



Akshaya Tritiya 2025: Resilient demand drives growth in jewellery sales despite high gold prices

MUMBAI

Adaptability in product offerings, a surge in digital commerce, and enduring consumer trust helped leading brands register significant gains. Across the country, consumer sentiment remained buoyant, even as a distinct shift in buying behaviour emerged, shaped by price sensitivity and smart choices

(RJ Exclusive)

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GOLECHA'S
JEWELS

RJ 20
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How Golecha's Jewels re-imagined the famous 'Patiala Necklace' for Diljit Dosanjh's Met Gala appearance

JAIPUR

As the Punjabi singer-actor chose to adopt Patiala ruler Maharaja Bhupinder Singh's opulent regal look for the event, Golecha's Jewels set out to re-interpret the Maharaja's famed jewellery pieces merging historical grandeur with the Met Gala's theme of Black Dandyism

(RJ Exclusive)

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Kumari Fine Jewellery turns Bandra streets into a sea of pink with visually arresting campaign around its new store

MUMBAI

The brand deployed models carrying giant, candy-pink handbags through key high-footfall areas on the day of its store launch, playing out the campaign's tagline 'Turning Heads at Turner Road'. More than being a visual treat, the campaign drove real foot traffic and sales

(RJ Exclusive)

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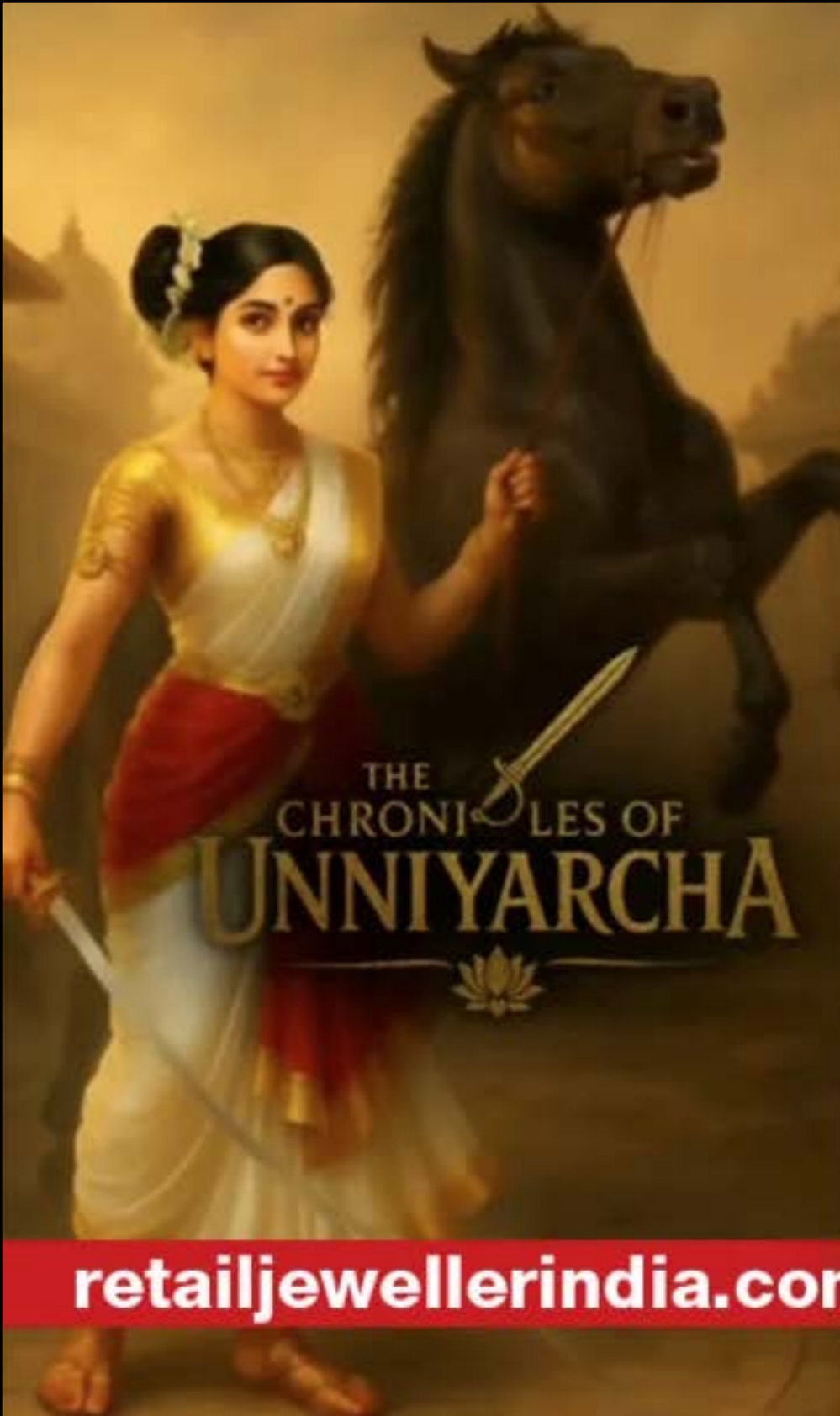
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THE BEAUTIFUL DESIGNS
we showed you in the episode-1?

