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CKC Jewellers draws upon its royal legacy, gives it a contemporary context at Mysuru showcase

MYSURU

The brand reaffirmed its historical role as jewellers to the royalty by creating modern renditions of traditional jewellery that reflected the identity of the erstwhile Mysore kingdom. Story-telling through the showcase created high brand recall for the jeweller

(RJ Exclusive)

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Lagu Bandhu



Lagu Bandhu Jewellers taps web series 'Hey Kay Navin' to engage young urban consumers

MUMBAI

By placing its offerings within a relatable narrative, the brand aims to connect with young married couples who increasingly make jewellery purchase decisions. Both existing customers and those who discovered the brand through the series have responded positively to it

(RJ Exclusive)

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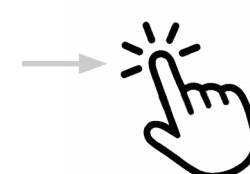
Kakun Fine Jewellery links jewellery with nature in experiential retail initiative at its showroom

LUCKNOW

The event highlighted the growing importance of targeting communities and creating experiences that spark design conversations about inspiration, beyond product presentation, to attract new customers

(RJ Exclusive)

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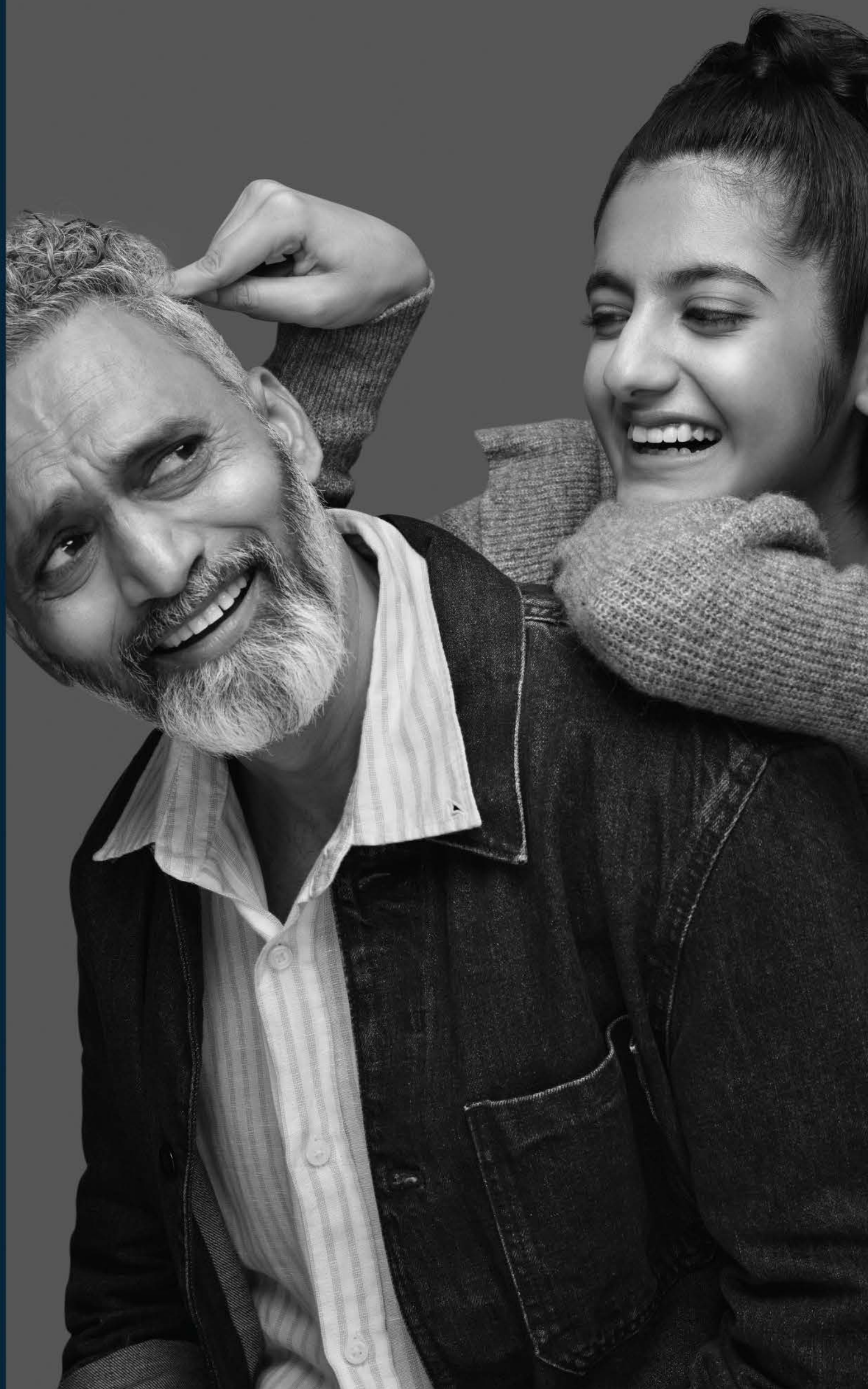
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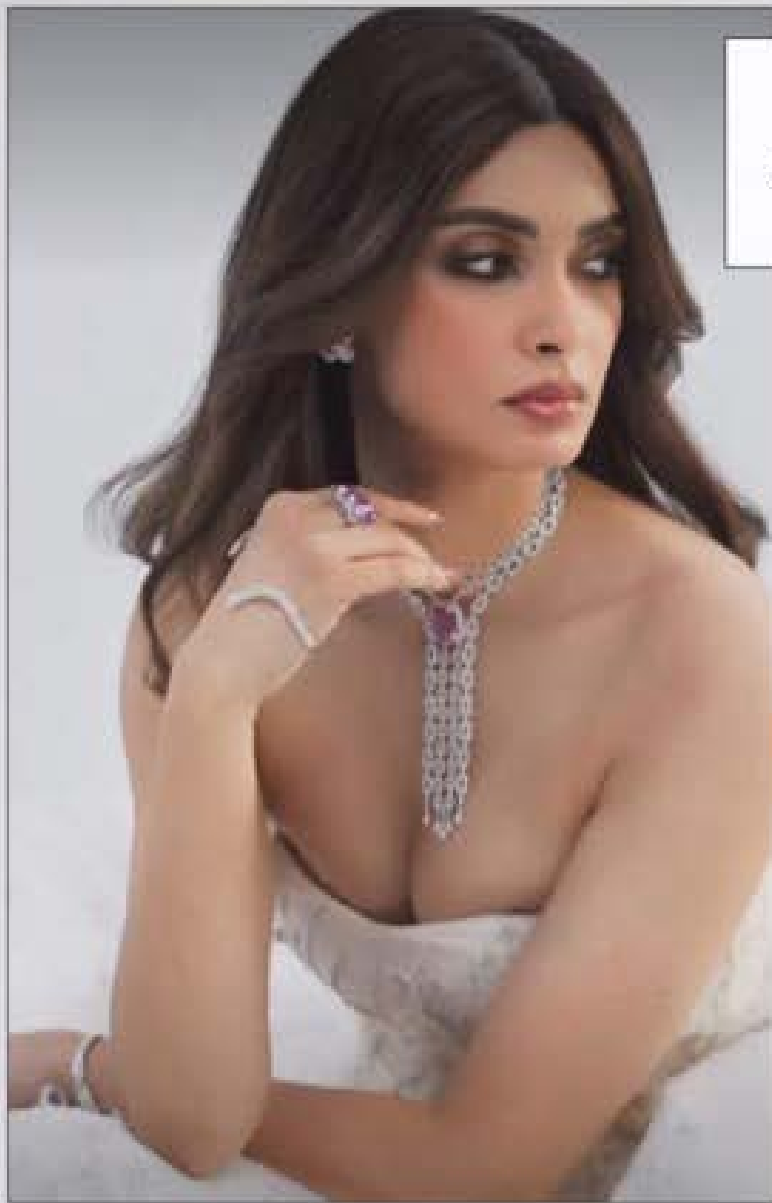
Mahabir Danwar Jewellers aligns with Performyx Premier League, gets access to premium audience

