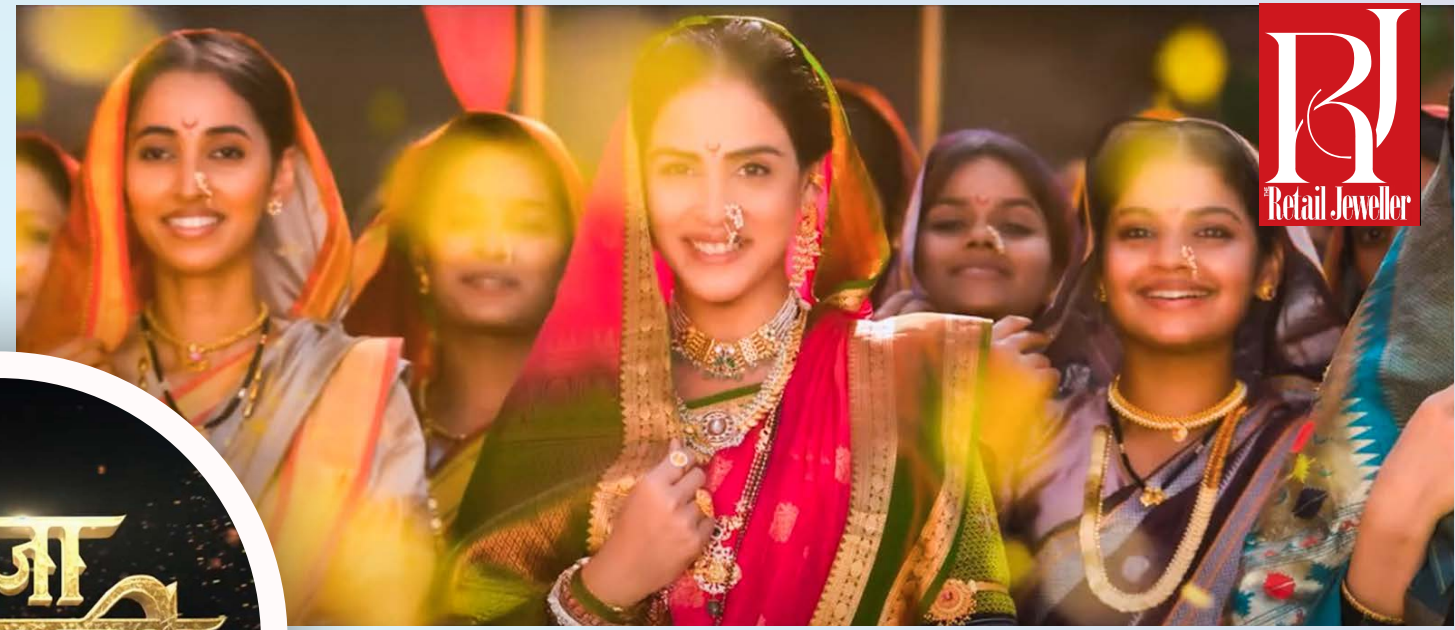


दागिने निर्मिती  
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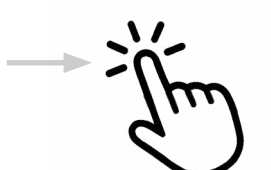
## PN Gadgil & Sons turns cultural pride into brand equity through 'Raja Shivaji' movie association

**PUNE**

By creating heritage jewellery for characters in the historical film, the brand has converted the deep emotional significance of Chhatrapati Shivaji Maharaj in the State to its advantage. The partnership emphasizes the brand's strong regional identity while extending its reach to new audiences

**(RJ Exclusive)**

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## P.C. Chandra Jewellers looks at new awards property as customer engagement engine

**KOLKATA**

With national rollout of the 'Visionaari Awards' to recognize women who have made an impact in diverse fields, the brand aims to create an opportunity for long-term engagement with a key customer segment through multiple interaction touch-points across urban markets

***(RJ Exclusive)***

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tradition.

