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ORRA partners with Anita Dongre to present jewellery at Rewild, her ethical fashion project

VADODARA

Hosted at the grand Lakshmi Vilas Palace in Vadodara, the platform, part of the designer's 'Fashion for Good' initiative, allowed the brand to engage with audiences who value purpose, process and design equally, and brought it into exclusive fashion and lifestyle conversations

(RJ Exclusive)

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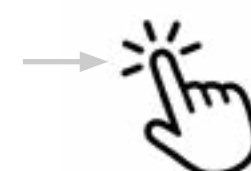
City Gold's KJCPL Season 2 partnership turns sporting engagement into business leads

KASARAGOD

Participation in the Kasaragod Jewellery Cricket Premier League (KJCPL) significantly increased the brand's reach among local business owners, and led to enquiries for big-ticket business. The brand also fielded its own team in the tournament, selecting employees across stores

(RJ Exclusive)

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Swarnakamal Jewellers charts wedding season strategy with 'Vivaah Swarna Utsav' campaign

AGARTALA

The campaign gives formal shape to wedding jewellery promotions that had earlier existed without a defined plan. The jeweller aims to build the full-fledged, named initiative into an annually repeatable property. It includes a push for big-ticket purchases and two separate lucky draws

(RJ Exclusive)

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Ulhas Jewellers' 3-film awareness campaign aims to grow confidence in gold as an asset

MADGAON

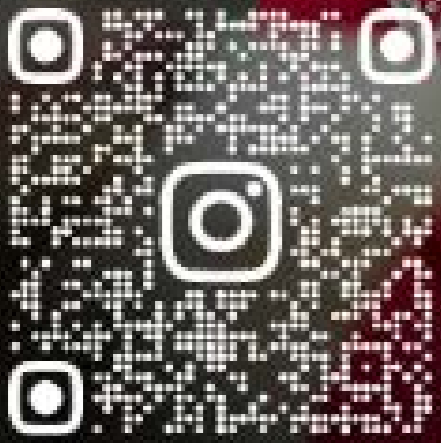
The campaign's relatable Konkani language films use everyday situations and local humour to communicate the message that gold is a practical, universally trusted financial fallback option that remains relevant across generations, as opposed to other investments

(RJ Exclusive)


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Mundra Jewels devises festive lucky draw to grow digital reach, backed by in-store push

SAMBALPUR

The brand made remote and in-store customers part of its digital journey via the initiative. Store staff actively informed walk-in customers about the campaign and encouraged them to follow the brand on Instagram, managing to add 19,000 new followers in two months

(RJ Exclusive)

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CKC Jewellers anchors heritage fashion walk at NGMA to reinforce Bengaluru cultural lineage

BENGALURU

Partnership with the National Gallery of Modern Art (NGMA) entailed curating jewellery for the presentation of costumes from the Hoysala period to the Wadiyar era in the precincts of a heritage structure, and reflected the brand's legacy rooted in the city's art, culture and people

(RJ Exclusive)

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Kalyan Jewellers starts campaign 'Celebrating the Bonds that Shape our Lives' with Big B

THRISSUR

The emotional narrative of the campaign links jewellery with relationships rather than occasions, helping the brand connect with audiences across regions and age groups. Besides Amitabh Bachchan, it features Janhvi Kapoor and several other brand ambassadors

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TAMANNAAH

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Actor Tamannaah Bhatia launches her everyday fine jewellery brand with Mumbai flagship store

MUMBAI

Tamannaah Fine Jewellery positions itself in the everyday wear segment, and draws from Bhatia's personal relationship with jewellery. Her father, who has operated a jewellery retail business for 15+ years, partners her in overseeing design, production and retail operations

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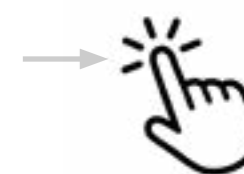


Dass Jewellers ties up with pop-up market in Nagpur to access a wide and diverse audience

NAGPUR

The retailer used the association to increase brand visibility without product display or on-ground selling. The platform's nearly 8,000-strong mixed-age audience allowed the retailer to engage with consumers in a non-transactional environment and build strong brand recall

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GIVA Valentine's film shows modern love with humour, positions silver gifting as a green flag

BENGALURU

Launched as part of GIVA's latest campaign 'All Yours. Love, Sealed in Silver', the film uses a narrative around relationship red flags and positions jewellery gifting as proof of a man's good behaviour. It delivers the campaign message - meaningful gestures matter more than words

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India-EU FTA: Zero-duty access set to take bilateral gem & jewellery trade to \$10 bn

MUMBAI

Kirit Bhansali, Chairman, GJEPC called the India-EU FTA the ‘mother of all trade deals’, and said it is expected to supercharge market diversification for the gem and jewellery industry, unleash huge export potential and double bilateral trade within three years

