



Abharan Jewellers rolls out 'Abharan Around You' to strengthen original brand identity

UDUPI

Through a micro-influencer-led district-wise campaign, the brand is reinforcing its trademark ownership and founder's legacy across Karnataka and Goa, while improving awareness in new markets such as Bengaluru. The seven-episode series will cover seven districts where the brand operates

(RJ Exclusive)

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Khwaahish Diamonds boosts client engagement through 'The Khwaahish Jugalbandi' showcase

CHENNAI

The curated runway format combined professional models with patrons of the brand, who also participated in a flash-mob-style ramp walk, presenting select designs, while storyboards and short films explained each featured design. It generated strong interest and early sales

(RJ Exclusive)

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How jewellery brands in India tapped the viral Punch-kun moment to shape their story-telling

MUMBAI

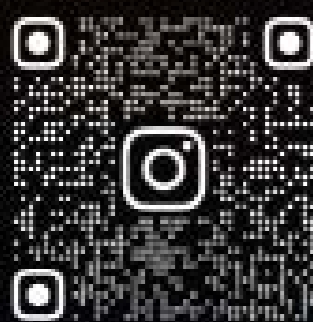
Punch-kun, the baby Japanese macaque from Ichikawa City Zoo in Japan, became widely known for clinging to a plush orangutan toy after being hand-raised by caretakers. By leaning into this emotional moment, jewellery brands are aligning adornment with comfort

(RJ Exclusive)

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Navratan Jewellers' 'Jhumka Gira Re' campaign sets out to increase footfalls at its showroom

VARANASI

Conducted in association with Radio Mirchi, the campaign focused on jewellery-based games and quizzes, encouraging families to participate, and helping the brand interact with them. The grand finale of the 40-day campaign was held at the brand's showroom in Varanasi

(RJ Exclusive)

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VBJ reaches out to Tamil audiences in India and overseas through Super Singer 11 association

CHENNAI

By instituting the Golden Mic Awards and gifting a Rs 10 lakh voucher to the winner, VBJ aligned the brand with moments of talent, celebration and aspiration. The brand styled a jury member who wore VBJ jewellery in every episode, ensuring consistent on-screen representation

(RJ Exclusive)

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D. Khushalbhaj Jewellers builds new showroom visibility with community cricket partnership

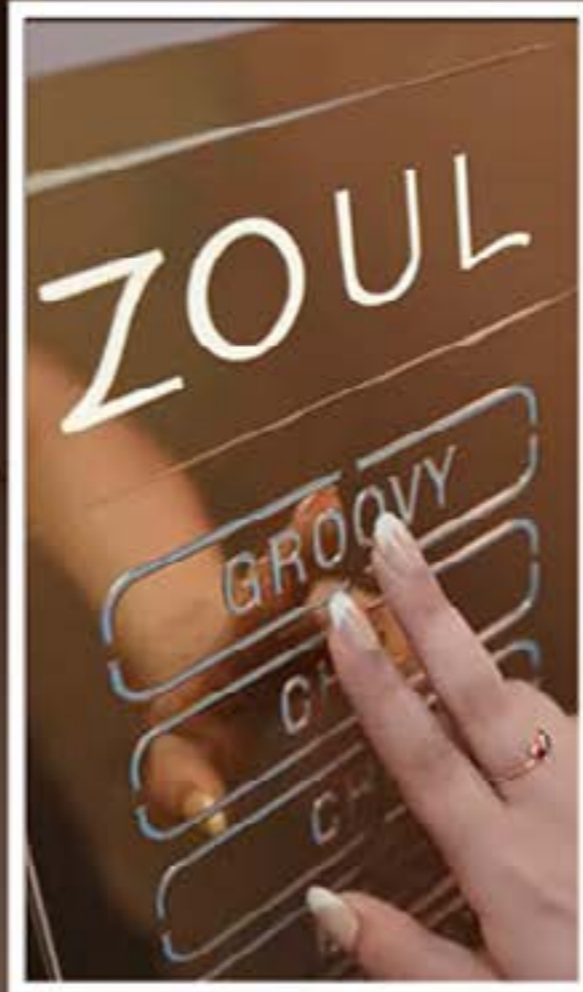
SURAT

Partnering the Sangini Vedanta Premier League enabled the brand to introduce its new store to people living near it. Such associations help the brand remain visible during periods of slow market activity, and strengthen relationships ahead of future purchase cycles

