



Ardhanarishwar

Beauty is miraculous! Its forms undefined, uncharted, unfathomed, which ignites reverence and passion within the unsuspecting onlooker. It's a momentous realization that Shakuntala keeps getting as she submits herself before the almighty. Every element ranging from the architecture to the offerings exude veneration and she finds himself one, with The One. Every temple is a milestone signifying the birthplace of the universe, and its corridors have space aplenty for mortal beings to discover themselves. That is exactly where Shakuntala found her soulmates Trishna and Laajvanti one day. They gossip, laugh, play, and indulge in mischief, while bonding spiritually at other times. Complimenting their spirits are their gorgeous traditional attires. The vibrant colours get seamlessly with the exquisite swan and peacock motifs in their jewellery. Their holy communion turns back time and transcends one to the auspicious inception of life itself!



Konika Jewellery creates regal campaign featuring trans model

Beauty has never been just skin-deep. It's the popular notions that have got us to associating adornment with physical features. If you delve deeper into the soul, you unlock boundless dimensions. That is what Konika Jewellery did with their latest brand recall campaign featuring trans model Meera. The initial impressions of the campaign look nothing short of regal.

(RJ Exclusive)

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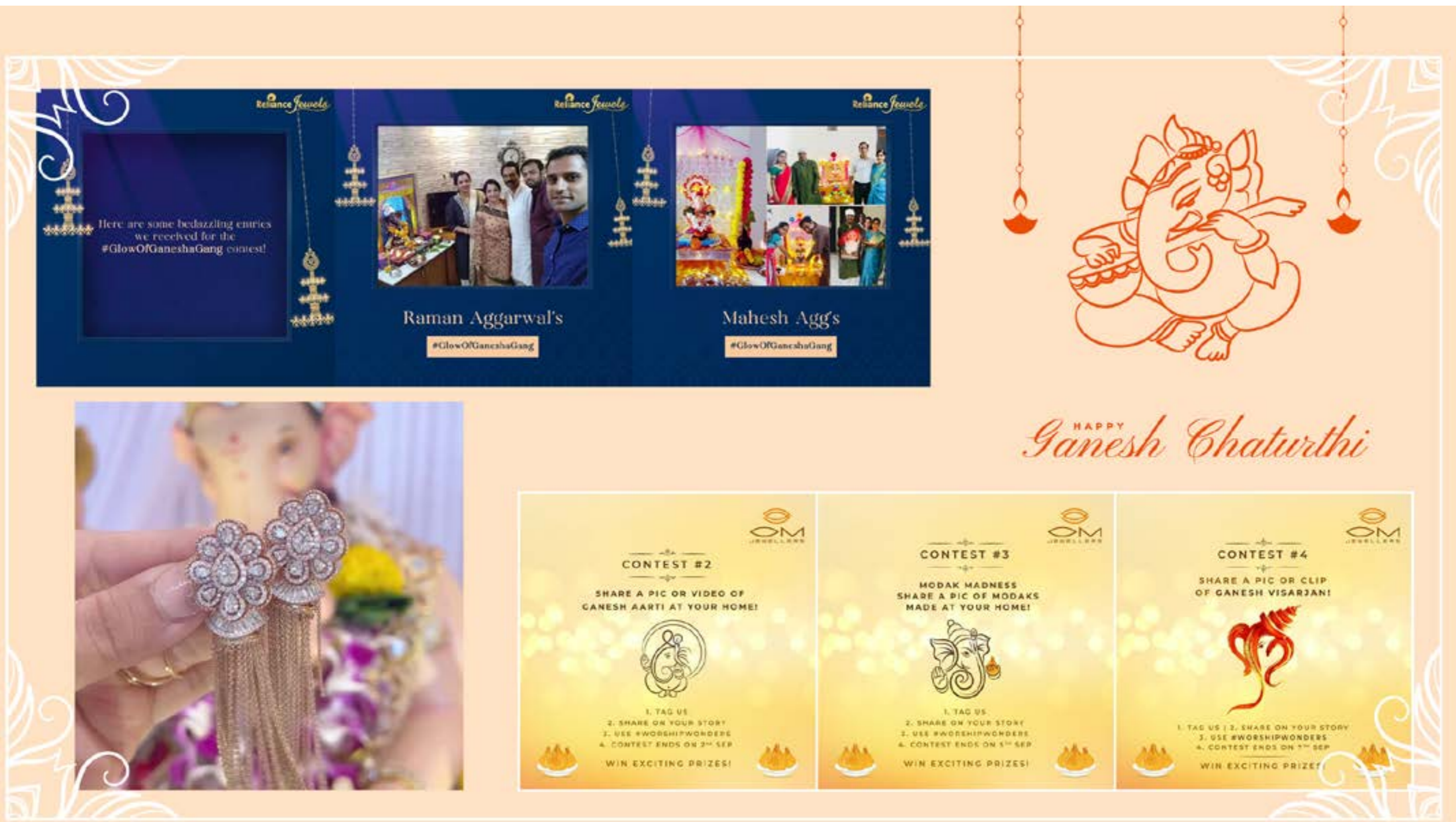
Kamal Jewellers opens grand showroom in the spiritual city of Haridwar