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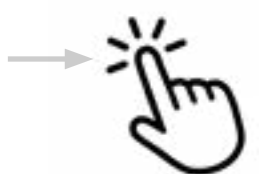
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Dubai gets its 'Home of Gold', the Dubai Gold District for unified gold and jewellery trade

DUBAI

The landmark district brings together the full spectrum of the gold and jewellery business at one destination; housing 1,000+ established global and regional retail brands, bullion trading, wholesale operations and investment activity, and attracting a diverse international audience

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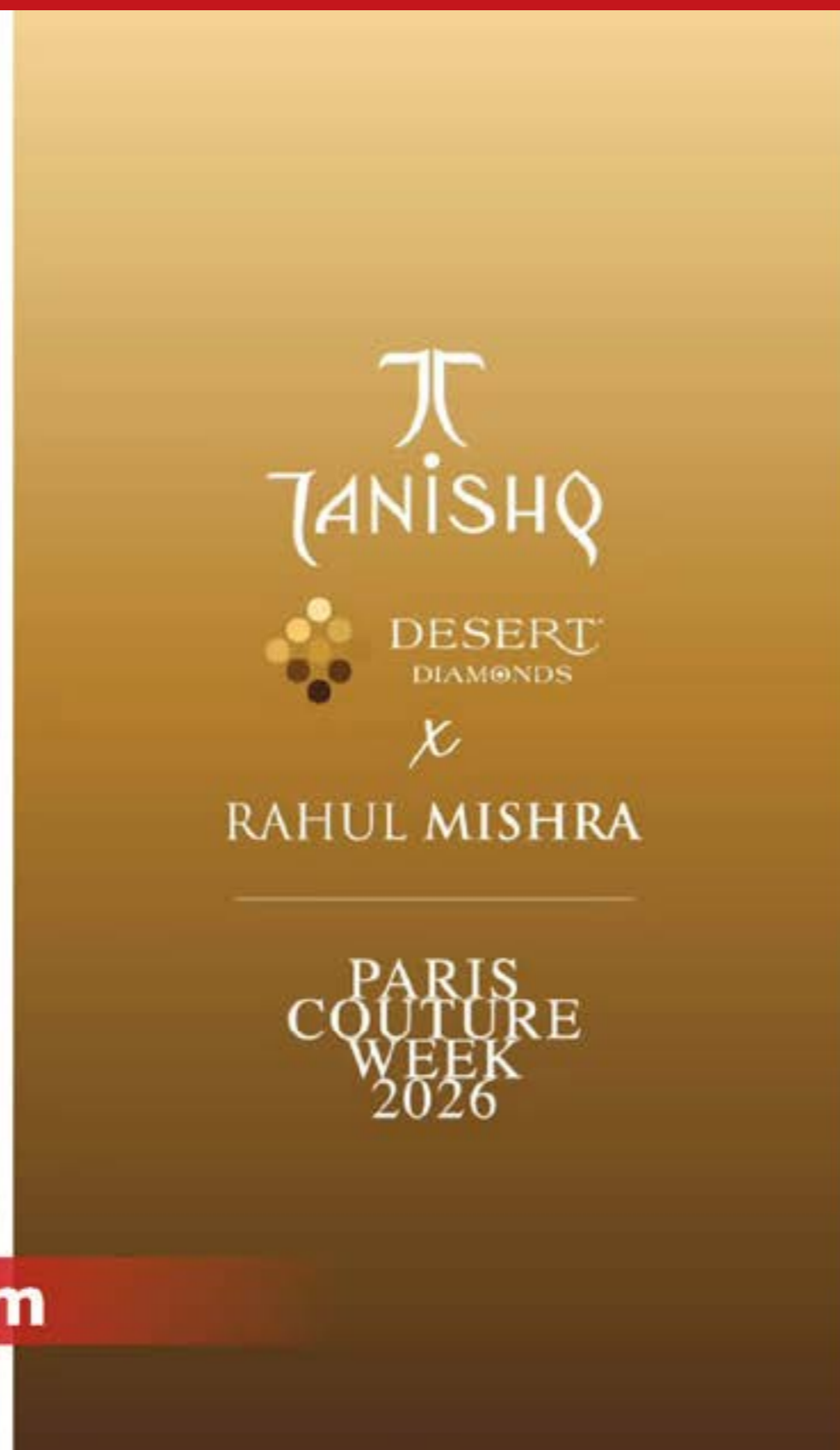
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Tanishq returns to Paris Couture Week, unveils Desert Diamonds in alliance with Rahul Mishra