## Ulhas Jewellers aims to record generations of bridal memories in centenary coffee table book

GOA

The retailer is building a legacy narrative featuring customers who wore the brand's jewellery for their weddings and related celebrations over the last 100 years. The project is helping it reconnect with past bridal customers while creating strong emotional recall and engagement

**(RJ Exclusive)**

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# INDRA

INDIAN NATURAL DIAMOND RETAILERS ALLIANCE

AN INITIATIVE BY DE BEERS GROUP & GJEPC

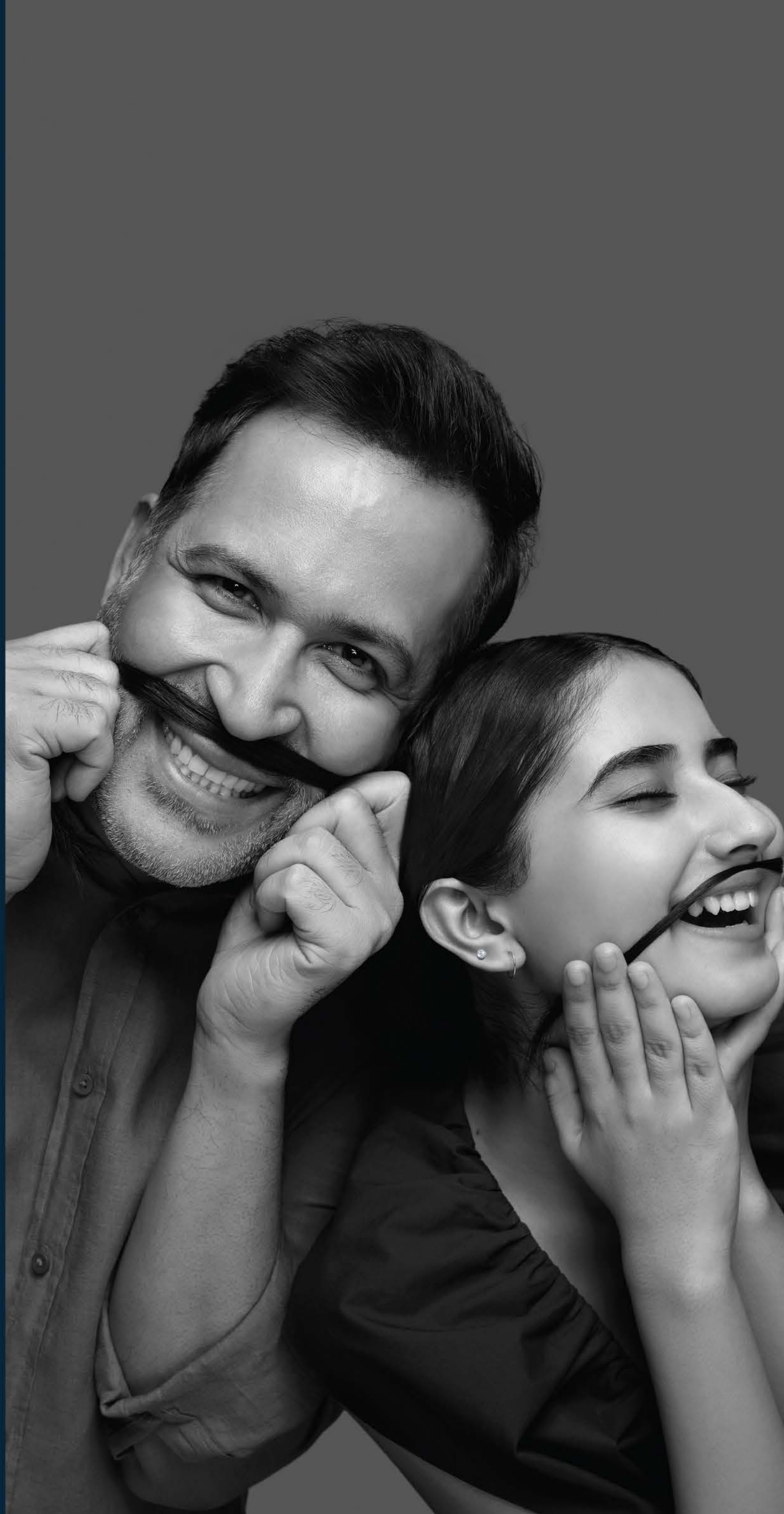
Unearth the true  
potential of your  
natural diamond  
enterprise.

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DE BEERS GROUP

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## Joyalukkas' new campaign 'Build Her Future' shifts the focus to purpose-led gold buying

**THRISSUR**

The campaign places fathers at the centre of the narrative, recognizing their role in ensuring long-term security for their daughters. It positions gold as a financial tool - supporting education, independence and future planning - rather than seeing it as a ceremonial purchase

***(RJ Exclusive)***

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## De Beers Group and GJEPC roll out natural diamond campaign through cricket broadcasts

**MUMBAI**

Featuring cricketers Abhishek Sharma and Suryakumar Yadav, the campaign, in association with broadcaster JioHotstar, targets wide consumer engagement using cricket's reach to strengthen demand and visibility for natural diamonds. It also integrates jewellery into live broadcasts via presenter styling