KOLKATA

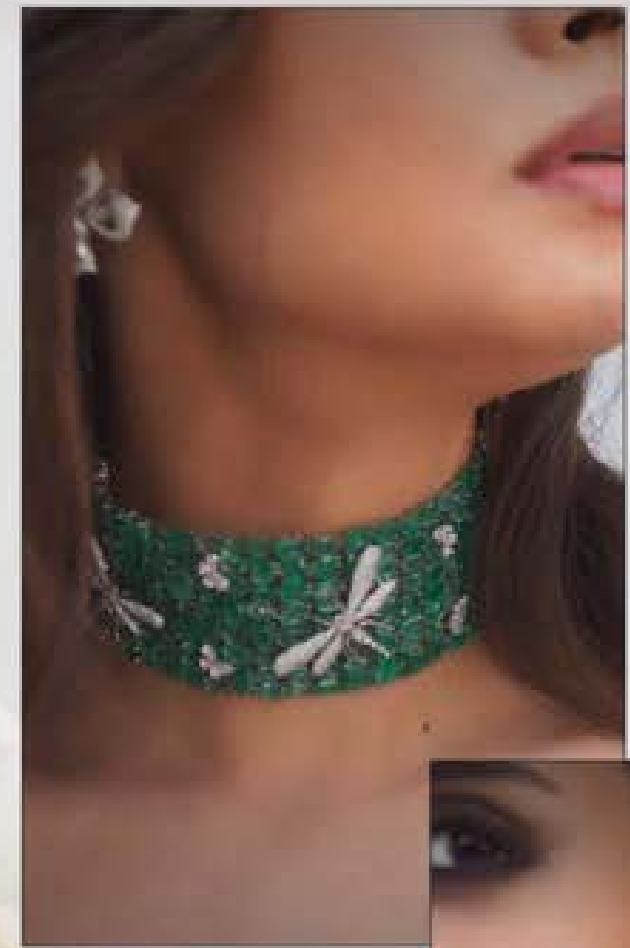
The association signals the brand's understanding of modern lifestyle needs that focus on contemporary approach to health, resonating with a niche segment of consumers.

(RJ Exclusive)

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AMARIS



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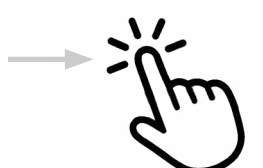
AMARIS launches campaign with a fresh bridal jewellery narrative, seeks out the new age bride

NEW DELHI

The campaign, featuring actor Diana Penty, marks a deliberate shift in how bridal jewellery is communicated to today's consumer, moving away from traditional narratives to something far more personal. It aims to drive more considered purchase conversations

(RJ Exclusive)

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Forevermark MD Mallikarjuna Reddy Yarabolu charts roadmap for festive season, overall growth

MUMBAI

Ahead of Akshaya Tritiya, Yarabolu highlighted the brand's focus on tapping the season's heightened demand with targeted offerings through a sharper understanding of consumer behaviour. He also detailed how quality control of the product happens at every stage

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Kalyan Jewellers celebrates the Bengali New Year with soulful 'Poila Boishakh' campaign

KOLKATA

Featuring actor Ritabhari Chakraborty, the campaign presents the iconic 'Talpatar Sepai' as a subtle symbol of the region's craftsmanship and cultural memory, drawing a connection between childhood nostalgia and the finesse of handcrafted gold jewellery

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Senco Gold & Diamonds unveils ad campaign around Bangle Utsav ahead of Akshaya Tritiya

KOLKATA

The campaign film unfolds through the hand gestures of a young woman and a man. Inspired by the eloquence of human hand movements, the brand set out to create gold and diamond pieces that echo their rhythm in the form of bangles, kadas and bracelets

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PMJ Jewels makes Akshaya Tritiya relatable with TV campaign 'Rajeev's IQ vs. Suma's GB'

HYDERABAD

The campaign brings a witty touch to the traditional gold-buying season. While 'IQ' is a universal measure of intelligence, 'GB' stands for Gold Buying - a nod to savvy investment habits. It concludes with a voice-over by Mahesh Babu, brand ambassador of PMJ Jewels

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Reliance Jewels sharpens its proposition from ‘Shubh’ to ‘Smart’ Akshaya Tritiya this season

MUMBAI

The brand’s festive ad film features a warm father-daughter moment with actor Gajraj Rao and Pratibha Ranta of ‘Laapataa Ladies’ fame. It reflects how younger consumers are taking a more informed and value-conscious approach, while staying connected to family values