Haridwar is the next stop for Kamal Jewellers. The brand has inaugurated its fourth grand showroom in the busy and spiritual city of Haridwar. Spread across 3000 square feet of space in gold, diamond, and silver jewellery, this is an extension of the brand's trust since inception in 1970.

(RJ Exclusive)

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HAPPY
Ganesh Chaturthi

Ganesh Chaturthi creates new engagement opportunities for jewellers pan-India

Ganesh Chaturthi is the biggest festival for Maharashtra. Likewise, it's a great opportunity for jewellers to appeal to the devotees with ranges signifying Lord Ganesha and the grandeur of the occasion. That's why several jewellers have come up with interesting activities on social media to increase the excitement around Ganpati Bappa.

(RJ Exclusive)

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Natural Diamond Council names new celebrity ambassador, Lily James and unveils next global advertising campaign

MUMBAI

The Natural Diamond Council announces the imminent launch of its global advertising campaign with the sentiment: “To Treasure, Now and Forever” featuring the freshly appointed British actor, Lily James to Global Ambassador. Ms. James shines in NDC’s natural diamond universe, serving as the main inspiration for the 45-second campaign film which captures a series of scenes relevant to the myriad of roles Ms. James plays on and off camera.

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Aisshpra Gems & Jewels announces the first franchise store in Ayodhya

NOIDA

Aisshpra Gems & Jewels, Uttar Pradesh's leading jewellery chain store, announces first franchise in Ayodhya in Uttar Pradesh. Spread across 3500 sq. ft., the outlet will be officially launched in 2023. With an aim to emerge as one of the leading jewellery chains of Uttar Pradesh, Aisshpra Gems & Jewels is planning to launch 25 franchise stores by 2025. Ayodhya franchise outlet will be operated under franchise-owned, franchise-operated business model.

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Aisshpra Gems & Jewels partners with De Beers Forevermark

GORAKHPUR

Aisshpra Gems and Jewels, has joined hands with De Beers Forevermark, the world's leading and trusted diamond jewellery brand, to launch Forevermark for the first time in Gorakhpur. The store will showcase a selection of the brand's exquisite jewellery designs, including the Forevermark Icon, the Avanti Collection, Forevermark Setting, the Twogether Collection and the Encordia collection in an array of rings, earrings, pendants and bracelets.

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Hyperlocal jewellery retail chain Vaibhav Gems N Jewellers files for its IPO

VISAKHAPATNAM

Vaibhav Gems N' Jewellers Ltd has filed preliminary papers with capital markets regulator SEBI to raise funds through an initial public offering. The public issue comprises fresh issue of equity shares aggregating up to Rs 210 crore and an Offer-for-Sale of 43 lakh equity shares by promoter entity Grandhi Bharata Mallika Ratna Kumari, according to the draft red herring prospectus (DRHP).

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Riddhima Kapoor Sahni collaborates with Punjab Jewellers and British designer, Helen Anthony for the London Fashion Week '22

Riddhima Kapoor Sahni is knee-deep prepping for her international debut at the London Fashion Week 2022, the excitement leading up to her collaboration with British designer, Helen Anthony, all set for September 19 is palpable. In the interview with Bazaar India, she speaks of channelling all her energy into work through tough years of loss, keeping the familial balance intact while being a business woman, her jewellery showcase and lucky charm, her love for diamonds, what jewellery trends will be the highlight this year, and more.

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KISNA - A saga of 18 years long journey

KISNA has recently turned 18 and in an exclusive interview with The Retail Jeweller, Mr. Parag Shah, Director, KISNA Real Diamond and Gold shares the overall journey of the brand. KISNA was launched in 2005 with twenty-five outlets and gradually expanded the business. Currently, the brand has 3500+ retail in-store outlets and have the largest outlet reach not just in India but in the world as far as diamond jewellery is concerned.

