



How Zaveri Bros turned 'Threads of Gold' into a high-engagement in-store experience

BENGALURU

Held in association with a luxury fashion label, the event paired the brand's jewellery with exclusive silk sarees, placing existing customers at the centre of the showcase, and making it relatable. The experiential format kept people engaged in-store longer, supporting conversions during the event

(RJ Exclusive)

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Senco Gold & Diamonds enlists Sourav Ganguly for campaign to promote DigiGold and DigiSilver

KOLKATA

The brand's objective is to put forward digital gold and digital silver as entry points to jewellery consumption, to encourage early engagement and habitual purchase patterns that may later translate into jewellery demand, feeding its primary retail business over time

(RJ Exclusive)

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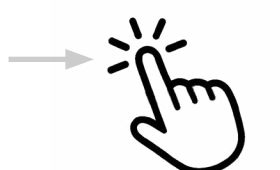
Thangamayil Jewellery leverages Sa Re Ga Ma Pa Li'l Champs to scale brand visibility in Tamil Nadu

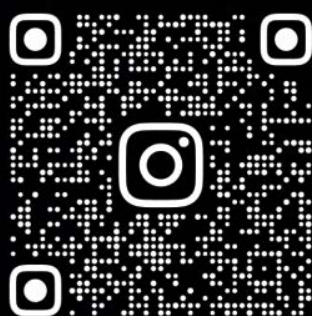
CHENNAI

The retailer's association with the popular talent show on Zee Tamizh focuses on building trust among family audiences and improving brand recall over time. It highlights the role of television as a medium ensuring consistent visibility, influencing store visits and purchase considerations

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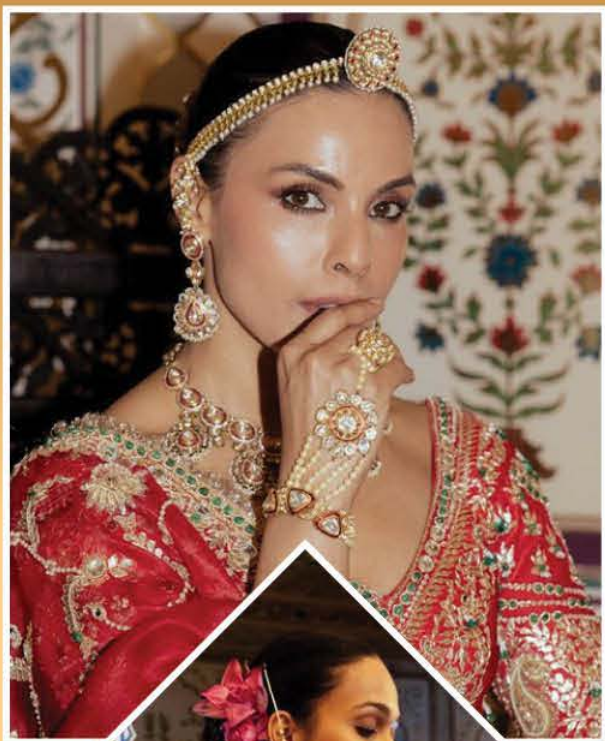
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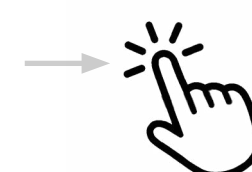
Bhuramal Rajmal Surana Johuree presents balanced bridal narrative at Jaipur showcase

