



Malabar Gold and Diamonds create snappy campaign about ‘the diamond happiness’

It's indeed a rat race to hog the attention of jewellery consumers online. Any brand making a noise digitally should shoulder the responsibility of dishing out all possible information about the product the brand policy and everything between. Malabar Gold and Diamonds has aced that feat with their #TheDiamondHappiness campaign.

(RJ Exclusive)

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SS Nagarkar Jewellers' latest ad on bridal jewellery is powerful in terms of holy and equal matrimony

Regional brands are scaling the ladders of digital impression with good content. Rising from obsolete traditional marketing tactics, they are approaching advertisement with two strongholds: one being local customer behaviour and the newfound treasure trove of messaging, and not bling, that does the talking. One such brand is SS Nagarkar Jewellers, Pune, whose latest ad on bridal jewellery gives a refreshing talkpoint.

(RJ Exclusive)

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De Beers - New research highlights key trends shaping how younger generations perceive, research and buy diamonds

Ethical assurances, ‘phygital’ retail strategies, branded offerings and Web3 experiences are key trends shaping how diamond consumers – in particular Gen Z – perceive and engage with diamond jewellery, according to new research published today by De Beers Group in the 2022 Diamond Insight Report, titled A new diamond world: bringing trusted brands to new generations in a digital age.

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Kisna from Hari Krishna Group paves new grounds with a shift in its distribution strategy

KISNA, from Hari Krishna Group, with its new identity and philosophy, aims to bring to life a promise and vision of making diamond jewellery accessible to all modern Indian women. Making an important shift in its distribution strategy, the brand launched its first franchise store in Hyderabad, at Sarath City Capital Mall, that reflects the new brand philosophy and design identity of KISNA.

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De Beers Forevermark partners with Sumangali Jewellers in Coimbatore

COIMBATORE


De Beers Forevermark has associated with leading South Indian jeweller Sumangali Jewellers. The Sumangali Jewellers showcases an array of De Beers Forevermarks' exquisite jewellery designs, including the signature Forevermark Avaanti, Forevermark Icon and popular Forevermark Traditional Setting collections that includes rings, earrings, pendants and bangles.


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ADITYA BIRLA GROUP

Aditya Birla Group to launch business venture for branded jewellery

Aditya Birla Group is set to launch separate business venture for branded jewellery to take on Tata Group's Tanishq, two executives aware of the plans told The Economic Times. The venture will reportedly involve AB Group setting up large-format exclusive jewellery retail stores, launching in-house jewellery brands across daily-wear and premium price points, and tie-up with mid-sized jewellers.

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A strong third quarter lifts gold demand to pre-pandemic levels: World Gold Council report

The World Gold Council's latest Gold Demand Trends report reveals that gold demand (excluding OTC) in the third quarter of 2022 hit 1,181 tonnes, up 28% year-on-year. Strong demand pushed the year-to-date total to its pre-COVID levels. Gold demand was bolstered by consumers and central banks, although there was a notable contraction in investment demand.

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Malabar becomes first Indian jeweller to import 25Kg gold to UAE under CEPA

Malabar Gold and Diamonds has become the first jeweller in India to import 25 kg gold under the Comprehensive Economic Partnership Agreement between India and the UAE. The gold has been imported through ICICI Bank with one per cent duty rebate under the agreement. The group has effectively utilised the duty benefits of the agreement both in import and export for the first time in India.

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De Beers launch 'De Beers: Where It Begins' campaign

The new campaign follows the new Global Ambassador, Lupita Nyong'o, from the discovery of a rough diamond to its magical transformation into magnificent jewellery. Wearing De Beers iconic Enchanted Lotus collection, she embodies the power that only a De Beers natural diamond creation holds: turning the ordinary into the extraordinary, a moment into forever and herself into a magnetic woman with limitless potential.

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Joyalukkas IPO on schedule, despite slowdown: Joy Alukkas

Joyalukkas's IPO plan is on track, undeterred by slowdown fears or market uncertainties, according to its Chairman, Joy Alukkas. "We are moving as per schedule and are awaiting clearance from SEBI. The date of the issue is expected to be announced by early 2023," Alukkas said. The proceeds of the IPO will be used to repay debts and for expansion.

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Newsletter

15th - 21st Aug 22

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

The gems and jewellery industry rose up to the occasion of Independence Day. Different brands played with the numerals of India's 75th year of Independence to provide attractive discounts and excite the trade. Few took the opportunity to celebrate the occasion with menswear activities. Aishpra 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

GJEPC'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 1,790 exhibitors showcasing their exquisite gems & jewellery and spread over 8,03,739 sq ft. of exhibition area, IJS Premiere 2022 presented a galaxy of varieties in gold & gold CZ studded jewellery, diamond, gemstone & other studded jewellery, loose stones, CVD, silver jewellery, artefacts and gifting items, laboratories & education, and machinery & allied 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 to tie in with the festival. Siblinghood and love, besides the sisterhood and brotherhood, has left no stone unturned. Brands are launching unstated campaigns to celebrate the occasion.