#ChroniclesofUnniyarcha: Unniyarcha Jewellery brings its namesake to life in animated series to engage Gen Z clientele

GURUGRAM

Unlike conventional jewellery campaigns, the brand has taken a narrative-first approach, re-imagining the legendary warrior woman Unniyarcha, after whom it is named, in a format designed to appeal to young audiences and ensure long-term brand recall

(RJ Exclusive)

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GIVA makes an emotional appeal to young jewellery buyers through candid Mother's Day campaign

BENGALURU

Using a vox pop format, the campaign features real-time reactions, capturing unscripted conversations and emotional responses, as the brand seeks to spark authentic engagement with a younger audience while reiterating its core message that mothers are to be celebrated

(RJ Exclusive)

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Talla Jewellers co-hosts National Youth Exchange Programme to build affinity among new audiences in J&K

JAMMU

The programme brings together youth from across the country to Jammu, to participate in various activities from May 9 to 11. By aligning with an initiative that resonates with young Indians, the brand aims to increase visibility and connect to younger audiences

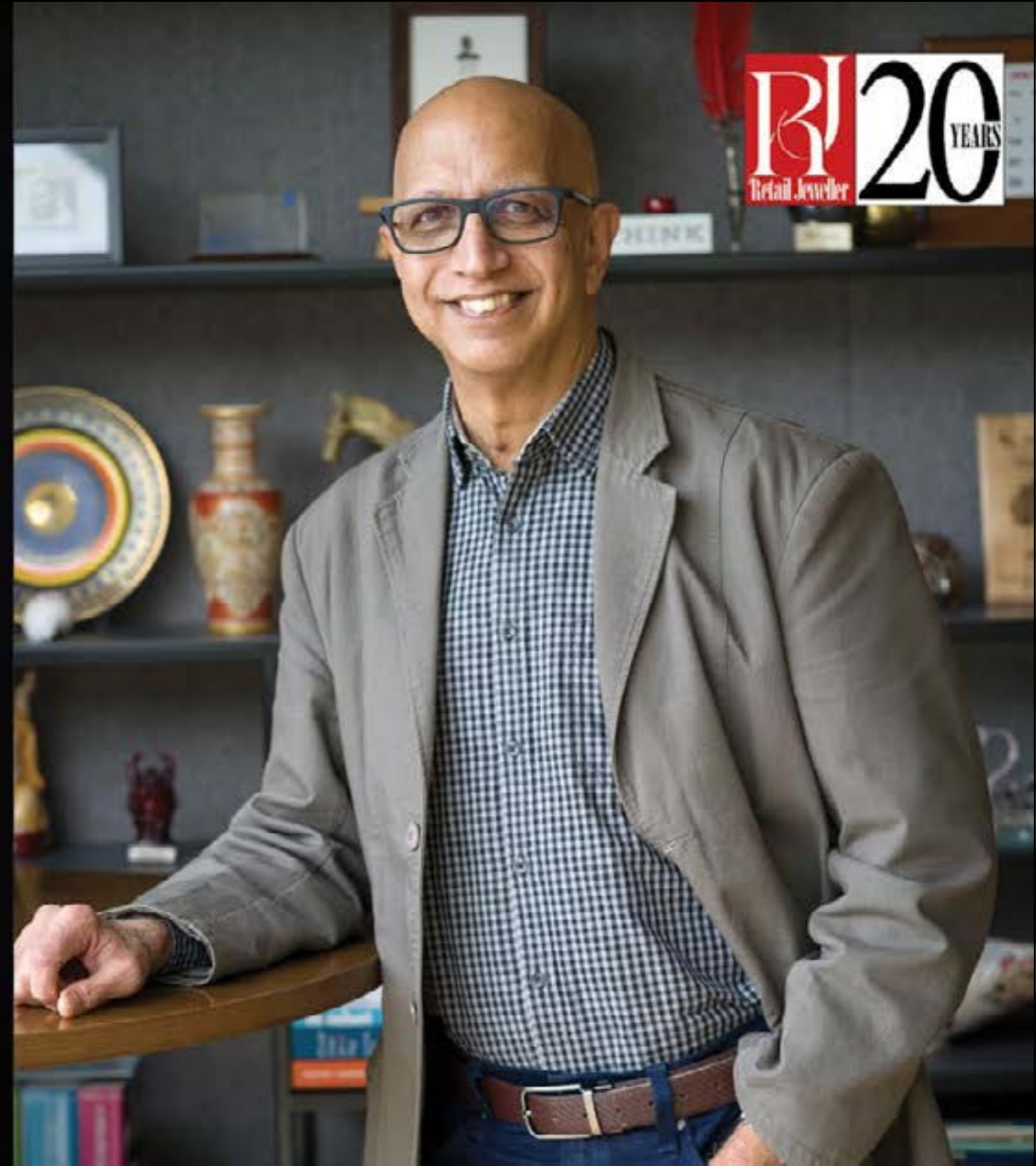
(RJ Exclusive)

