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20th INDRA Retail Jeweller India Awards raises the bar for design excellence and creativity

MUMBAI

The grand awards ceremony turned the spotlight on outstanding advancements in design, original ideas and excellence in concept and creation of jewellery as it brought together India's top jewellery retailers under one roof in the 20th year of the awards

(RJ Exclusive)

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Founder, Anmol Accents

Anmol Jewellers bets on Gen Next with new 'everyday luxury' sub-brand Anmol Accents

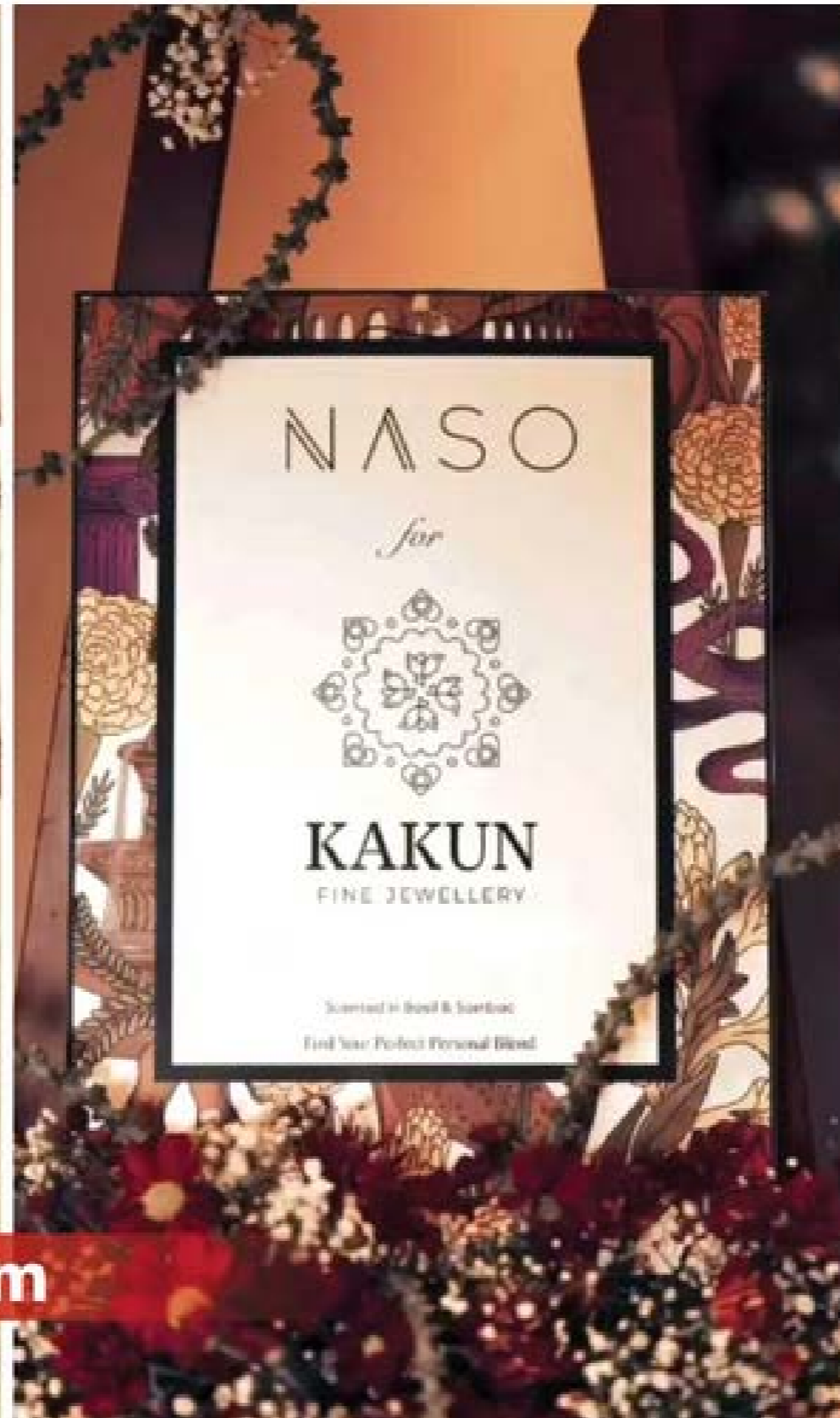
MUMBAI

Launch of the sub-brand is in response to a shift in customer behaviour, and to meet the needs of young women who seek design-forward, versatile jewellery that fits into their daily lives, says Trisha Datwani Anand, who conceptualized and developed it

(RJ Exclusive)

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Kakun ties up with fragrance label to create a sensory experience around its jewellery

LUCKNOW

The experiential format emerged as a viable path for customer engagement, positioning the brand not only in the fine jewellery space but also within a broader lifestyle conversation. It helped the brand connect with new audiences and built powerful brand recall

(RJ Exclusive)

