

SPECIAL SOIREE
MOTHER'S DAY



#MakeMomShineWithMKJewels
because moms deserve only the best

Tuesday, 25 April | 12-5pm

MK JEWELS, Turner Road, Bandra (W)



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Mother's Day soirée by MK Jewels makes a mark with pitch for graceful ageing

At the soirée, the centre of attraction was the gracious model Neeta Kishnani, with her salt and pepper hair. MK Jewels is planning more such events this month at its stores in Ahmedabad and Mumbai, to showcase its latest collections and give customers the chance to check out its new products in a relaxed and welcoming atmosphere. The #MakeMomShineWithMKJewels campaign on social media, too, has seen good response

(RJ Exclusive)

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Atarashi Minimalistic Jewellery sells 80% of Farah Khan's Atelier collection at launch event

Atarashi Minimalistic Jewellery, a brand by KK Jewels in association with Vrinda Agarwal and Aayushi Shah, collaborated with jewellery designer Farah Khan's Atelier collection to display her collection at their store. Farah Khan arrived with her team at the launch event to meet clients personally and show them the new collection. The jewellery displayed was quite different from KK Jewels' bridal collections

(RJ Exclusive)

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For Nikita Jewels, Miss Navi Mumbai pageant enables connect to a new customer base

Vashi-based retailer Nikita Jewels showcased its jewellery collection at the 2023 Miss Navi Mumbai pageant that was held at the Four Points by Sheraton. Chetan Bagrecha, Director, Nikita Jewels, seized the opportunity to partner with the pageant to connect with a new and captive audience and display its wide range of jewellery, which was worn by the contestants

(RJ Exclusive)

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With Kitchen Premier League, Ratnalaya Jewellers engages its target audience

The initiative was launched to boost brand awareness, visibility and engagement among potential customers in Patna. The event started on April 22, 2023 and continued for the next 10 days. The number of customers who participated in the cooking and other contests was over 500, and the overall response was positive, generating buzz for the brand

(RJ Exclusive)

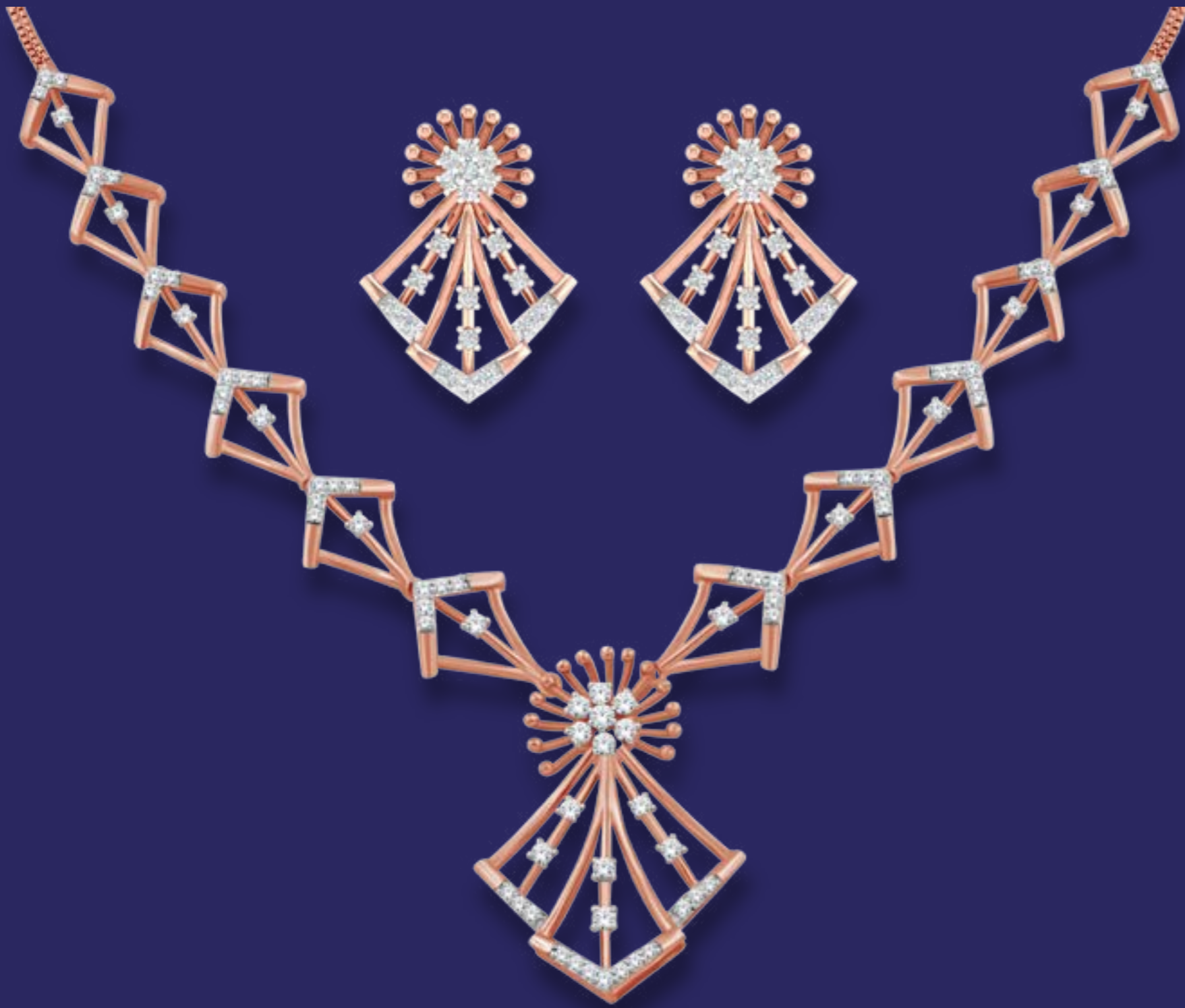
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Malabar Gold & Diamonds to open new mega jewellery destination at Kozhikode on May 7