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Jewellery division head Ajoy Chawla to succeed C.K. Venkataraman as Managing Director of Titan Company

BENGALURU

Chawla, currently CEO of Titan's Jewellery Division, will assume charge as the Managing Director with effect from January 1, 2026, as per the company's succession plan. Under Chawla's leadership, Titan's Jewellery Division has grown 2.5X in sales and profits since 2019

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AVR Swarna Mahal Jewellers announces actor Arvind Swamy as its brand ambassador after teaser campaign

CHENNAI

The legacy brand is embarking on a new phase of customer engagement and retail transformation, and bringing in Arvind Swamy as the face of the brand is aimed at strengthening its bond with customers across Tamil Nadu, Karnataka and beyond

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CaratLane's latest ad film 'The Nudge' asks men to rethink the wait before proposing to their partners

BENGALURU

The second phase of the brand's ongoing proposal campaign series begins with a story that depicts a moment of decision in which a man, faced with a situation that urges reflection, chooses to propose to the woman in his life

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VBJ X Anju Modi: Craft and continuity take centre-stage as VBJ celebrates 125 years of the brand

CHENNAI

Titled ‘An Affair of Glamour and Grandeur’, the grand event showcased VBJ’s collections alongside Anju Modi’s designs, and paid tribute to India’s eternal spirit, and the brand’s passion for preserving and evolving Indian craftsmanship