(RJ Exclusive)

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Malabar Gold & Diamonds' latest campaign makes a case for mood-based jewellery styling

KOZHIKODE

In the TVC, a mock elevator with playful buttons becomes the core setting, allowing women to select their moods that are then reflected through the jewellery they wear. The idea is to link jewellery to personal expression rather than occasions

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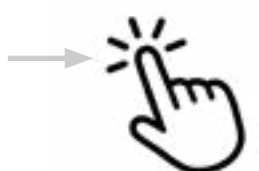
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Indriya reaches 50-store milestone in India, with launch of third outlet in Bengaluru

MUMBAI

The milestone, achieved around 19 months after the brand was launched in July 2024, reflects Indriya's accelerated national expansion, with Bengaluru emerging as a key growth market, reinforcing its scale, retail ambition and growing relevance in organized jewellery retail

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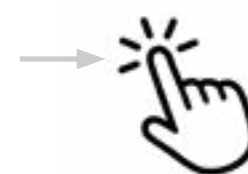
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PNGS Reva Diamond Jewellery IPO receives 1.23X subscription on final day of bidding

MUMBAI

The Pune-based company wants to use proceeds of the public issue to set up up 15 new stores by fiscal year 2028, as well as marketing and promotional expenses related to the launch of these new stores, in a bid to enhance visibility of the flagship brand 'Reva'

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PC Jeweller incorporates mining subsidiary in Chad to enter precious metal ore extraction

NEW DELHI

Expanded its operations beyond jewellery retail, the brand has incorporated a new step-down subsidiary, PCJ Mining SARL, in the Republic of Chad through its wholly owned subsidiary, PCJ Gems & Jewellery Limited. The new entity is yet to commence operations

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New York-born lab-grown diamond jewellery brand Verlas launches its India operations

NEW DELHI

The brand enters India with a digital-first retail offering. With clean, minimal, internationally-inspired designs for Gen Next customers who primarily shop online, it aims to move the conversation beyond weddings and lockers to designs crafted for real and everyday life

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Forevermark aligns natural diamonds with Raw Mango's couture at London Fashion Week

LONDON

Partnership with the Kolkata-based design house positions natural diamonds in the context of contemporary fashion, reinforcing De Beers' strategy to elevate diamond desirability while strengthening Forevermark's brand presence among international luxury consumers

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Bulgari adds Dua Lipa to its list of global brand ambassadors, continuing cultural partnerships