The showroom will feature multiple arenas in the 1,10,000 square feet area, comprising five floors for gold and diamond shopping, and three for parking. “We are especially happy to set up this store at the same place where we started our humble journey,” says Malabar Group Chairman M P Ahammed

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Jewellers introduce novel ideas in collections to celebrate the upcoming Mother's Day

Jewellers are gearing up to celebrate Mother's Day with exclusive collections and new designs, crafted to express admiration and gratitude for all the mothers out there. From stunning pieces of fine jewellery to an assortment of minimalistic designs, brands are offering a wide choice for gifting to their customers

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Tanishq powers nearly 50% jump in Q4 profit of parent company Titan

The jewellery brand reported an almost 33% increase in sales in the last quarter. Tanishq also saw a 15% increase in the number of new and repeat buyers, Titan said in an investor presentation. Titan's profit rose to Rs 7.34 billion (\$90 million) from Rs 4.91 billion in the last quarter.

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#MalabarInMetGala: Brand ambassador Alia Bhatt makes her debut wearing custom-made diamond ring

The actor's images from the high-brow fashion event were promoted by the jewellery retail major on its Instagram handle. The ring, created by jewellery designer Alice Cicolini for Malabar, has a 2.21 carat rose-cut solitaire at the centre, surrounded by hundreds of diamonds and pearls

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Digital Edition

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New Store Launch: Kamna Jewellers

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Managing Director, Hira Panna Jewels, Kolkata

Young Turk: Yashu Agrawal
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Joyalukkas launches 'Yuva', a collection of young, trendy jewellery for the working woman

The collection draws inspiration from geometric art forms, shapes and icons. Crafted in 18 karat yellow gold, the lifestyle jewellery designs focus on the use of stones like white mother of pearl and allure green malachite

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Zoya debuts on Tata CLiQ Luxury to showcase some of its versatile creations

The brand will bring collections like Aeterna and Samave, which have the aesthetically astute Zoya woman as their muse, to elite consumers. This brings together two of Tata Group's luxury brands under one roof, and allows Zoya to showcase some of the most versatile pieces from its signature collections

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PMJ Jewels opens a new flagship store at Rajahmundry in Andhra Pradesh

The new store will showcase a range of region-specific wedding jewellery and bridal designer diamond, gold and polki jewellery collections, handcrafted designer jewellery and lightweight daily wear creations. The store will also provide exclusive services to its customers to upgrade their shopping experience. The existing flagship store - House of PMJ - is in Hyderabad

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ORRA holds a meet-and-greet event with Femina Miss India '23 winners at flagship store

Diamond retail chain ORRA, which was the exclusive jewellery partner for the 59th Femina Miss India contest, welcomed the winners at its store in Vashi, Navi Mumbai recently. Customers and fans had the chance to interact with the newly crowned beauty queens at the event