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JGP Jewellers launches 'Amalia Woman Award', aligns the property with its new jewellery line

MUMBAI

With a focus on finding real stories, and bringing visibility to women whose efforts often go unrecognized, the award property sits alongside the brand's Amalia collection of lightweight 9KT diamond jewellery designed for regular wear, bringing together product and purpose

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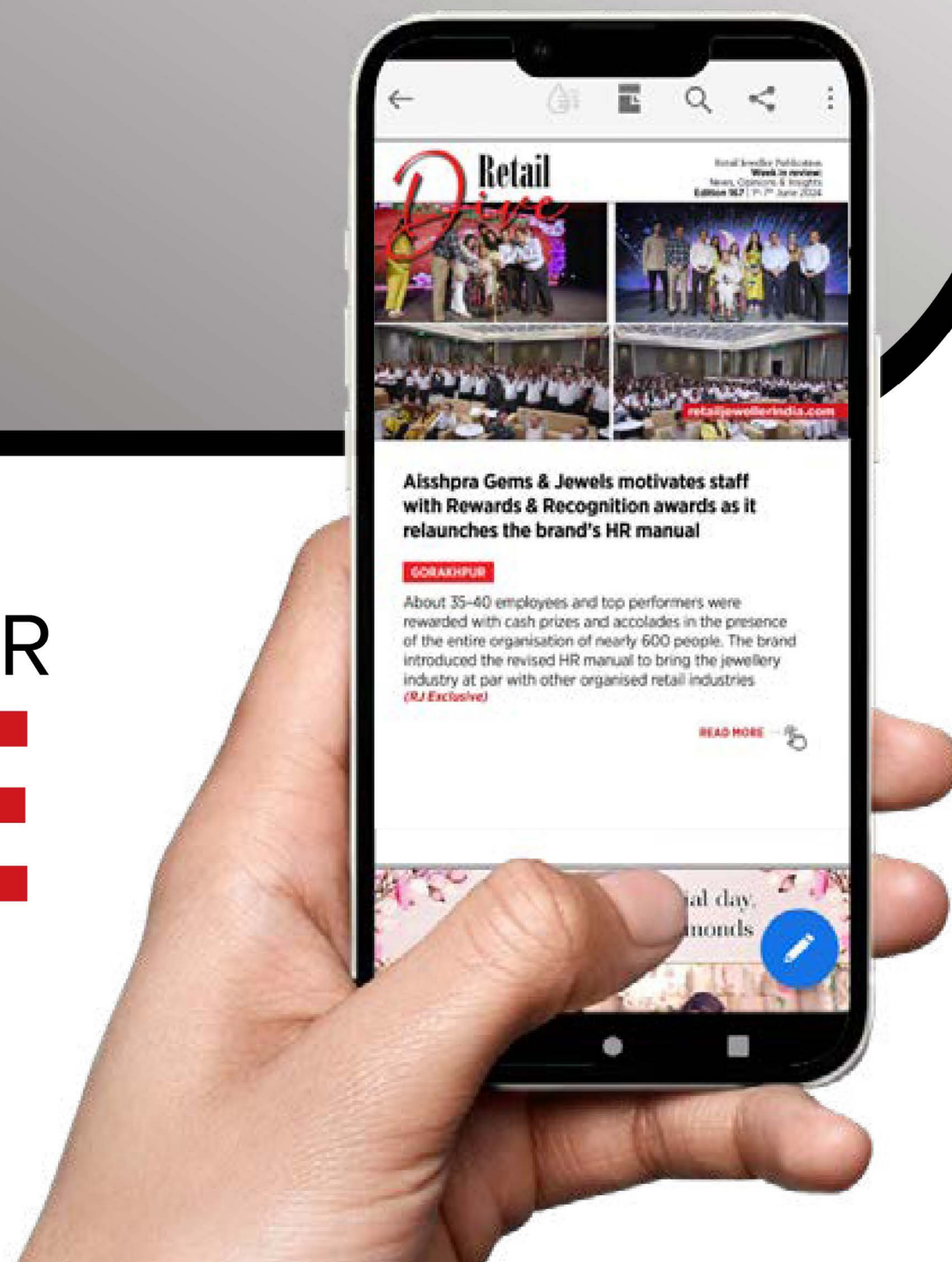