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## TBZ presents Kerala-specific bridal jewellery through 3D necklace installation on billboard

### KOCHI

Supported by a 'Golden Fleet' activation with content creators, the campaign increased visibility of the brand's antique gold jewellery and drove engagement with the local audience, supporting brand recall and footfalls at TBZ's relaunched store on MG Road in the city

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## Senco Gold & Diamonds looks at motherhood beyond one role in its Mother's Day campaign

**KOLKATA**

Drawing a parallel with the many facets of a diamond, the campaign explores how motherhood is layered and enduring, continuously adapting across different phases, roles and emotional experiences through life. It has gone live across digital platforms

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KUMARI  
FINE JEWELLERY



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who shaped you,  
*your first inspiration.*

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## #FirstLoveFirstInspiration: Kumari Fine Jewellery unveils Mother's Day tribute

**MUMBAI**

The campaign recognizes mothers as every child's very first encounter with style, strength and substance. Launching across all digital platforms, it invites its audience to honour their 'first inspiration' with a gift that matches her unique legacy

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## Dhirsons Jewellers reframes Mother's Day gifting as emotional legacy, not occasion-led purchase

**NEW DELHI**

With its campaign 'First Love. First Gold', the brand shifts focus from transactional gifting to emotional story-telling, using gold and diamonds to position jewellery as a symbol of a mother's lasting influence, enhancing the meaning of purchase decisions

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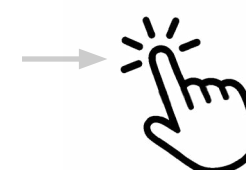


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## GIVA pitches silver jewellery for Mother's Day, uses humour to call out 'close enough' gifting

### BENGALURU

The campaign examines the tendency to default to easy gifting options, playfully emphasizing the value of thoughtful choices that deliver stronger emotional impact and leave a lasting impression. It shows GIVA gifts sparking genuine joy, and concludes that high-quality gifting stands apart

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She Gave You a **Lifetime.**  
Give Her **Twice The Sparkle.**

This **Mother's Day**

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## Solitario marks Mother's Day with 'She Gave You a Lifetime. Give Her Twice the Sparkle' campaign

**MUMBAI**

The brand highlights the idea of giving back to mothers through meaningful purchases that carry emotional significance. It also promotes lab-grown diamond jewellery and reflects how story-telling drives engagement with consumers during key retail periods

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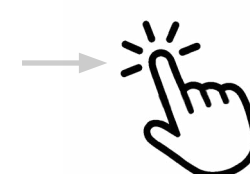
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## With its ‘I Am Not Like My Mother’ campaign, Ethera plays on inherited purchase behaviour

### MUMBAI

The digital film begins with women declaring how they differ from their mothers. As the narrative develops, the participants realize how their choices mirror those of their mothers. The brand taps this emotional insight to expand category relevance and influence buying patterns

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## IAGES crosses milestone of 550+ accredited partner outlets across 240 cities in India

### MUMBAI

In addition to large national players, small and medium players too are coming forward to be under the IAGES umbrella, which is a true representation of its success and acceptance. Continued outreach efforts include the campaign 'Before you buy gold, #PehlaCheckIAGES'

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## Tiffany & Co. integrates high jewellery and Milan flagship in The Devil Wears Prada 2 collaboration

### MILAN

A sequence of the film was shot on location at the brand's Via Montenapoleone flagship store, marking a rare opening of the store's interiors for a film production. Besides in-film product placement, a curated creator trip offers visitors an inside look at the filming location

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21<sup>ST</sup> ANNIVERSARY EDITION

JANUARY-FEBRUARY 2026  
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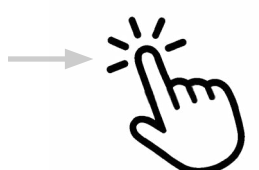
minions x SWAROVSKI



## Swarovski expands Minions association with jewellery range inspired by the characters

### WATTENS

The line draws from both the Despicable Me and Minions universe, with each piece having character-led detailing and identifiable visual traits. It has been developed for collectors, targeting both Swarovski's existing customer base and audiences familiar with the Minions franchise

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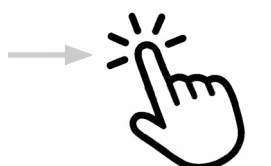
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## Middle Eastern luxury LGD jewellery brand Amaar Jewels opens boutique in Mumbai

### MUMBAI

Located at Khar West, the new store offers lab-grown diamond collections and customized designs. The launch follows the brand's Hong Kong entry, reflecting a strategy focused on expansion in international markets and engagement to build a new customer base

