



Abaran Timeless Jewellery's Onam campaign upholds timeless grace with Sudha Chandran

Abaran Timeless Jewellery recently came up with a new Onam campaign starring Sudha Chandran. Adorned in ravishing temple jewellery, Sudha is seen arranging for Pooja ceremony with undivided attention. The commercial puts neither hint nor mention of a collection being launched. There is no call-to-action anywhere across this video. The beauty of the campaign is the broad reach of temple jewellery in bridal or non-bridal occasions.

(RJ Exclusive)

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GRT Jewellers' brand recall campaign woos customers with wedding mandap inside the showroom

GRT Jewellers developed a 360-degree campaign where wedding booths inside their showrooms have become the focal point of attraction. Beautiful wedding mandaps were installed inside the showroom, facilitating prospects to walk in, enjoy the ambience, and share pictures on social media.

(RJ Exclusive)

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CaratLane opens the largest showroom in Park Street, Kolkata

CaratLane has opened a 1700 sq ft standalone showroom in Park Street, taking the tally of CaratLane stores in the city to a total of 10. It is by far the largest showroom of the brand in the city. The outlet also offers paid parking facilities with plush seating arrangements for people to relax and shop.

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PNG Jewellers bets big on Fashion Forward Silver Jewellery under “Silvostyle – Fashion Next.”

PUNE

PNG Jewellers is betting on the revitalised brand “Silvostyle Fashion Next”. The fashion-forward and millennial-friendly brand will be rolled out across 35 stores of PNG Jewellers in a shop-in-shop model, an E-commerce store, and Silvostyle Fashion Next Exclusive Boutiques.

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Kalyan Jewellers up 12% on heavy volume; tops issue price for the first time

Shares of Kalyan Jewellers India hit a record high of Rs 93.60 on the BSE, as the stock rallied 12 per cent in Wednesday's intra-day trade amid heavy volumes. The stock surpassed its previous high of Rs 85.70 that it had touched on September 2, 2022. The stock also traded for the first time above its issue price of Rs 87 per share.

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Jewellers looking to make the most of pent-up demand this festive season

Consumer sentiments towards gold purchases during the festive period were muted for the last two years due to the pandemic, which hurt the entire industry. As the consumer economy shows glimpses of normalcy, jewellery brands in the country are very optimistic about the ongoing festive season.

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Narayan Jewellers unveil new e-commerce website with Mira Rajput Kapoor

Narayan Jewellers unveiled their new e-commerce website with Mira Rajput. It also introduced a new category of jewellery “Elegance”, where they will be introducing limited edition collections with multiple pieces of the same designs. Narayan Jewellers One-in-a-million category will showcase their exclusive high jewellery, cocktail & bridal designs.

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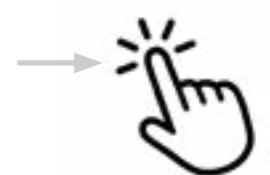


De Beers Forevermark unveils the bold new additions from the Forevermark Avaanti Collection

BANGALORE

This festive season sees three exciting new additions to the Forevermark Avaanti collection. The latest designs embody a spirit of possibility, inspiring the wearer to realise their power and make a lasting statement every day. The collection consists of rings, pendants and earrings with natural diamonds, set in 18K yellow, white or rose gold.

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CaratLane launches their latest collection, 'Mogra.'

CaratLane is ready for a diamond-studded celebration this festive season, introducing their first-of-its-kind collection in India, Mogra. The collection features a diverse range of jewellery, such as rings, earrings, bracelets, and neckwear. Every design is as distinctive and fresh as the silhouette of the fragrant ivory flower.

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Retail sales in malls set to touch \$39 billion by FY28: Report

There is good news for retailers planning to operate or currently operating from malls. According to the real-estate consultancy, Knight Frank retail sales in Indian malls are set to grow at a phenomenal pace. In Dec 2019, India had 255 malls; the number has increased to 271 post-covid. Retail sales are projected to continue to grow at a compound annual growth rate of 29% in FY22-28.

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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 rakhi campaigns.

(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 has provided their child with the best of everything. It's not just about the material things, but the love and care that goes into it. The Young Ones jewellery range is a perfect blend of traditional and modern designs, offering a wide variety of options for parents to choose from.