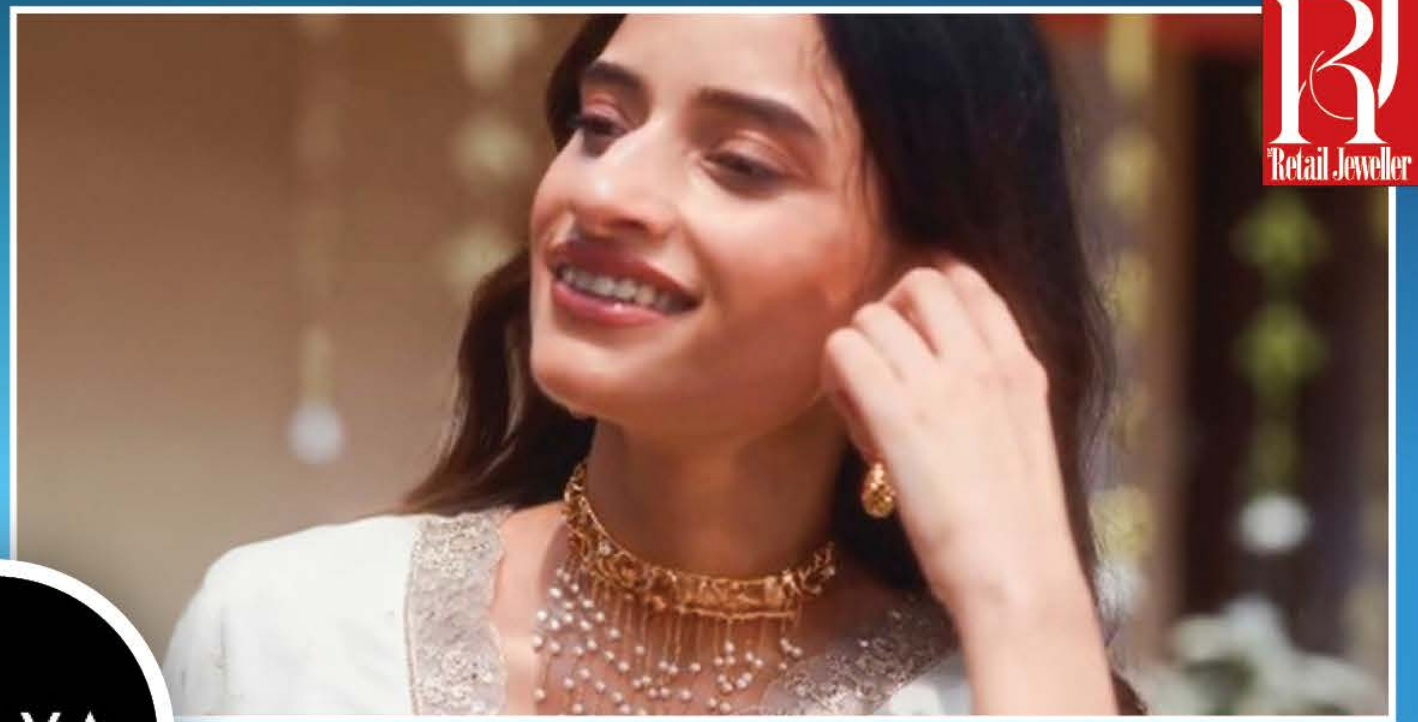
JAIPUR

The showcase underlines how heritage jewellers are strategically adapting to modern trends. By presenting existing inventory in a styled format, brands can extend product lifecycle, test consumer response to design directions, and find viable alternatives to heavy bridal jewellery

(RJ Exclusive)

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SHAYA
by CARATLANE



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‘Shaya for Weddings’ campaign formalizes CaratLane’s entry into silver bridal jewellery

MUMBAI

The core idea of the campaign is to place the brand in the consideration set of customers looking for alternatives to gold, and pitch silver jewellery across different wedding occasions to them, aligning product, pricing and communication with current demand

(RJ Exclusive)

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Amayra by Bagrecha Gems joins hands with designer Suneet Varma for bridal boutique

NEW DELHI

The concept store brings the designer's couture and the brand's jewellery into a single retail environment, allowing customers to complete their entire look within one space. Co-ordinated styling and customization shape high-value bridal buying decisions

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New brand 'Hare Krishna Jewellery' launches on Akshaya Tritiya in Tripura's Dharmanagar

DHARMANAGAR

Prior to the inauguration, businessman Buddha Gupta, Founder of Hare Krishna Jewellery, held a press conference to announce the brand launch, and stated that besides catering to locals, the new venture also aims to raise awareness about the quality and purity of jewellery

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PNG Jewellers leverages the podcast 'Tyachi Goshta' to stay visible beyond campaign cycles

PUNE

Such regional content partnerships help the jeweller to build brand recall, deepen cultural connect, and access younger digital audiences, while maintaining a low-cost, high-engagement marketing channel that covers the gap between festive campaigns in core Maharashtra markets

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Challani Jewellery Mart marks 13th anniversary by recognizing its most productive employees

CHENNAI

The jeweller marked the milestone with a grand event, presenting 52 employees with performance-led rewards, including high-value incentives, underscoring the role of the workforce and internal culture in driving sustained growth in a competitive jewellery retail market

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KISNA Diamond and Gold Jewellery crosses 150 showrooms milestone, targets 200 by Diwali

MUMBAI

With strong focus on Tier II and Tier III markets and emerging consumption hubs, the brand has set a target of opening 50 more showrooms in the next few months. Its retail footprint is complemented by a robust distribution ecosystem of 1,500+ shop-in-shop touchpoints

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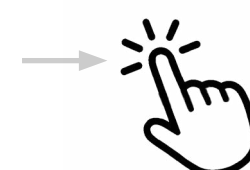
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IGI drives awareness on diamond certification with new ad campaign featuring cricketers

MUMBAI

By questioning 'self-certification', the ad uses a cricket analogy to highlight the importance of independent third-party validation for diamonds. The campaign is an extension of the International Gemological Institute's association with IPL team Gujarat Titans, to carry its message to a wider audience

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De Beers: Gen Z, self-purchasing women drive India to become second largest diamond market