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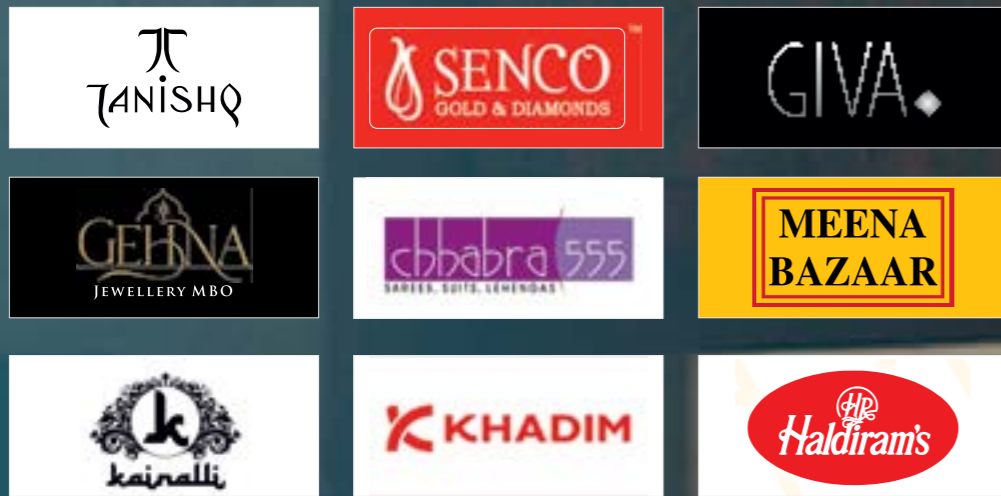


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Kalyan Jewellers launches new showroom at Brahmapur in Odisha

BRAHMAPUR

Kalyan Jewellers launched its brand new showroom at Brahmapur in Odisha. As part of the launch offer, the jewellery brand has announced up to Rs. 10,000 off on every Rs. 1 lakh worth of diamond jewellery purchases. Furthermore, Kalyan Jewellers will be giving away instant discount of up to Rs. 300 off per gram on making charges as well as Rs. 50 more per gram on Old Gold Exchange.

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Kalyan Jewellers strengthens brand footprint in Delhi NCR with new showroom at Rajouri Garden

NEW DELHI

Kalyan Jewellers launched its brand new showroom at Rajouri Garden in New Delhi. This is the brand's 12th showroom in the Delhi-NCR region, while 162nd showroom globally. Celebrating the showroom launch in unique style, the jewellery brand has announced up to Rs. 10,000 off on every Rs. 1 lakh worth of diamond jewellery purchases.

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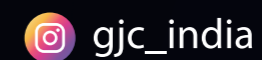
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Reliance Jewels unveils their 11th showroom in Delhi-NCR

NEW DELHI

Reliance Jewels has launched their 11th showroom in Delhi NCR. The 4,272 square feet showroom, with its stylish interiors & enthralling display of Gold & Diamond Jewellery, is geared to elevate the jewellery shopping experience of customers. The exclusive traditional and contemporary collection of gold and diamond jewellery can be experienced at the showroom with its unique lighting and eye-catching display complemented by delightful customer service.

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GJEPC organises the 6th India Rough Gemstone Sourcing Show (IRGSS) in Jaipur

MUMBAI

The 6th edition of the India Rough Gemstone Sourcing Show (IRGSS), organised by GJEPC, was inaugurated in Jaipur on 31st August 2022. Vipul Shah, Chairman of GJEPC, said, “First held during the pandemic, IRGSS became an important platform for manufacturers to source rough during lockdowns and remains vital, as the increased demand from key markets requires easy access and constant supply of rough.

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Platinum Jewellery Business Review



Platinum jewellery sales rise in key markets as jewellers leverage marketing initiatives to capture demand in the buying season

HONG KONG

In the latest Platinum Jewellery Business Review Q2 2022, Platinum Guild International reports a continued recovery in platinum jewellery sales in India, Japan, and the United States in the second quarter of 2022, despite the lingering effects of the pandemic and rising inflation. In part, the upswing has been fuelled by a series of marketing programmes underscoring platinum's lustre and emotional appeal, supporting the industry's demand to drive sales and margin growth post-pandemic.

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Rates and the dollar further pushed gold down in August: World Gold Council trend report

According to a recent trend report published by the World Gold Council, gold ended August lower m-o-m, down 2% to US\$1,715.9/oz – its fifth consecutive monthly decline. The promising bounce that began in mid-July ran out of steam in mid-August after failing to break the US\$1,800/oz resistance level. This performance came against a backdrop of continued higher yields and a stronger US dollar as the US Fed reaffirmed its commitment to further tightening.