(RJ Exclusive)

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18th - 24th July 22

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(RJ Exclusive)

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(RJ Exclusive)

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04th - 10th July 22

The import duty hike on gold 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 tax, retailers are grumbling over the sudden move.

(RJ Exclusive)

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27th - 3rd 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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06th - 12th Jun 22

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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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, Kuchipudi, and Kathak. 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)

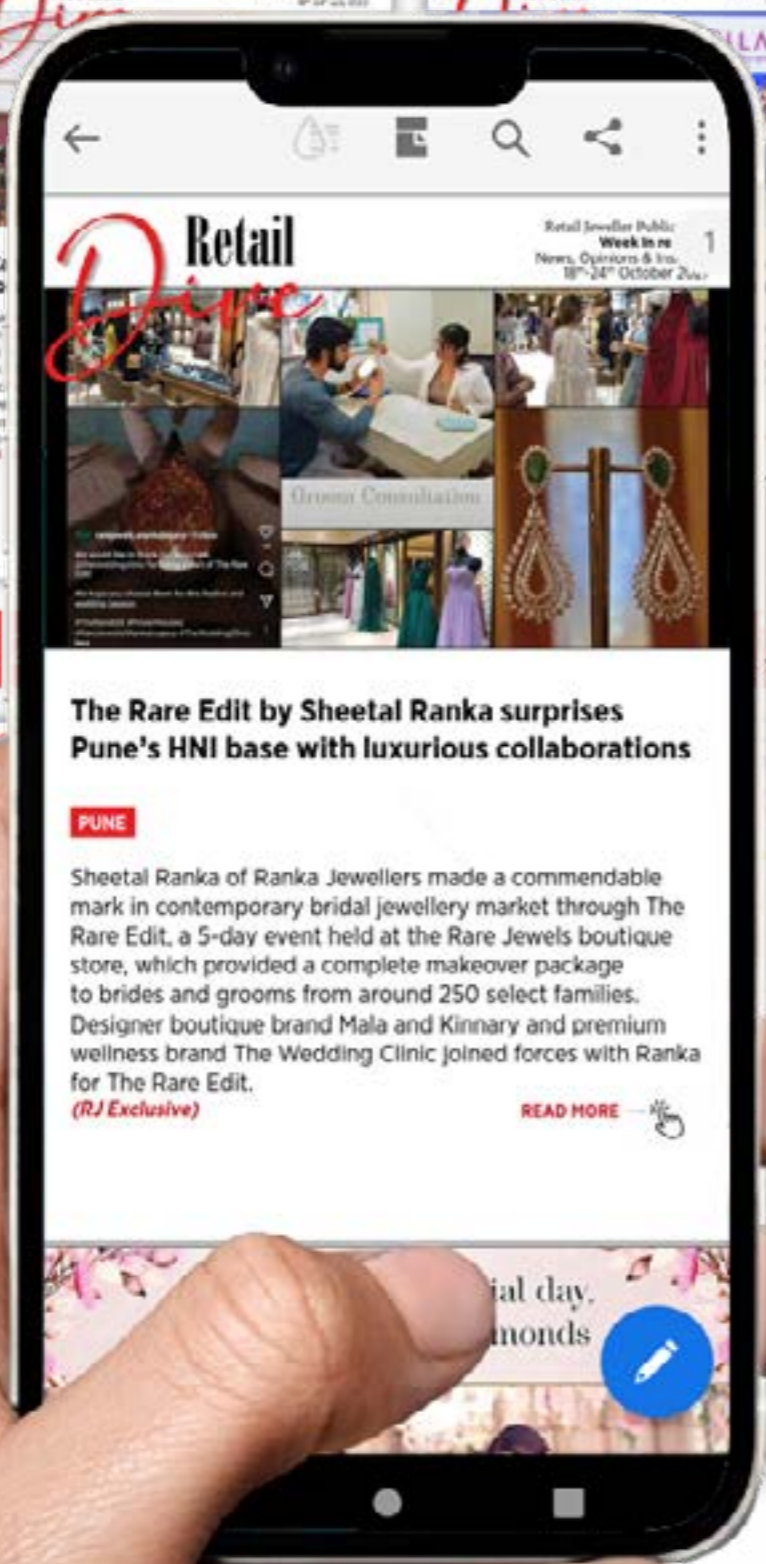
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Verma Jewellers lauds achievements of women pradhans in Himachal Pradesh via virtual

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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