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Isvari bets on cultural story-telling and designer synergy to expand premium market appeal

NEW DELHI

The jeweller has collaborated with designer Amit Aggarwal for the new collection 'Banarsi: The Art of Becoming', to elevate the brand narrative through a cross-category connect. A joint presentation at the upcoming India Couture Week will tap the luxury segment for the new line

(RJ Exclusive)

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**GRAND OPENING
IN PANVEL**

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Panvel: Neel Hermitage, Near Suruchi Hotel, Panvel

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Chandukaka Saraf Jewellers turns to mega give-aways to build its reputation in a new market

PANVEL

The brand launched a 360-degree marketing exercise - with bikes and a Mahindra Thar as prizes - alongside opening of its 13th store in Panvel. It aims to establish long-term relationships with first-time jewellery buyers by promoting the brand's values and gaining trust

(RJ Exclusive)

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Vandals uses physical destruction as a branding tool with its 'Destroy to Create' campaign

MUMBAI

Transforming spaces into canvases of actual disruption, the LGD brand from the House of Mahesh Notandass aims to shape how new-age consumers experience jewellery, and compel those who may not have been open to lab-grown diamonds to think differently about the genre

(RJ Exclusive)

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MEGA GRAND
BRIDAL BEAUTY
SEMINAR 2025
By JaanMoni Das


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MEGA GRAND
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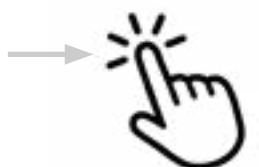
Meralda Jewels seeks out NRI bridal buyers through seminar series and Star Bride campaign

KOZHIKODE

The initiative targets key bridal decision-makers through workshops in Thrissur, Kozhikode and Kochi, at a time when a large number of NRIs return to Kerala for weddings. It gives the brand access to a community already invested in high-value wedding purchases

(RJ Exclusive)

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LUXURY THAT SHINES BOLD



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Thakur Prasad Gopal Das Jewellers leverages ‘City Secret Sound’ to drive footfalls to its store

GORAKHPUR

The intriguing campaign around the audio contest on Radio City 91.9 FM connected the brand with local listeners in Gorakhpur and created store-level buzz, while consistent radio branding and an on-ground prize distribution event afforded it visibility

(RJ Exclusive)

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Arun Narayan to take charge as CEO of Titan's Jewellery Division from January 1, 2026

MUMBAI

Currently leading Titan's Tanishq India operations across retail, marketing, and merchandising, Narayan has been at the helm of the Tanishq India business since April 2020. He succeeds Ajoy Chawla, who moves to his new role as MD of Titan Company from January 1, 2026

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GIVA's new film with Anushka Sharma reframes Raksha Bandhan traditions for brand impact

BENGALURU

The campaign challenges conventional Rakhi narratives by shifting focus from traditional sibling relationships to broader expressions of care and protection. The brand's focus this year is on silver rakhis with lab-grown diamond embellishments, designed to be worn beyond the occasion

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Ratnalaya Jewellers engages locals through high-impact blood donation camp in Patna

PATNA

The brand's Danapur branch hosted the camp with huge public participation and digital traction, reinforcing the jeweller's aim to serve a genuine need in the community while also strengthening the human connect around the brand. A strong publicity campaign ensured reach beyond Ratnalaya's core customer base

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VBJ
SINCE 1900

Extravagant
Aadi
11 JULY - 17 AUGUST

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Anna Salai | Anna Nagar | Frisco, Texas

VBJ Since 1900 unveils 'Extravagant Aadi' campaign to celebrate the auspicious season

CHENNAI

The six-week campaign runs from July 11 to August 17, 2025, and enables the jeweller to reach out to a wider audience. It encourages customers to buy the brand's handcrafted jewellery during a sacred time of worship, prosperity and devotion

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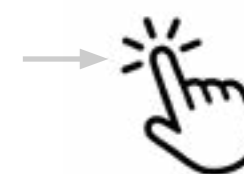


CaratLane intensifies focus on Uttar Pradesh as it charts regional growth strategy for FY26

LUCKNOW

The brand's plan is to expand its presence in the State by entering new cities, strengthening customer relationships and continuing to innovate around how people discover and purchase jewellery. It plans to launch 15 new stores across UP during FY26

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TBZ - The Original sets out to promote environmental responsibility among children