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China's zero-Covid policy hits India's diamond exports

NEW DELHI

The China lockdown and Beijing's zero-Covid policy have started to impact India's exports of cut and polished diamonds, which fell for the first time this fiscal year in July. Exports of these stones fell 13.45% from a year earlier to \$1,933.32 million in July, as demand was muted from China, the second largest buyer of India's cut and polished diamonds after the US.

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Newsletter

15th - 21st Aug 22

Aishra Gems and Jewels, and SL Shet Diamond House celebrate Independence Day with special activities

The gems and jewellery industry rose up in the occasion of Independence Day. Different brands played with the numbers of India's 75th year of Independence to provide attractive discounts and excite the trade. Here, we have the opportunity to celebrate the occasion with memorable activities. Aishra Gems and Jewels, and SL Shet Diamond House were two such brands.

(RJ Exclusive)

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08th - 14th Aug 22

IJS Premiere 2022 records 50,000 visitors; expected to generate business worth Rs. 50,000 cr

IJS's flagship show, IJS Premiere saw a record number of visitors which will generate business worth Rs. 50,000 crore to exhibitors in the coming 4-6 months. With 1,200 exhibitors showcasing their exquisite gems & jewellery and spread over 8,00,00 sq. ft. of exhibition area, IJS Premiere 2022 presented a galaxy of varieties in gold & gold CZ, studied jewellery, diamonds, gemstones & other studied jewellery, loose stones, CVD, silver jewellery, artefacts and gifting items, laboratories & education, and machinery & related industry products and services.

(RJ Exclusive)

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01st - 7th Aug 22

Brands raise a toast to timeless sibling love with sentimental rakhi campaigns

The rakhi season is in and the jewellery industry is exploring any and every opportunity to create excitement. Some of the most loved brands have come up with creative and commercial campaigns. Some brands have even gone live, spending big on content and left no stone unturned in their quest to connect with the audience.

(RJ Exclusive)

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25th - 31st July 22

NAC Jewellers partners with multiple homegrown kids brands through Young Ones jewellery range

Every parent wants their child to have the best of everything. It's not just about the quality of the product, but also about the brand. The Young Ones jewellery range is a perfect blend of quality and style. It's a campaign for parents to support the local brands.

(RJ Exclusive)

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18th - 24th July 22

Drum Consultations

The Rare Edit by Sheetal Ranka surprises Pune's HNI base with luxurious collaborations

PUNE

Sheetal Ranka of Ranka Jewellers made a commendable mark in contemporary bridal jewellery market through The Rare Edit, a 5-day event held at the Rare Jewels boutique store, which provided a complete makeover package to brides and grooms from around 250 select families. Designer boutique brand Mala and Kinnary and premium wellness brand The Wedding Clinic joined forces with Ranka for The Rare Edit.

(RJ Exclusive)

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11th - 17th July 22

Import duty hike on gold to negatively impact the trade: Retailers

The hike in import duty on gold has come as a shocker from the government. Recovering from the aftermath of a crushing pandemic, the gem and jewellery industry didn't expect to court this unwelcome development. While the intention has been to reduce the pressure on current account deficit and raise trade protection, retailers are grumbling over the sudden move.

(RJ Exclusive)

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04th - 10th July 22

Jewellery retail chains on a post-pandemic retail expansion spree

The large retail chains that inadvertently slowed down expansion during covid are now marching forward across India at an accelerated pace. Chain store brands like Karan Jewellers and Jayalukas are capturing the market on the back of strong equity and awareness.

(RJ Exclusive)

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27th - 3rd July 22

Verma Jewellers lauds achievements of women pradhans in Himachal Pradesh via virtual

On the occasion of International Women's Day, Verma Jewellers held a virtual felicitation ceremony of 429 women pradhans in the state, titled 'Pride of Himachal'. The event highlighted the achievements of Women Pradhans and featured a prestigious panel discussion with the Pradhans who discussed the challenges faced by them and the difficulties they have overcome over the years.

(RJ Exclusive)

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06th - 12th Jun 22

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(RJ Exclusive)

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30th - 05th Jun 22

Nrityabaran campaign by Abaran highlights design diversity of Indian classical dance forms

The campaign is Abaran's unified attempt to showcase its diverse inventory across bridal and semi-bridal categories. The brand has focussed on various forms of dance, namely Odissi, Manipuri, Kathak, and Bharatanatyam. In this ongoing campaign on social media, one sees short details on each of the dance forms graciously presented by trained classical dancers.

(RJ Exclusive)

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