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## ‘Costume Art’ theme resonates through eclectic fine jewellery at Met Gala 2026

**NEW YORK**

The high-visibility event, hosted at the Metropolitan Museum of Art, saw luxury jewellery brands gain attention through innovative celebrity styling that ranged from archival craftsmanship and heritage-inspired pieces to sculptural diamonds and couture crystal work

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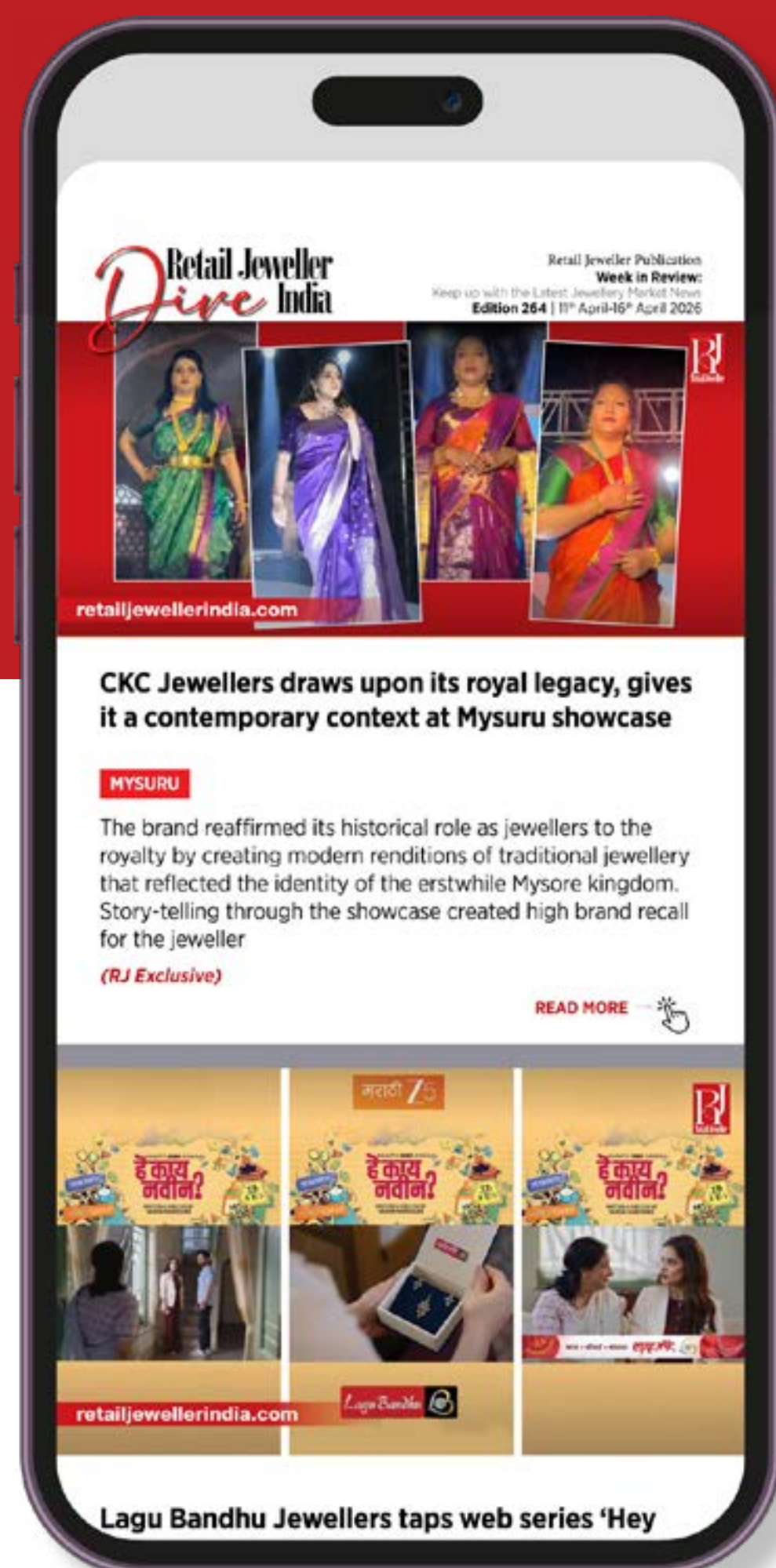
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## Chandukaka Saraf: A legacy built over 200 years, now scaling with aggressive tech and e-commerce

### BARAMATI

Nearly two centuries after its founding, the brand is entering a new growth phase. Backed by 15-18% annual growth, it is investing in AI, AR, and global e-commerce, reshaping operations while retaining its core values of trust and customer focus

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