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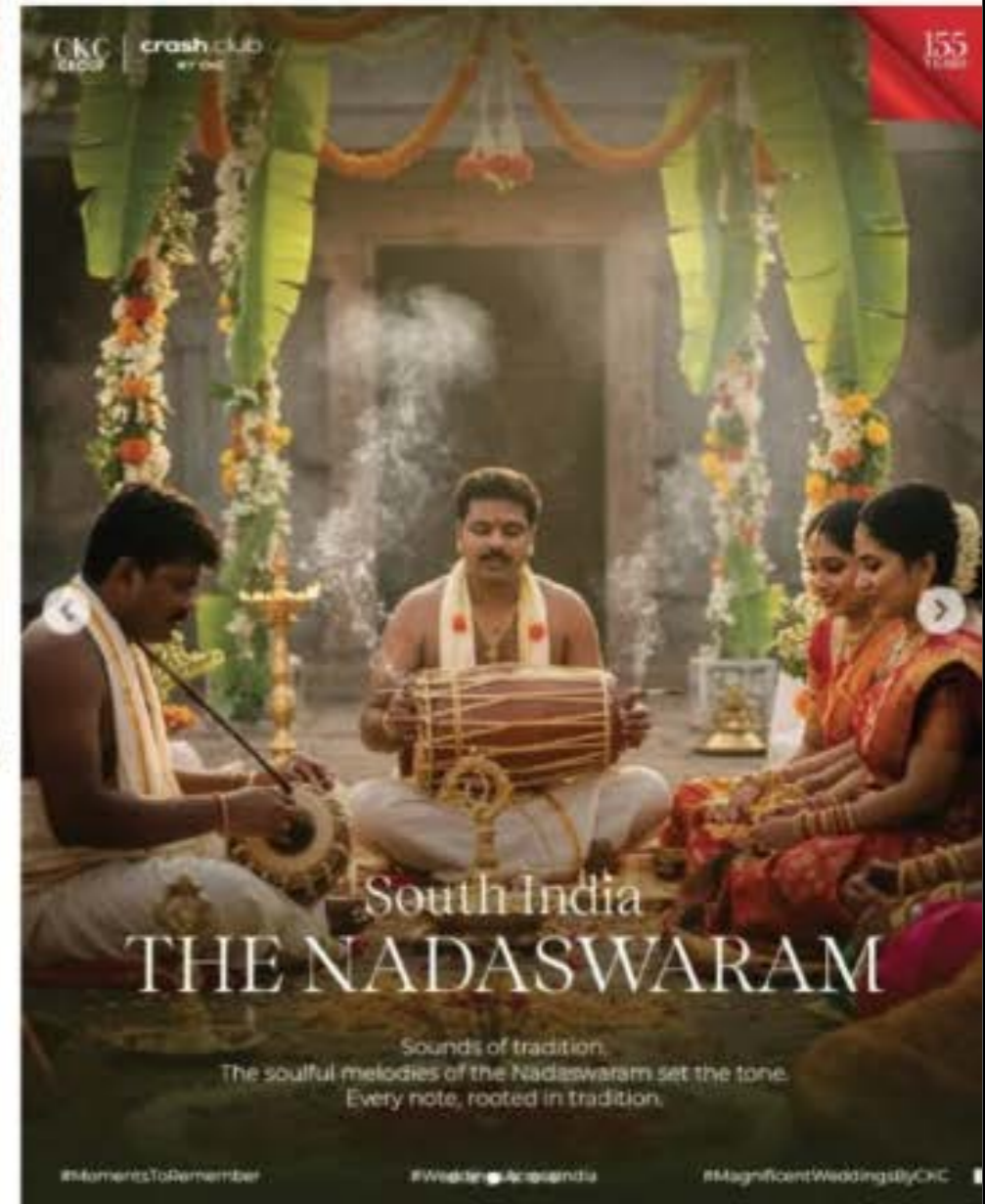
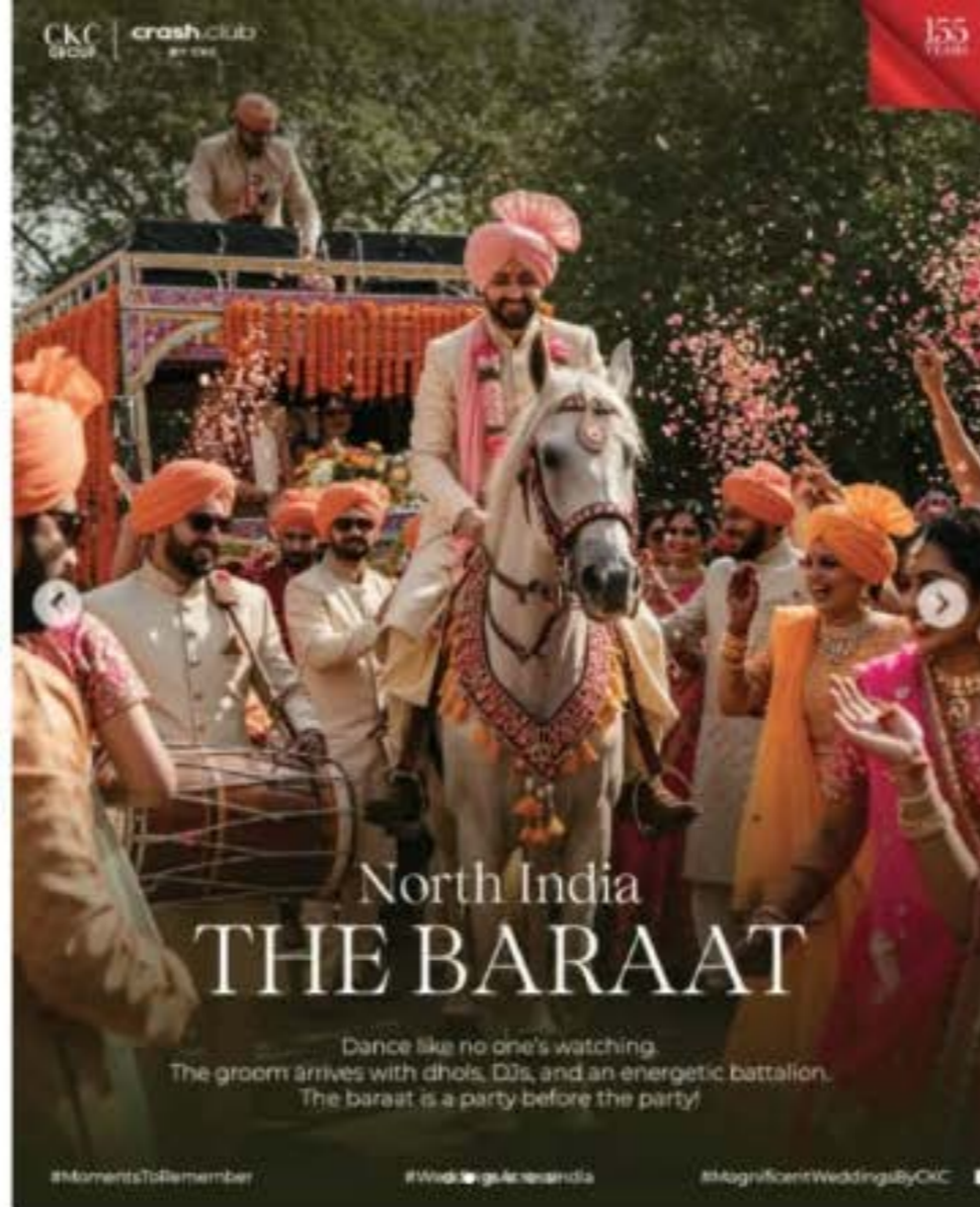
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‘Magnificent Weddings’ by C. Krishniah Chetty Group drives footfalls, bookings and youth interest after official rollout