MUMBAI

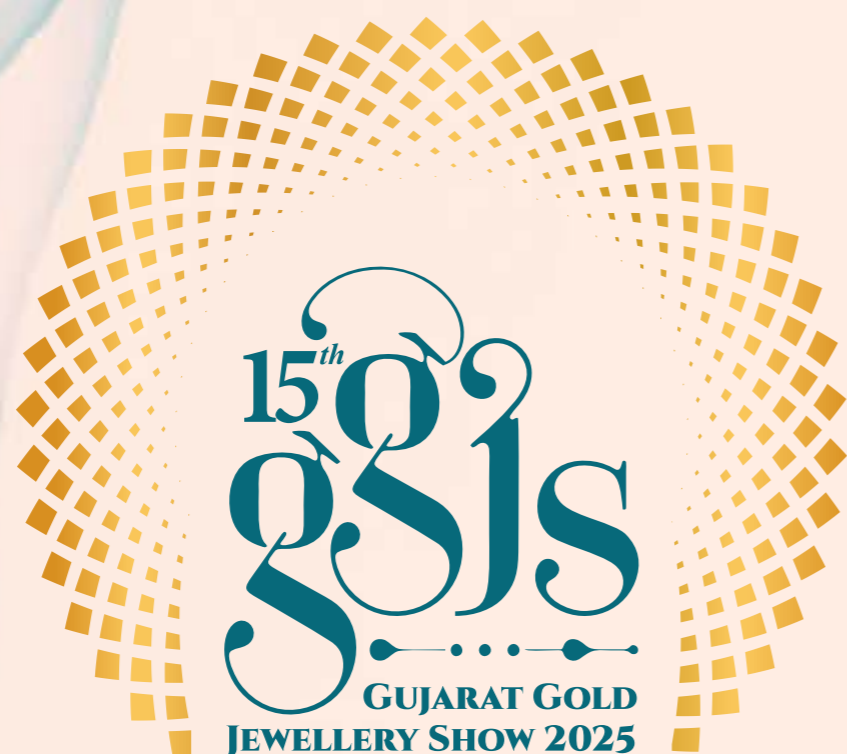
The brand recently conducted an awareness session and tree-plantation drive, in partnership with Pahley Akshar Foundation. The initiative was part of #TBZCares, the company's structured CSR platform, aligning with its larger mission of adapting sustainability into its business practices

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Ranka Jewellers' Doctors' Day campaign brings focus on a new segment of customers

PUNE

The engagement was structured in two formats: either the store teams visited the hospitals or doctors were invited to the stores. Between June 20 and July 10, 2025, the campaign covered 25+ hospitals and felicitated 80+ doctors across Pune

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Arundhati Jewellers organizes large-scale 'annaprasad' distribution at Puri's Bahuda Jatra

PURI

Through its CSR arm, the Arundhati Foundation, the brand distributed meals to thousands of pilgrims at Puri Baradanda, marking a strong presence at one of Odisha's most popular and spiritually significant events and reinforcing its commitment to community welfare

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1st August 2025

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NATURAL DIAMOND COUNCIL



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David Kellie, CEO of the Natural Diamond Council, announces his decision to step down