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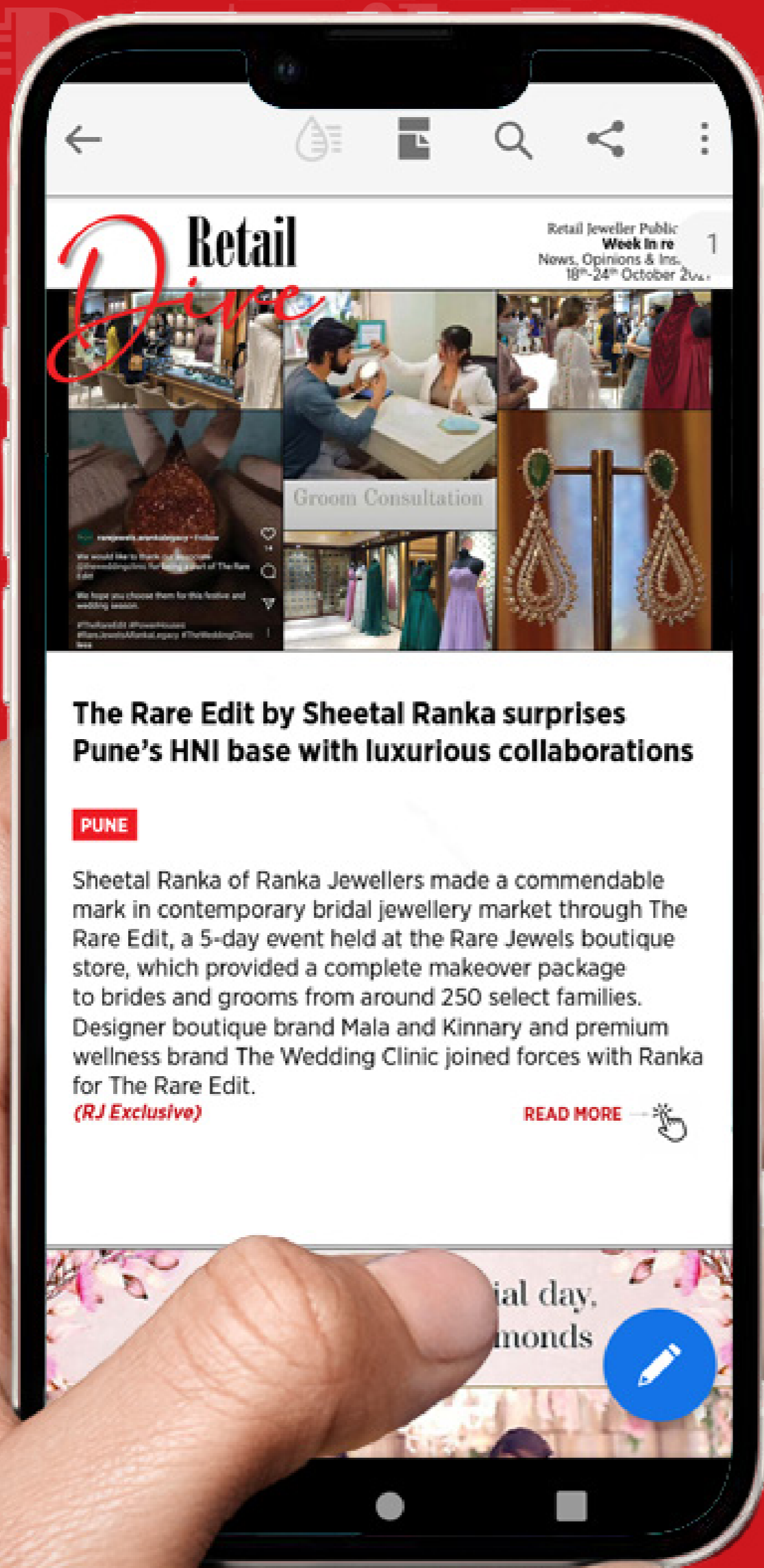


Ausper launches muhurat-based automated gold purchase solution 'ausper Sense'

The gold-tech platform offers gold buying options with a minimum investment of Rs 101, on auspicious days according to 21 pre-set calendars. Diverse calendars are currently available, according to different belief systems, and more are on the way, say founders of Ausper

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New Surat Diamond Bourse set to pip Mumbai as centre of India's diamond trade

To be inaugurated by Prime Minister Narendra Modi at Khajod, Surat, the new bourse is also claimed to be the largest corporate building in the world, spread over an area of 6.7 million square feet. It has 4,500 offices and a parking space covering 20 lakh square feet

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+91 91672 52611 | +91 22 4173 1199 | chirag@retailjewellerindia.com

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