



OLD-SCHOOL LOVE, STILL MAGICAL



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Zen Diamond adds emotion to pre-Valentine's Day retail through handwritten postcards

MUMBAI

The brand has introduced an in-store initiative inviting customers to articulate their feelings for their partners on handwritten postcards, positioning emotion at the centre of the purchase journey. It also creates space for conversation between customers and store teams

(RJ Exclusive)

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Kashi Jewellers enters affordable diamond jewellery segment with brand ‘She by Kashi’

KANPUR

The new brand offers accessible price points to rope in first-time diamond buyers and currently operates two exclusive stores in Kanpur. Fully managed by professional teams – a first for the legacy family jeweller – the brand strengthens diamond-led retail growth

(RJ Exclusive)

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Nirupama Verma

Writer, Event Manager

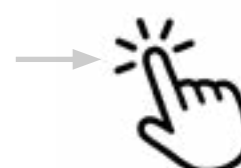
Punjabi Saraf educates customers on gemstones through new podcast 'Colourstone Confessions'

INDORE

The series of conversations involve people who have previously purchased coloured gemstone jewellery and turn up real consumer perspectives. The brand reported an uptick in coloured gemstone jewellery sales following release of the podcast series

(RJ Exclusive)

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Khimji Jewellers presents play centred around Lord Jagannath to reinforce cultural connect

BHUBANESWAR

The play explored Lord Jagannath as a symbol rooted in inclusion, beliefs and lived traditions deeply connected to Odia identity. By supporting the production, Khimji Jewellers aligned with a discourse that holds significance for local communities and earned brand recall

(RJ Exclusive)

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KRA Jewellers benefits from joint promotion and engagement via Vasantotsav partnership

PUNE

By associating with the famous music festival, the Pune-based jeweller highlighted shared cultural values, while gaining discreet visibility and deep engagement with a culturally-inclined and discerning audience, matching its core customer profile

(RJ Exclusive)

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Senco introduces 'The Shape of You' to guide jewellery styling through face-shape analysis

KOLKATA

Developed under the creative and design direction of Joita Sen, Director & Head of Marketing and Design, Senco Gold and Diamonds, the experience places the wearer at the centre of design, aiding selection of earrings and necklaces based on facial structure and visual balance

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#DancingHearts: CaratLane portrays proposals through movement, memory and romance

MUMBAI

Set to the timeless song 'Pehla Nasha', the brand film launched ahead of Valentine's Day blends nostalgia and contemporary choreography to celebrate the slow build of love. It positions CaratLane as the custodian of every moment that precedes commitment

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Thangamayil's reversible diamond jewellery aims to drive daily-wear value for customers

CHENNAI

The Chennai rollout event positions the new jewellery line as a premium non-occasion diamond proposition while using in-store demonstrations to drive conversions. It signals a broader direction for Thangamayil's diamond business, combining luxury with functionality

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Mia
by TANISHQ
Bee my Valentine
every day

Product Code: 3026NAW, 3026PA

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Mia by Tanishq launches 'Bee My Valentine', inviting couples to share everyday love stories

MUMBAI

As part of the campaign, brand ambassador Aneet Padda has invited couples to visit their nearest Mia by Tanishq store and write a letter sharing their love story until February 15, 2026. These letters will be read by Padda, and selected couples will get to meet her in person

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GIVA extends Valentine's gifting campaign to experiential OOH with 3D billboard in Mumbai

MUMBAI

The installation moves beyond flat visuals by incorporating physical elements into the billboard format, presenting a tactile representation of Valentine's Day gifting. It is supported by a mall activation built around emoji-inspired forms that capture emotions linked to love

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P

— MEN OF —
PLATINUM



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#MomentwithMahi: Men of Platinum hosts meet and greet event with Dhoni to boost partnership

MUMBAI

Organized by the Platinum Guild International, the event brought together select industry partners to interact with the cricketer in Mumbai, marking a milestone in the Men of Platinum journey, and building narratives around the M.S. Dhoni Signature Edition

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Economic Survey views gems & jewellery as financial stabilizer amid trade, inflation challenges

NEW DELHI

According to an analysis of the Survey, while the industry strengthens the country's reserves, supports credit and diversifies exports, it also contributes to trade and inflation pressures. To address this, the Survey called for balanced policy measures to sustain long-term growth

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Reduction of US tariff to 18% brings cautious optimism to India's gem and jewellery sector