NEW YORK

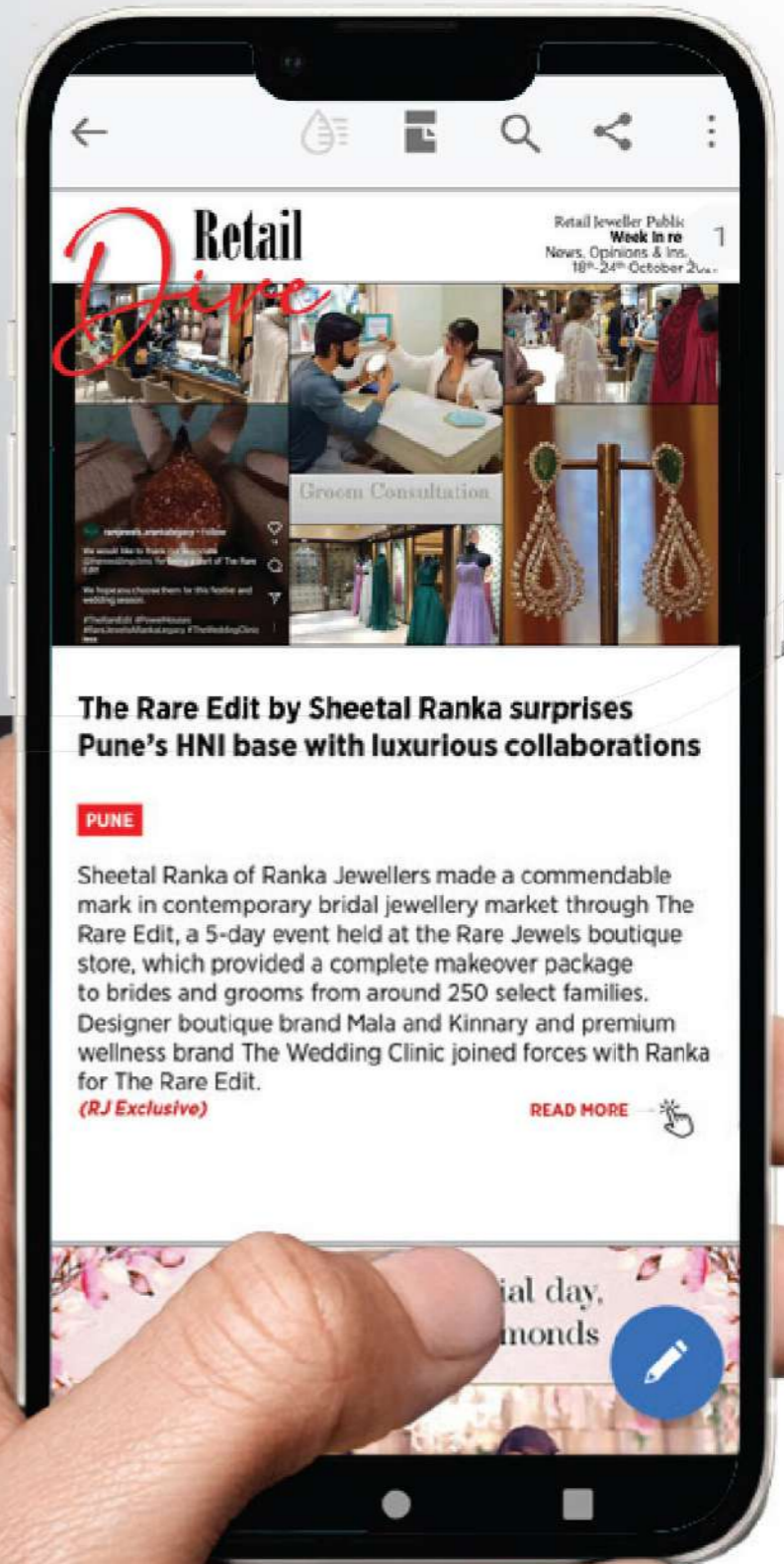
He made the news public through a recent post on his LinkedIn profile, and said he will continue in his position until the end of 2025. He had rebranded the group, earlier known as the Diamond Producers Association, as the Natural Diamond Council in June 2020

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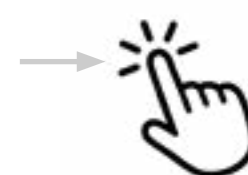
RJ 20 YEARS
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Tanishq marks its third Paris Couture Week with the 'Radiance in Rhythm' showcase

PARIS

The brand has continued its association as the official jewellery partner for designer Rahul Mishra. Featuring rare natural diamonds and a diverse mix of gemstones, the showcase aligns with the brand's ongoing push into global design conversations

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Explore how jewellers are **RESHAPING GOLD's** future scaling **AIRPORT RETAIL** mastering **QUICK COMMERCE** and more.



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MAY-JUNE
2025:
**DIGITAL
ISSUE**



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SABYASACHI
JEWELLERY
at
Harrods



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Sabyasachi takes Bengal-inspired high jewellery to an exclusive residency at Harrods

LONDON

To be held at the London luxury store's iconic Knightsbridge Penthouse Suite from July 21 to 27, the showcase features two signature lines: Bengal Royale and Bengal Byzantine Broadway, merging Eastern craftsmanship with Western grandeur

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WHO WORE WHAT



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The Week in Jewels: How stars gave classic gold and polki a subtly modern twist

MUMBAI

From legacy polki to contemporary gold, celebrities across the spectrum brought out the best in Indian fine jewellery. Be it Katrina Kaif in gold ornaments by Kalyan Jewellers or Huma Qureshi sporting a House of Rambhajos set, they made statements that blend tradition, glamour and regional craftsmanship

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