



P.C. Chandra Jewellers' International Men's Day campaign advocates emotional openness

KOLKATA

Built around the line 'It's OK to be...', the campaign had men sharing spontaneously on camera what they believe men should be accepted for. It dismissed conventional ideas of masculinity, while subtly highlighting the brand's EterKnight men's jewellery collection

(RJ Exclusive)

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Ornate Jewels taps women's cricket win buzz to drive its Tambola event and referrals

KOTA

The brand designed the event so that each participant had to provide two references before receiving their Tambola ticket, allowing it to reach more potential customers in a structured way. Increased store visits for prize collection automatically encouraged purchases

(RJ Exclusive)

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Kothari Jewellers leverages city-wide running wave to deepen bond with Jabalpur shoppers

JABALPUR

A tie-up with the Surya Half Marathon, with more than 10,000 participants, offered the brand wide visibility through on-ground and digital promotion. The broad demographic of runners coming from various backgrounds matched the brand's target audience

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Keshavji Chhaganlal Jewellers runs '10 Lakhpati Winners' campaign to celebrate its centenary

JAMSHEDPUR

The three-phase campaign was designed to cover significant jewellery-buying occasions such as Navratri/Durga Puja, Diwali and the wedding season. The brand is all set to open a new store in Ranchi in January 2026, marking its first foray outside home-city Jamshedpur

(RJ Exclusive)

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Bengal Jewellery set to launch 2026 calendar featuring art by differently abled students

KOLKATA

The calendar will have select works created during an art fest the brand conducted with the Indian Institute of Cerebral Palsy, Kolkata. The theme of the art fest was 'goyna', the Bengali term for jewellery. Students were encouraged to depict jewellery as they imagined it

(RJ Exclusive)

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How Sham Jewellers made 'Biggest Jewellery Festival' an integral part of its brand identity

CHANDIGARH

Now in its 10th edition, the festival will run up to mid-December, and give away high-value rewards, such as a Toyota Hyryder, linked to jewellery purchase. Over the past nine editions, the brand has seen customers plan their shopping around the festival, starting with enquiries as early as July-August

(RJ Exclusive)

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Solitario partners with podcast ‘Serving It Up with Sania’ to engage pop-culture audiences

MUMBAI

As gifting and presenting partner, the brand positions its integration as a seamless part of the show’s format rather than a standalone insert, ensuring its jewellery appears naturally within the viewing experience, and tennis icon and show host Sania Mirza’s candid conversation

(RJ Exclusive)

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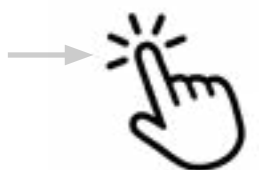


Indriya rolls out bridal campaign for wedding season, featuring State-inspired collections

MUMBAI

The campaign culminates in a theme song that reinforces the idea of each piece as an heirloom of sentiment and heritage rather than a purely ornamental purchase. It is tied together by visual cues, rituals and regional symbolism familiar to local bridal traditions

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Safa Gold & Diamonds unveils global expansion plan, backed by investment of Rs 4,000 cr

KOCHI

Safa's growth blueprint prioritizes expansion into major metropolitan markets in India while accelerating its footprint overseas. The refreshed Safa logo was unveiled by brand ambassador Basil Joseph recently, in the presence of the brand's MD, K.T.M.A. Salam

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Shyam Sundar Co. Jewellers wraps up festive mega draws at grand event held in Agartala

AGARTALA

Miss Universe-Tripura Khumjar Debbarman, introduced last year as the youthful face of the brand, announced the winners. The draw brought together entries from the 'Saradiya Swarna Sambhar 2025' and 'Chomok Bhora Dhanteras 2025' campaigns held over the last two months.

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Lala Jugal Kishore Jewellers uses integrated campaign to launch its festive Naayaab line

LUCKNOW

The digital rollout delivered strong reach and engagement, supported by outdoor hoardings and in-store activities. The campaign led to a 25% rise in footfalls during its run period and generated wide interest among customers in the region beyond Lucknow

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Heritage jeweller Tibarumal Jewels launches 'relatable luxury' sub-brand Elevé Diamonds

HYDERABAD

Elevé delivers modern lab-grown diamond jewellery with legacy craftsmanship, focusing on ethical sourcing and contemporary positioning. It aims to extend the parent brand's legacy while creating a new identity appealing to today's young customers

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Government tightens controls on unstudded platinum jewellery imports after IBJA alert

MUMBAI

Some platinum jewellery components have been shifted from the 'Free' to the 'Restricted' category, based on the allegation that such jewellery was being imported duty-free though the pieces contained nearly 90% gold along with small amounts of silver and platinum

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SILVER'S STUNNING RISE, Forevermark's **BRANDED BRILLIANCE**, CaratLane's **EVERYDAY GOLD SUCCESS**, INDRA's **NATURAL DIAMOND VISION**, and more stories shaping India's jewellery landscape



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Retail Jeweller Middle East Forum 2025 maps new consumer, retail and diaspora-driven growth

DUBAI

The Forum brought together leading retailers to decode regional demand shifts, design-led retailing, digital adoption and buying patterns. Held alongside GemGold 2025, it offered insights into how the Gulf's jewellery market is evolving and what it will take to build scalable, future-ready businesses

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Natural Diamond Council appoints Amber Pepper as CEO, effective February 1, 2026

LONDON

Pepper succeeds NDC's current CEO, David Kellie. Besides reinforcing the desirability of natural diamonds, a key priority at NDC for her will be expanding digital engagement with younger consumers, utilizing her experience of connecting with Gen Z customers across global markets

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Malabar Gold & Diamonds scales up its Hunger Free World agenda globally, takes it to Ethiopia

DUBAI

The company announced the development at an event held at the Malabar International Hub in the Dubai Gold Souq recently. Abdul Salam K.P, Vice Chairman of Malabar Group, handed over the Letter of Intent to H E Asmelash Bekele, Consul General of Ethiopia in Dubai

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De Beers' Purvi Shah appointed new executive director of the Responsible Jewellery Council

LONDON

Shah, who will assume her new role on February 7, 2026, aims to strengthen RJC's role in building a responsible global value chain, drawing from her experience at De Beers, where she worked extensively on ethical standards and supply chain integrity

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Around International Men's Day, Bollywood and Hollywood men flaunt their fine jewellery

MUMBAI

As a special curation, we bring together this week's men's jewellery displays—be it Karan Johar's Origem emerald choker, Suniel Shetty's heritage-infused Amrapali pieces, Allu Arjun's Mahesh Notandass statement necklace or Taha Shah Badussha's contemporary Solitario selections

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