BENGALURU

The jeweller’s innovative offer of an all-inclusive Rs 15 lakh wedding package for couples saw more than 100 registrations in the first week. It attracted young customers, with some opting for smaller weddings, re-allocating budgets to buy more jewellery instead

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Australian cricketer David Warner endorses Tenali-based Gokulam Signature Jewels' Hyderabad debut

HYDERABAD

Warner's Instagram message, part of a larger promotional campaign tied to the upcoming Telugu film 'Robinhood', invited fans to check out the newly opened store. It gave significant visibility to the brand, heightening buzz around its presence in Hyderabad

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OUR 20TH ANNIVERSARY EDITION, THE FIRST OF 2025, IS HERE!

For **two decades**, our relentless pursuit of the latest trends reshaping the industry, **new ideas** that provide a competitive edge, and best practices that establish new standards of excellence have kept us at the forefront of reflecting the **industry transformations** while empowering retailers to keep pace with its changing dynamics. Clearly, introducing several **new sections** is the most fitting way to commemorate this milestone edition.

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Jewellery meets heritage at Apala by Sumit's living museum-style Qutub Minar-inspired store in Mehrauli

NEW DELHI

The store reflects India's artisanal history through jewellery and sculptural displays, and marks a shift in the brand's physical presence by combining retail and exhibition. It showcases handcrafted silver jewellery and sculptural installations by founder Sumit Sawhney

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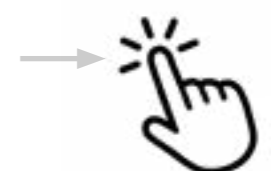


Retail Jeweller Middle East Show 2025 marks successful debut, forges new trade links across 15+ countries

MANAMA

The show successfully connected top jewellery manufacturers from Bahrain, the UAE and India with global and regional retailers and buyers. This pivotal event recognized Bahrain's growing role as a global jewellery hub and laid the foundation for its future growth

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The image shows the 'DE BEERS' logo in large, dark, three-dimensional letters mounted on a glass window. The window has a grid pattern and reflects the surrounding environment. A red banner with the website address is overlaid at the bottom of the image.retailjewellerindia.com

De Beers discontinues LGD jewellery brand Lightbox, marking strategic shift from lab-grown diamonds