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Bishandayal Jewellers leverages Surat Women's Premier League to strengthen customer reach

SURAT

The brand aligned with SWPL's mission of gender equality, youth empowerment and local impact. The partnership not only gave the brand visibility but also became a way to connect with an audience representing a potential future customer base

(RJ Exclusive)

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Bajinath Jewellers focuses on teachers as a target audience, gets them to walk the ramp

KANPUR

By tying up with the Allenhouse Group of Institutions - which has more than 70 schools and colleges across Uttar Pradesh - for a fashion show involving teachers, the jeweller opened up the chance to build direct engagement with a large and influential teaching community

(RJ Exclusive)

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#IJS Premiere: De Beers Group unveils unique platform 'INDRA' to promote natural diamonds

MUMBAI

The Indian Natural Diamond Retailers Alliance (INDRA), a powerful digital ecosystem developed by De Beers Group in collaboration with the GJEPC, aims to transform the way natural diamond jewellery is marketed and sold. De Beers also introduced the 'Love, From Bestie' bracelet collection ahead of releasing the 360-degree campaign around it on Aug 3, Friendship Day

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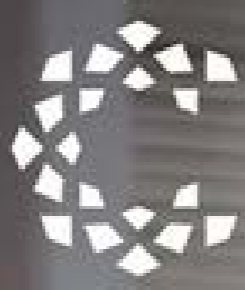
#IIJSPremiere: GJEPC gets green signal to rename the show as 'IIJS Bharat' from next year

MUMBAI

During the inauguration of IIJS Premiere 2025 at its second venue, Bombay Exhibition Centre, Kirit Bhansali, Chairman, GJEPC, revealed that the Government has given the official go-ahead to rename the show, marking a new chapter in its evolution and reaffirming its national stature and global ambitions

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CARATLANE
A TATA PRODUCT

RJ 20 YEARS
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CaratLane weaves in sibling banter and love in relatable Raksha Bandhan campaign

BENGALURU

Featuring Internet's favourite sibling duo, Ayush Mehra and Yashaswini Dayama, it brings to life the essence of brother-sister relationships. CaratLane has expanded international shipping to deliver to over 30 countries, adding to the scope of jewellery gifting for the festival

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DIAMOND FESTIVAL



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ORRA Fine Jewellery brings back Diamond Festival with new statement pieces

MUMBAI

Running from July 19 to August 17, 2025, the Diamond Festival will allow discerning jewellery lovers to discover an array of natural diamond pieces, ranging in price between Rs 50,000 to Rs 4,99,999. It has emerged as a hallmark celebration of luxury at ORRA over the years

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Mission Shakti Nari Samman Puraskar 2025,
presented by the Sakman Bhagya Foundation

P.C. Chandra Jewellers aligns with 'Mission Shakti' to support social empowerment of women

KOLKATA

By collaborating with a platform that brought together civic leaders and citizens in an effort to highlight the stories and struggles of everyday women, the brand showed the importance of connecting with audiences on shared values rather than transactional messaging

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Bhima Jewellers marks 120th Founder's Day by supporting 700 students with scholarships

TRIVANDRUM

The initiative carries forward the vision of the legendary Bhima Bhattar, whose philosophy was rooted in generosity, as he rose from a modest background and understood the challenges of financial hardship. The brand plans to scale it up to one lakh beneficiaries

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India's Q2 2025 gold demand drops 10% in volume, surges 30% in value amid record prices: WGC

MUMBAI

According to the World Gold Council's Q2 2025 Gold Demand Trends report, jewellery demand continued to decline globally, with the volume of consumption down 14%. In China, it declined 20% and Indian demand fell 17% year-on-year. In value terms, however, the global gold jewellery market increased to a total of \$36 billion

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Imposition of 25% US tariff from Aug 1 to hit India's gems & jewellery industry hard

MUMBAI

The United States accounts for nearly \$10 billion or 30.4% of India's annual gems and jewellery exports of \$32 billion. The tariff regime threatens to destabilize not just strategic trade relations but also critical livelihoods and supply chains across the industry

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Joyalukkas secures AED 500 million deal with Emirates NBD to support GCC expansion plans

DUBAI

Besides the GCC, the agreement (worth approximately Rs 1,135 crore) will boost Joyalukkas' long-term plan to increase its retail presence across key markets including the UK, USA, Canada and Australia. It will provide essential liquidity and inventory support to the brand

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From **SMALL TOWN** triumphs to **INTERNATIONAL** diamond labels, **INFLUENCER** firepower to **SILVER COUTURE** - this edition captures it all.

IIJS EDITION
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JULY-AUGUST
2025:
**DIGITAL
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Styled for impact: Celebrity-driven jewellery moments drive brand visibility

MUMBAI

From sculptural silhouettes to vintage-inspired craftsmanship, celebrity appearances spotlight how personalized jewellery styling enhances on-screen and red-carpet visibility. Each look reflects the synergy between design, brand identity and star appeal

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