ROME

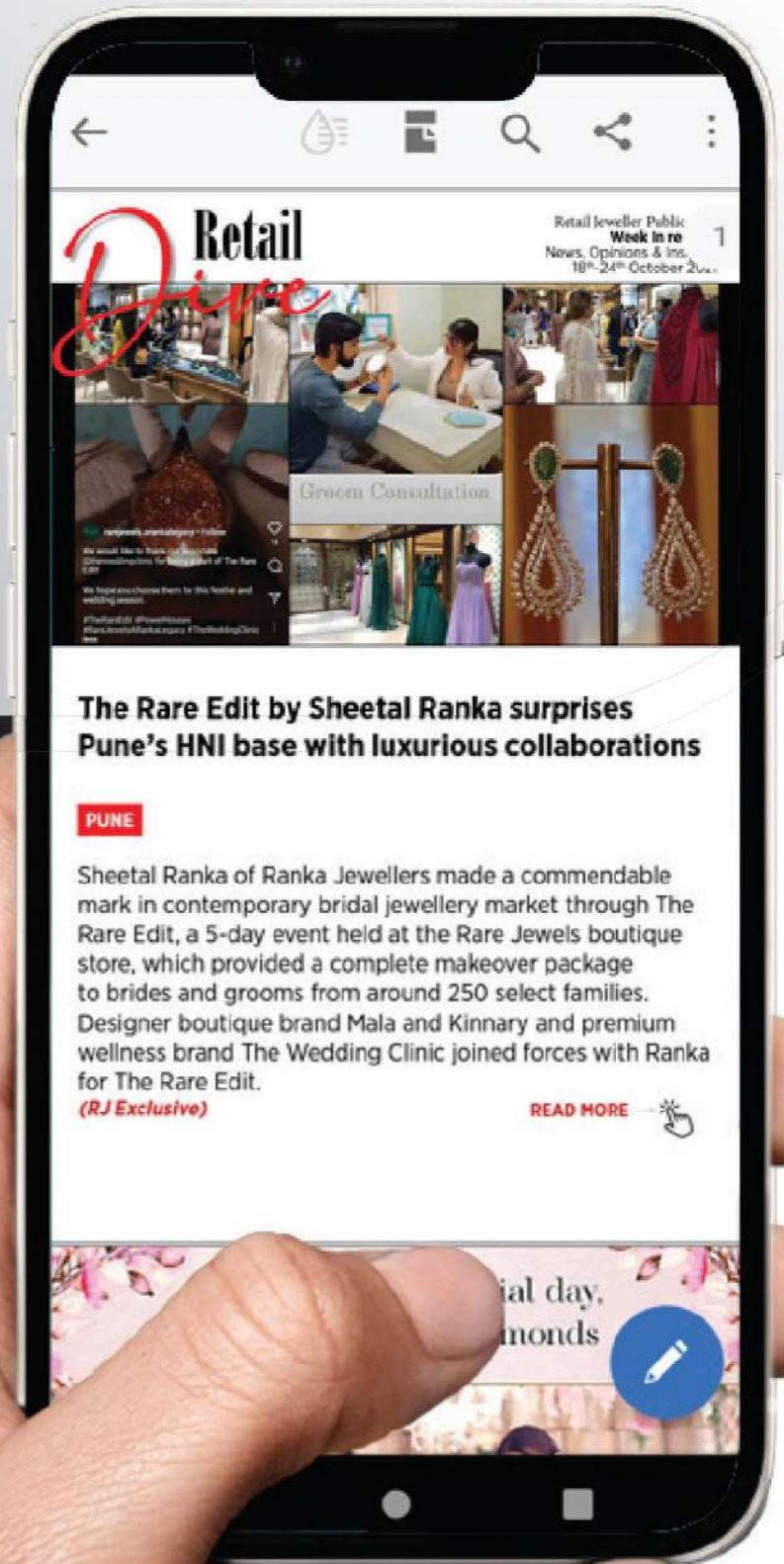
The superstar singer joins fellow house ambassadors like Anne Hathaway, Priyanka Chopra Jonas and Zendaya, among others. The association reflects Bulgari's constant engagement with influential figures across music and culture, strengthening its global positioning within the luxury segment

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Tanishq and designer Bibhu Mohapatra present 'She is the Balance' at NYFW Fall/Winter 2026

NEW YORK

Both Tanishq USA and Mohapatra committed to supporting artisan communities and sustaining generational craftsmanship. This message resonates strongly within the global luxury jewellery trade, where authenticity, provenance and craftsmanship are critical differentiators