MUMBAI

The Indian natural diamond jewellery market has officially overtaken China and Japan to rank No. 2 in the world, capturing 12% share of global demand. This market is projected to reach a size of Rs 1,50,000 crore by 2030, according to the 2025 De Beers India Diamond Acquisition Study (DAS)

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GJC rolls out Maharashtra-wide guidelines and SOPs to protect jewellers during police probes

MUMBAI

New multilingual guidelines aim to standardize police procedures, boost transparency, and protect genuine jewellery traders across the State, while strengthening cooperation between law enforcement and the trade through structured protocols, vigilance committees, and clearer rights for businesses during investigations

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Joyalukkas enters Australia, with opening of its Sydney showroom by actor Kajol Devgan

SYDNEY

The brand's Australia debut marks entry into its 12th global market, and highlights how it leverages diaspora demand in different countries. It reinforces Joyalukkas' multi-market retail strategy to deepen the brand's presence in diverse, high-potential markets

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WIDE ANGLE



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Gemfields all set to celebrate May as ‘Emerald Month’, bringing the colour green into focus

LONDON

The company aims to highlight the cultural and historic significance of emeralds, especially the distinct appeal of Zambian gemstones, through the month, while focusing on the significance of the colour green and the enduring appeal of emeralds in the global gemstone market

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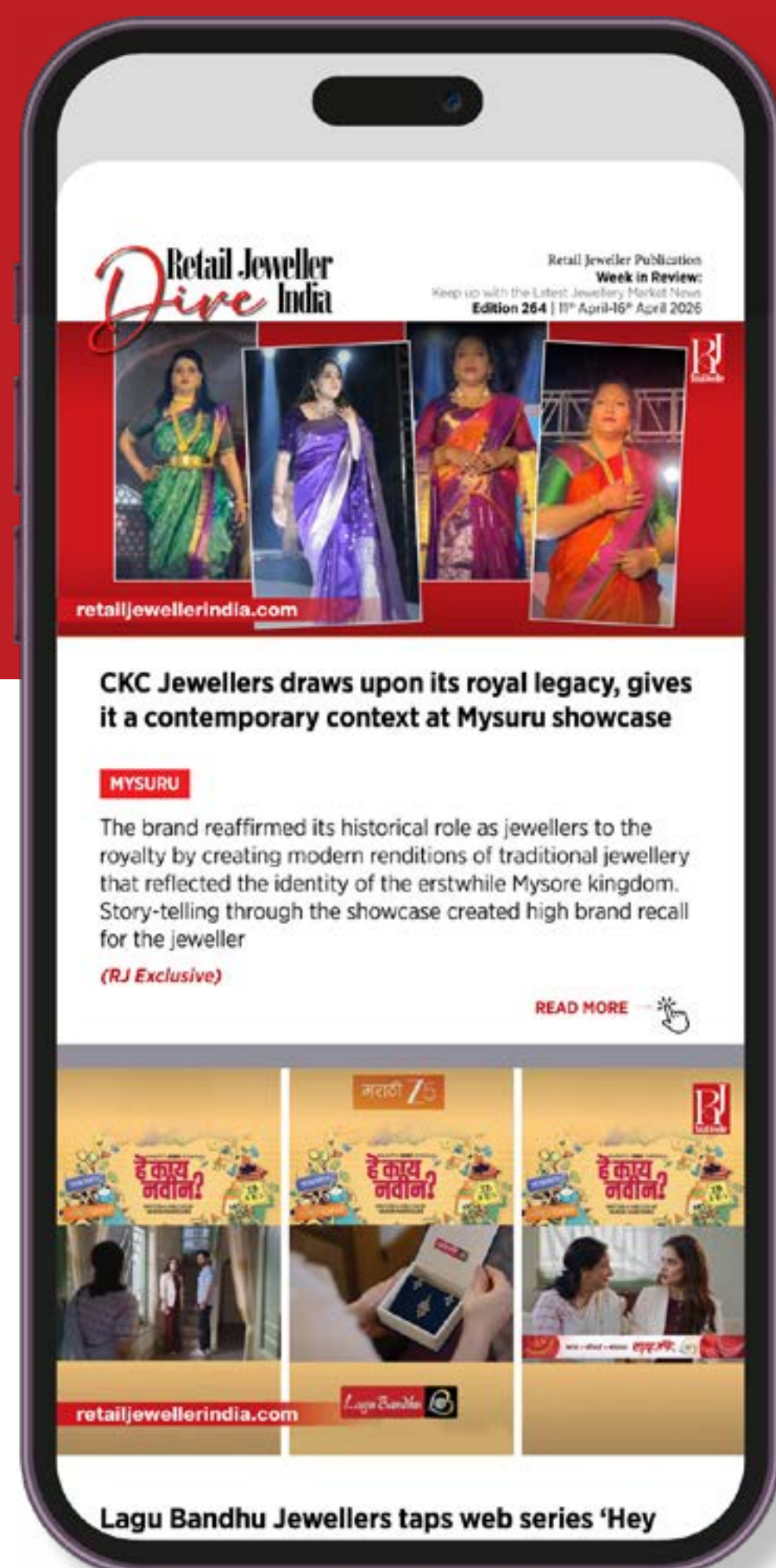
The retail moves you can't afford *to miss.*