LONDON

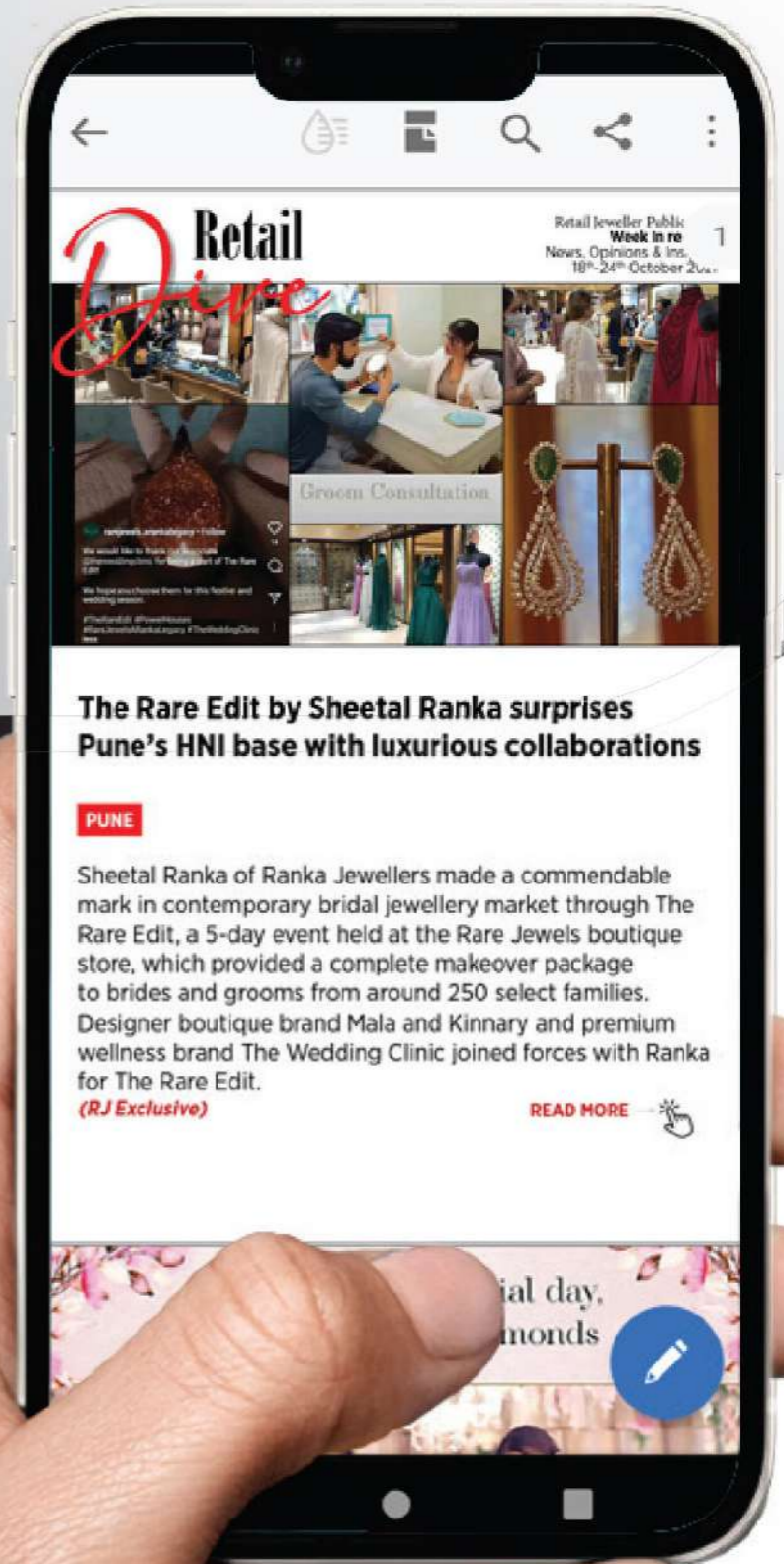
The decision is in line with the company's Origins Strategy, which aims to concentrate investment in higher-return segments and streamline operations. De Beers has noted that the value of LGDs has been eroding, leading to significant pricing pressure

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#MetGala2025: Indian celebrities redefine Black Dandyism with show-stopping jewellery from leading brands

NEW YORK

Brooches, bold necklaces and personalized pendants from renowned jewellery houses grabbed attention on the Met Gala red carpet this year, as Indian actors, artistes and designers made a bold statement, bringing in cultural flair

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