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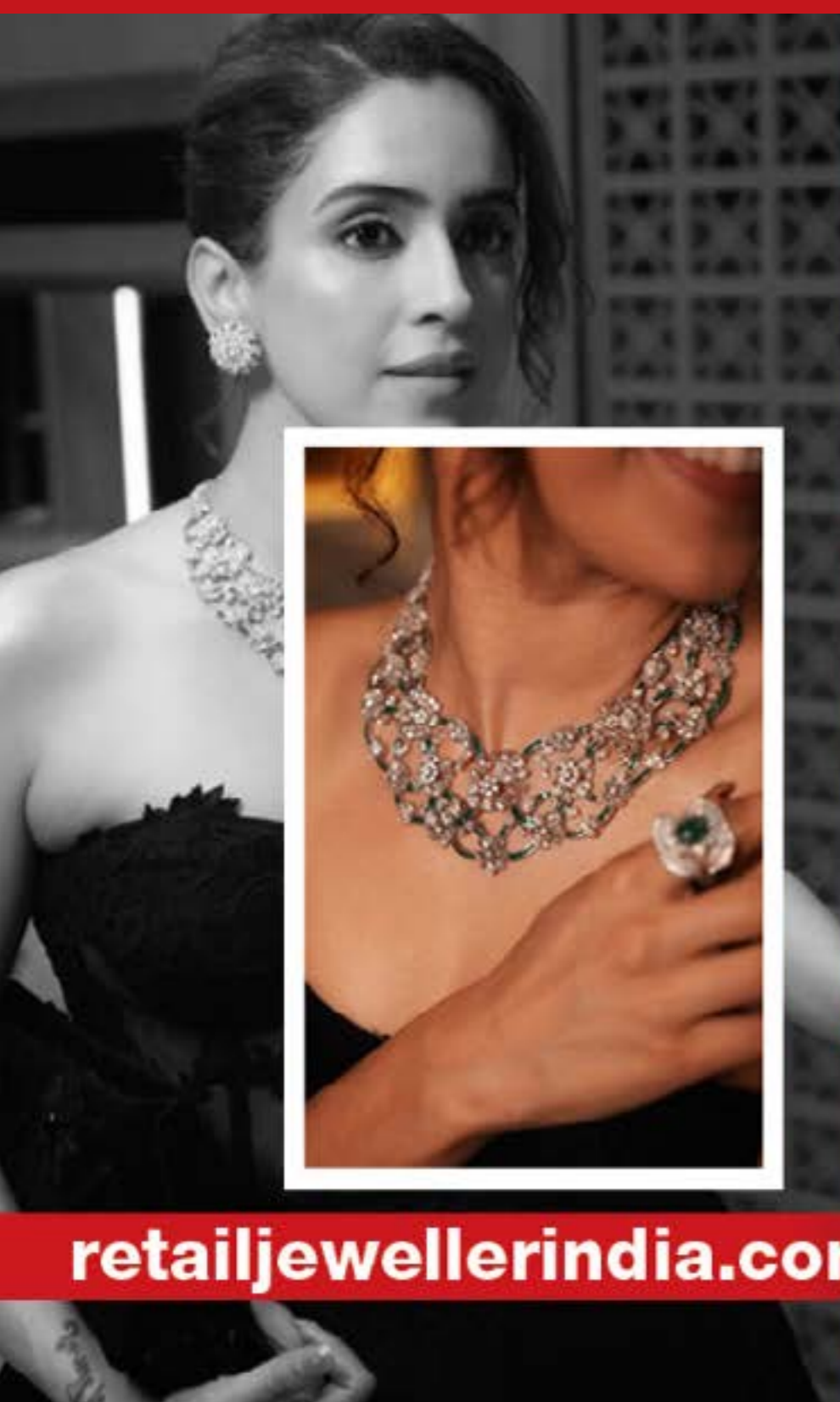
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Celebs bring Indian and international jewellery brands into focus at major awards nights

MUMBAI

Be it Alia Bhatt in David Morris, Shibani Akhtar in Ananya Fine Jewellery or Sanya Malhotra in Birdhichand Ghanshyamdas, this week saw stunning red carpet jewellery moments at the 70th Filmfare Awards South and the 79th BAFTA Awards

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