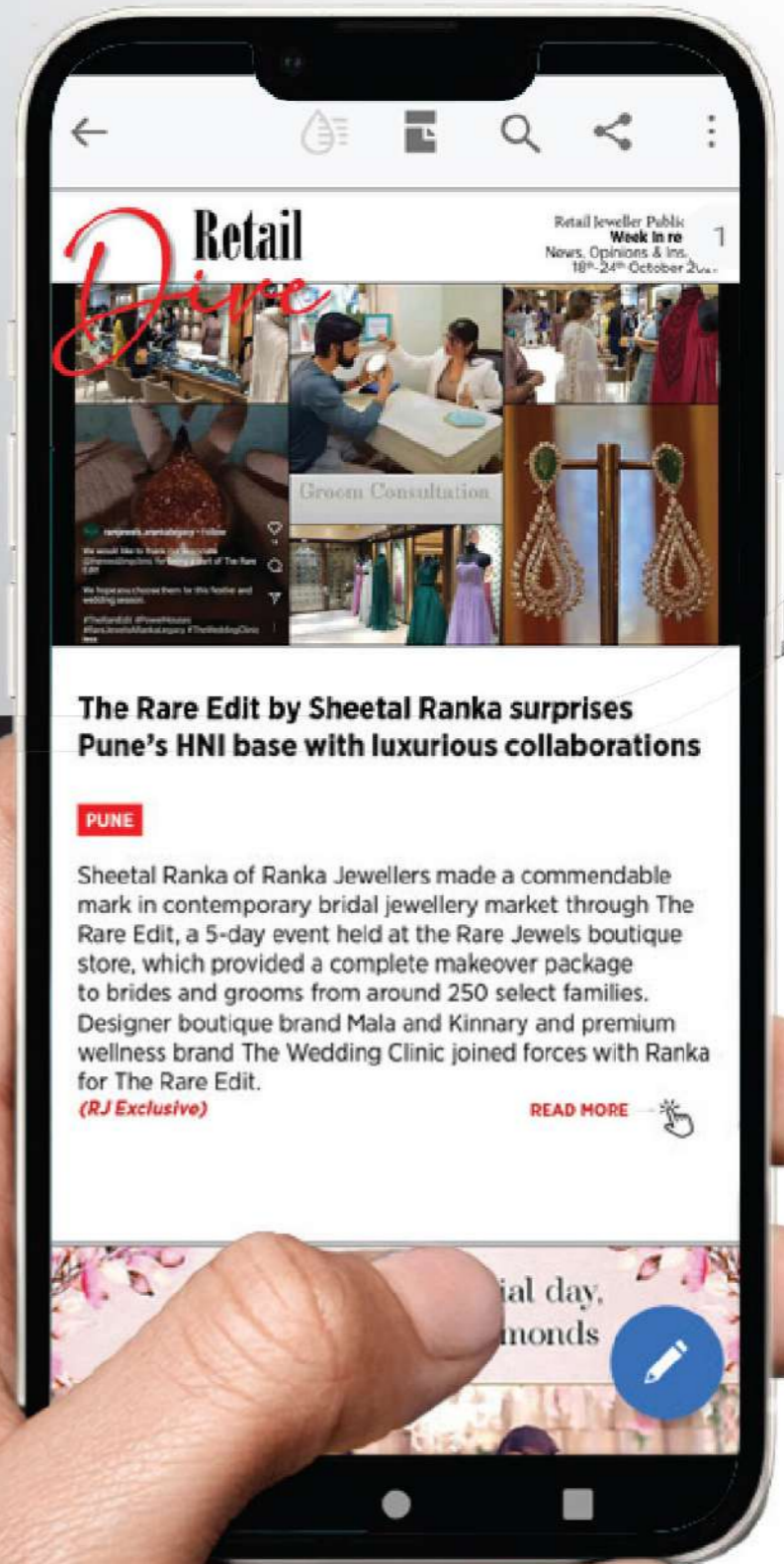
The campaign taps into the deep emotional clarity and personal meaning that modern Indian couples seek when choosing symbols of commitment. The choice of metal becomes a symbol of shared values; hence it pitches rare, precious and enduring platinum

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damas

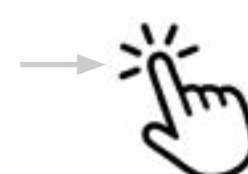
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COMPANYretailjewellerindia.com

Titan set to acquire 72% stake in UAE-based jewellery retail chain Damas for Rs 2500 cr

MUMBAI

According to the Economic Times, Titan has reportedly agreed to a valuation of around Rs 2,500 crore, though Damas had sought Rs 3,000 crore for the stake. Once the deal is formalized, Damas' parent company Mannai Corporation is slated to retain 28% stake in it

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From Cartier to Malabar: Standout jewellery moments at Cannes Day 5 and elsewhere

CANNES

Be it Deepika Padukone's statement necklace from Cartier's new collection or Alia Bhatt's Victorian-inspired diamond necklace by Malabar Gold and Diamonds or Nehha Pendse's regal emerald ensemble by Waman Hari Pethe Jewellers, each piece told a story of heritage and artistry

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