PARIS

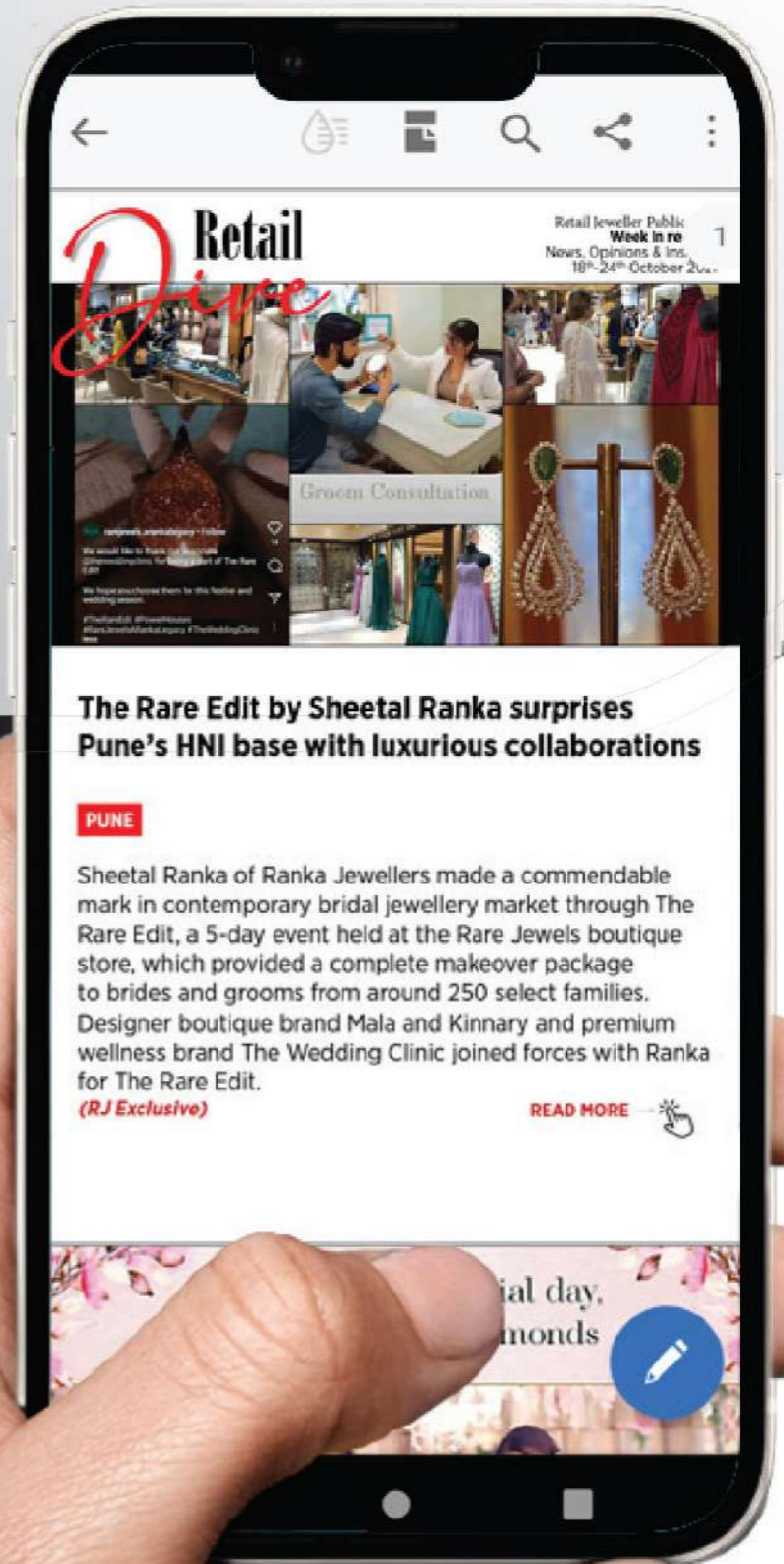
During its fourth foray at the global couture platform, the brand announced the introduction of Desert Diamonds, developed in partnership with De Beers Group, to the Indian market. The designer's collection theme too aligned with the narrative of diamond formation

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Indriya associates with designer Gaurav Gupta to showcase jewellery at Paris Couture Week

PARIS

The brand marked a significant international milestone, participating for the first time at the Paris Couture Week. As official jewellery partner for the ace designer, the brand complemented his collection's concept of dualities, bold silhouettes and flowing forms with its designs

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Celebrities flaunt Indian heritage jewellers and global luxury brands at appearances this week

MUMBAI

From Suhana Khan in Cartier to Hina Khan in Anmol Jewellers, Nimrat Kaur in Shri Paramani Jewels to Shriya Saran in Manubhai Jewellers, celebrities showcased a mix of contemporary diamond designs, heritage craftsmanship and refined luxury jewellery in public outings

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