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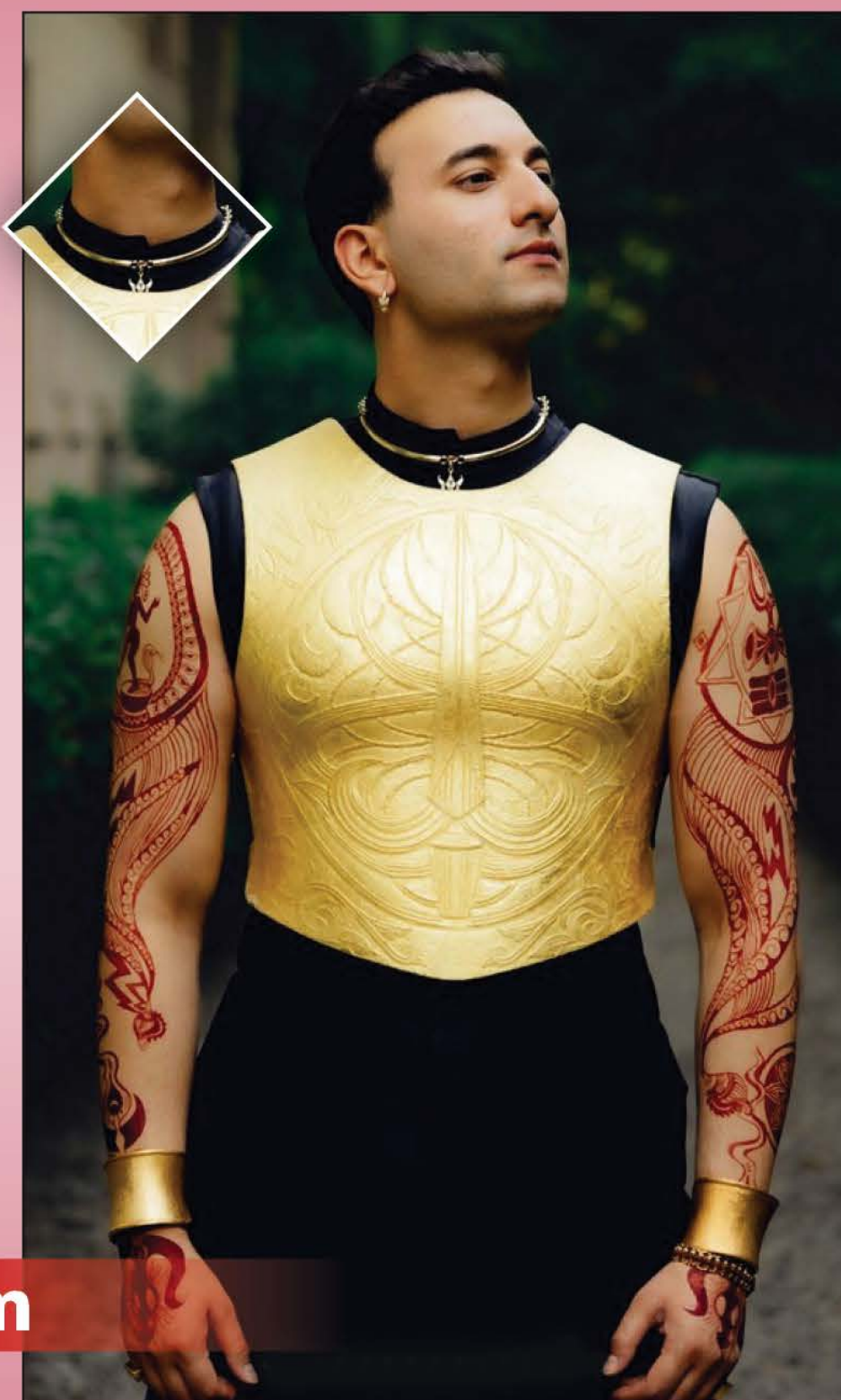
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Celebrity jewellery looks spell sophistication across red carpets, shoots and brand platforms

MUMBAI

From Anne Hathaway in Bvlgari and Lady Gaga in Tiffany & Co. at the New York premiere of 'The Devil Wears Prada 2', to Kareena Kapoor Khan in Hanut Singh and Tiffany & Co., Vaani Kapoor in Zoya Jewels or Rishab Rikhiram Sharma in Tamannaah Fine Jewellery at recent appearances, the spotlight belonged to fine jewellery this week

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