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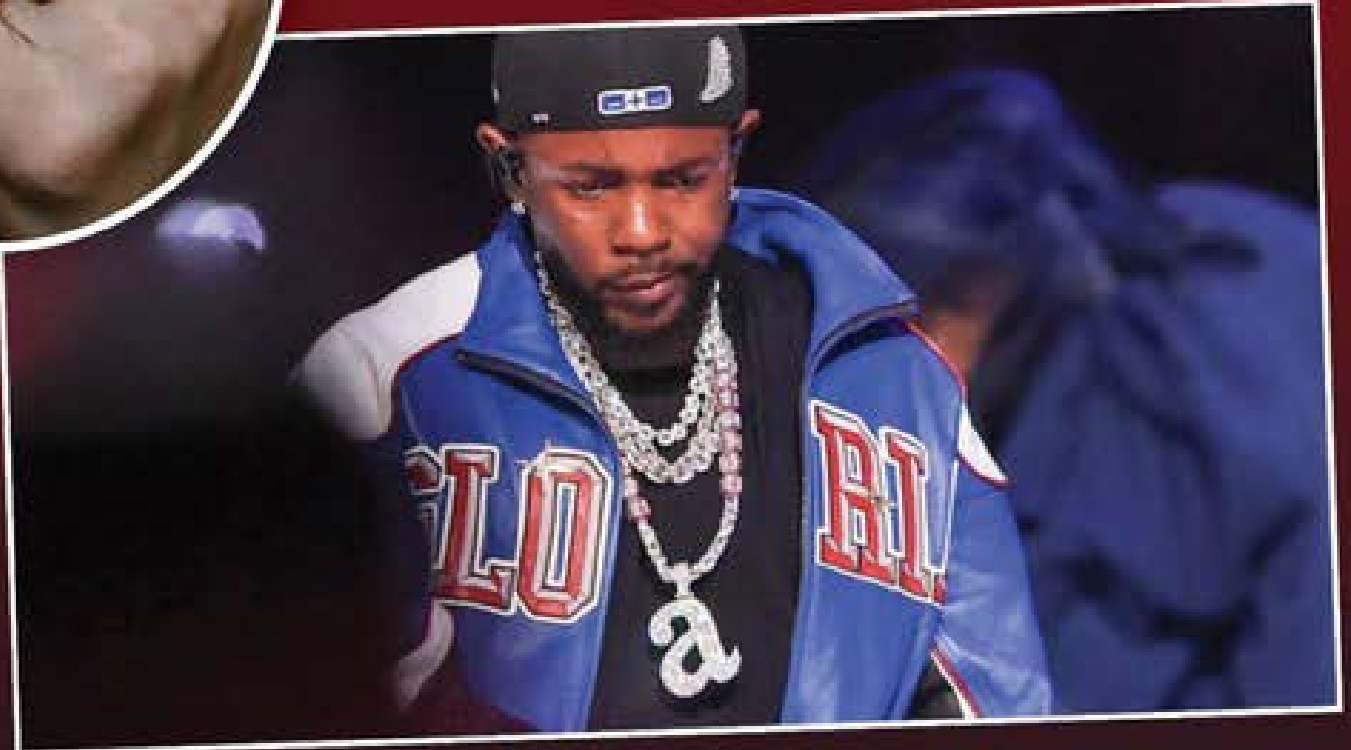
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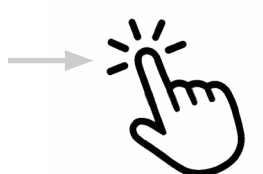
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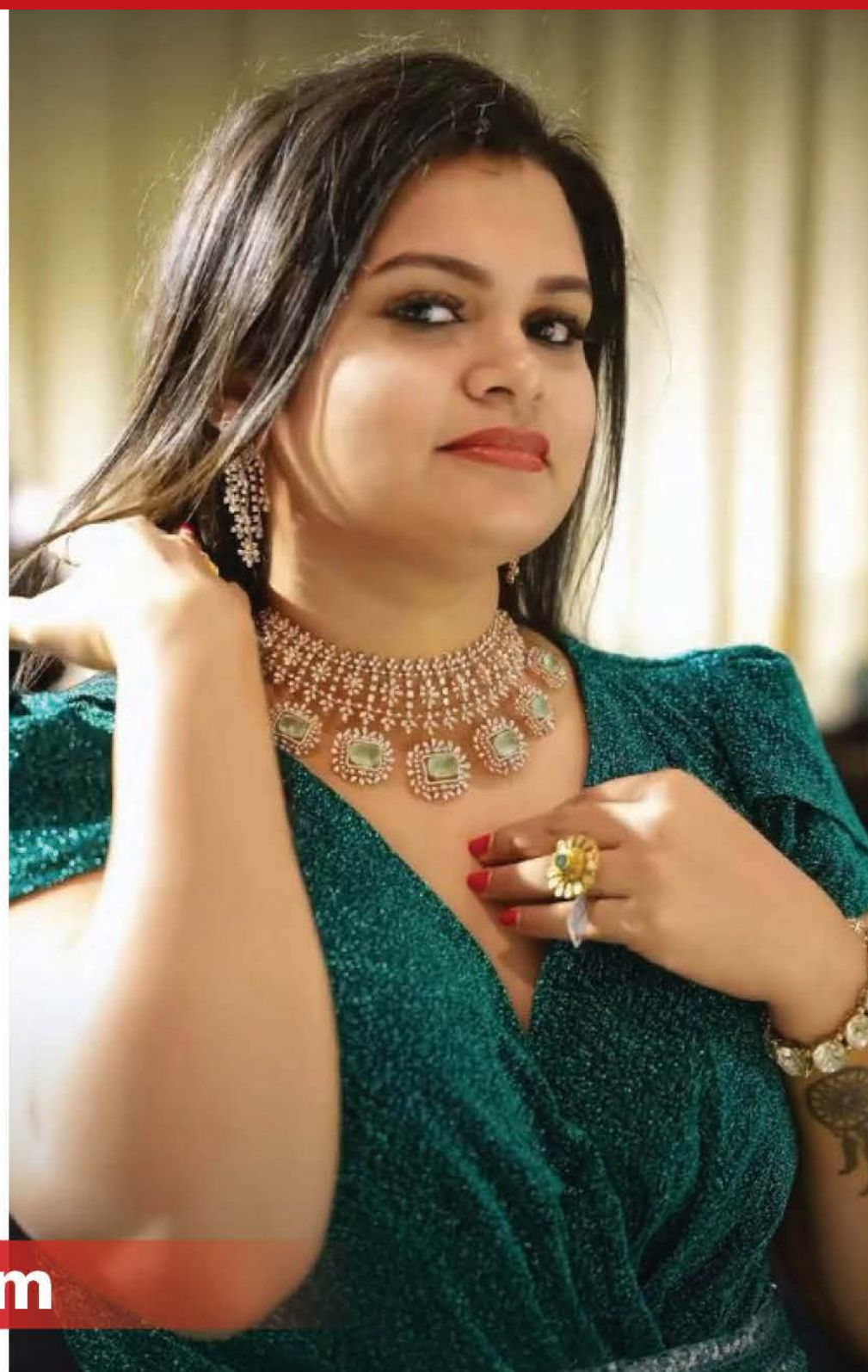


New study by 'A Diamond is Forever' reveals the celebrity diamonds that broke the Internet

NEW YORK

It ranks the year's most impactful diamond moments using a proprietary index analysing 10 performance indicators. Topping the index is rapper Kendrick Lamar's lowercase 'a' diamond necklace which went viral after his 2025 Super Bowl halftime performance

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Meralda Jewels' 'Brilliance Across Shores' aims to assess market ahead of Abu Dhabi store launch

ABU DHABI

With 200+ guests, largely from the Indian community, the showcase enabled the brand to understand customer preferences and design expectations, and assess demand, while refining its approach for the UAE market, ahead of its store launch in June 2026

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Celebs bring focus on fine jewellery across festive moments and fashion platforms

MUMBAI

Be it Tillotama Shome in Tyaani Jewellery for Poila Boishakh, Esha Gupta in Vasundhra Raj Jewellers, Dia Mirza in Moi, Gautami Kapoor in Adamantine Jewellery or Sreeleela in Kalyan Jewellers, celebrity appearances this week showcased design language diversity

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