(RJ Exclusive)

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25th - 31st July 22

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

Age of every child has provided a base. It partnered with brands like, Tikitoro, The Tiny Weaver, and many more. In this time, the campaign for Young Ones Jewellery Range is a great opportunity to connect with the young generation.

(RJ Exclusive)

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18th - 24th July 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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11th - 17th July 22

The 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 resist rupee depreciation, retailers are polarised over this 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 increasing footprint across India at an accelerated pace. Chain store brands like Kalyan Jewellers and Joyalukkas are capturing the market on the back of strong equity and awareness.

(RJ Exclusive)

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27th - 3rd July 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 focused on various forms of dance, namely Odissi, Mohiniyattam, Kuchipudi, and Kathak. In this ongoing campaign on social media, one sees short details on each of the dance form graciously presented by trained classical dancers.

(RJ Exclusive)

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06th - 12th Jun 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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30th - 05th Jun 22

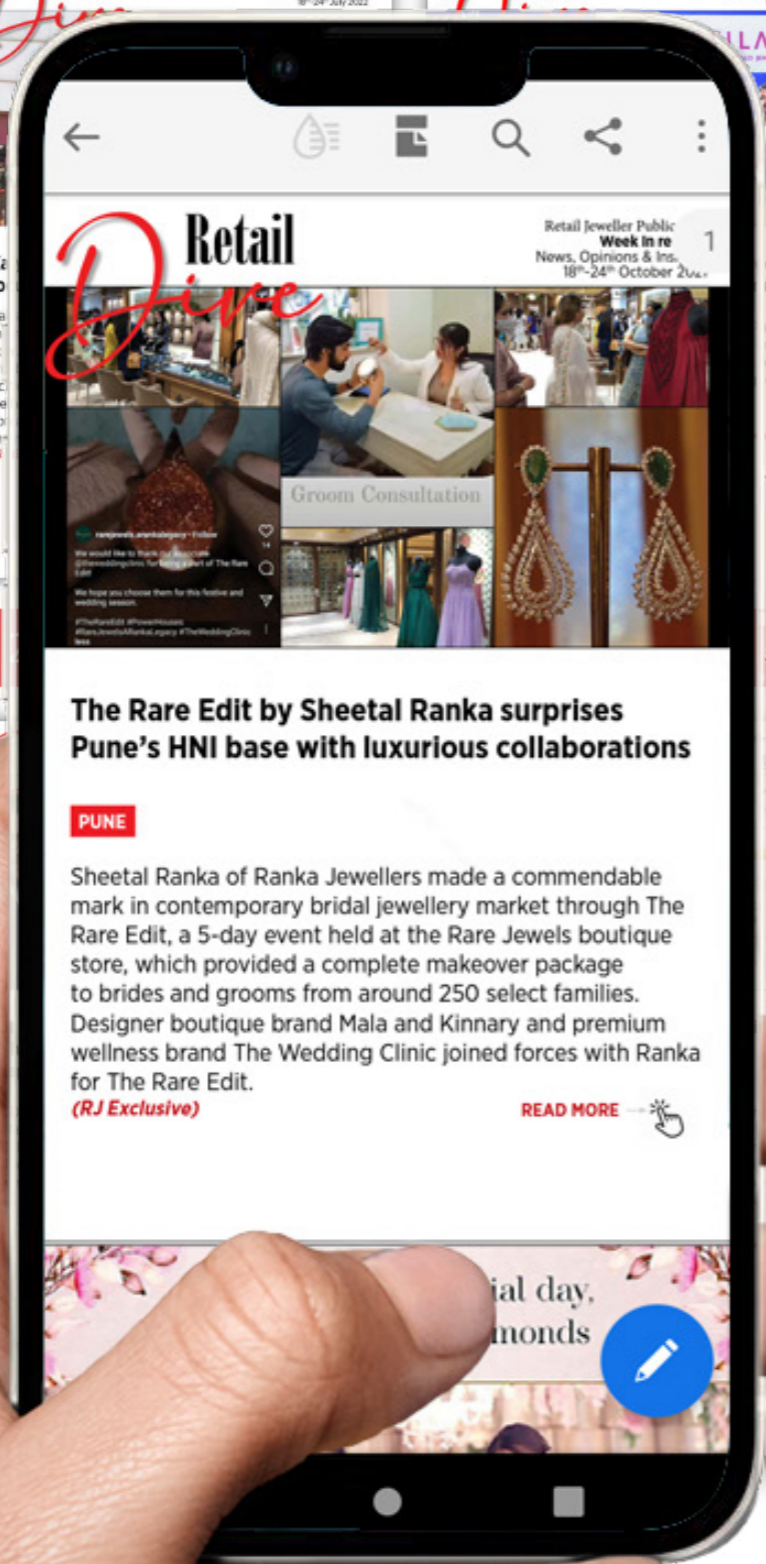
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(RJ Exclusive)

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