NEW DELHI

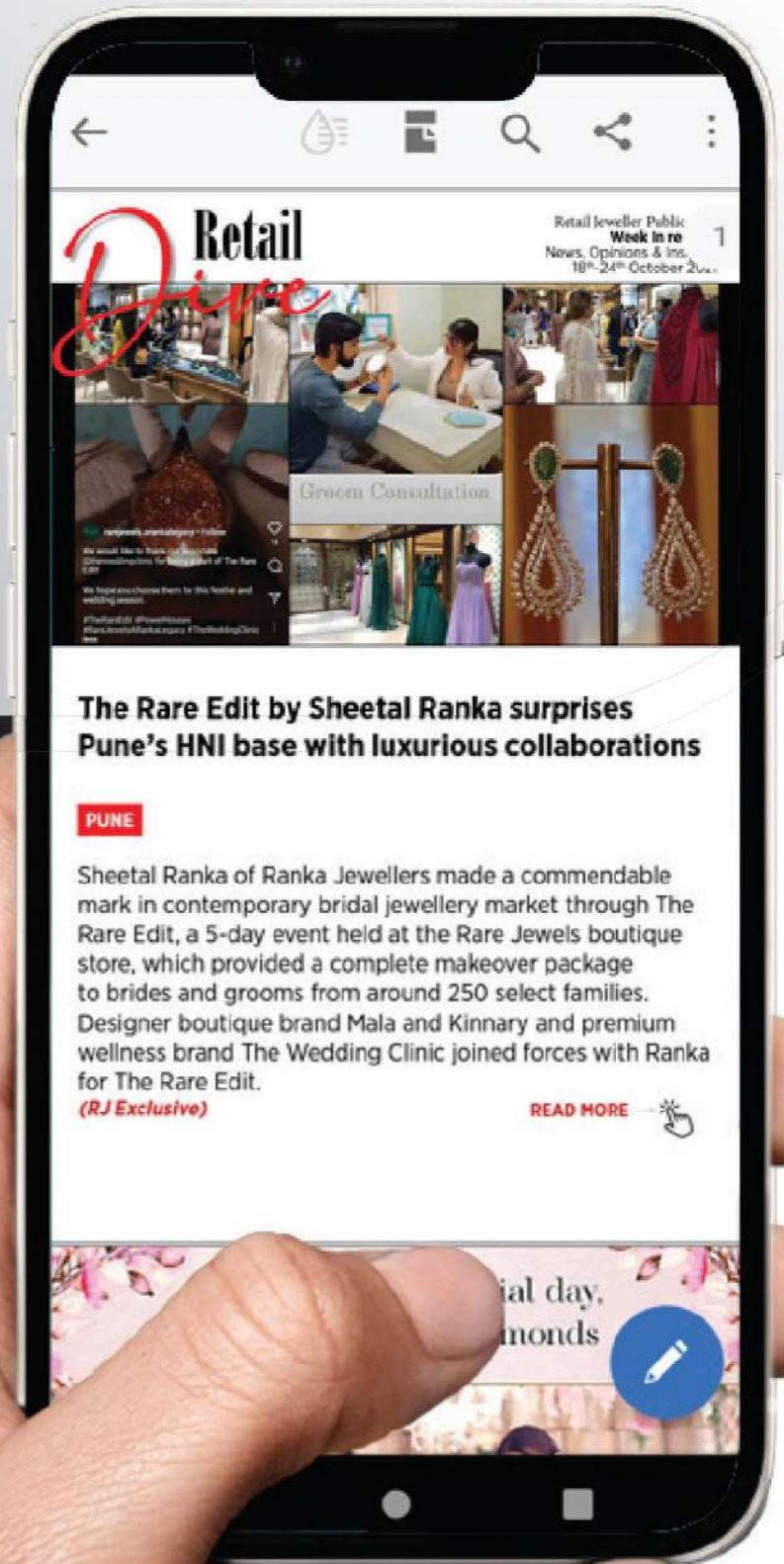
The US market accounts for nearly 30% of the industry's overseas sales, and plays a critical role in sustaining export volumes. The latest development is expected to restore competitiveness for Indian exporters who had faced sharply higher business costs in the US market

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Brand ambassador Kareena Kapoor opens Malabar Gold & Diamonds' 17th showroom in Abu Dhabi

ABU DHABI

The newly launched outlet is Malabar Gold & Diamonds' new concept flagship showroom in the Abu Dhabi-Al Ain region and its third store on jewellery hub Hamdan Street. The new showroom also marks the brand's 70th showroom in the UAE, its largest market outside India

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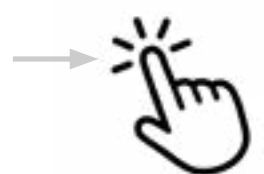


Bollywood divas elevate their subtle looks with statement jewellery from heritage brands

MUMBAI

Be it prestigious national events or other occasions, the actors showcased the unique artistry of leading brands such as Golecha's Jewels, Senco Gold & Diamonds, Amrapali Jewels, Kumari Fine Jewellery and Shri Paramani Jewels, among others, this week

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