



Tanya Rastogi of Lala Jugal Kishore Jewellers, Lucknow, guides brides-to-be with jewellery styling tips

Jewellery, like any other product vertical, is expanding its ranges and their respective uses, as younger buyers attach personal traits to adorning themselves with it. However, fashion needs discerning, proven expertise and Lala Jugal Kishore Jewellers, Lucknow, has none other than brand director Tanya Rastogi take up that responsibility.

(RJ Exclusive)

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Tanishq's #heerahotum campaign narrates journeys of 4 women with unconventional professions

Jewellery is no longer an adornment just to enhance physical beauty. India has learnt to move ahead with fashion, and a woman who stands up for every virtue she believes in, flaunts jewellery in a different fashion. Tanishq has become the go-to brand for such women changemakers for very valid reasons.

(RJ Exclusive)

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KISNA from HARI KRISHNA GROUP opens its first showroom in the historical city of Ayodhya

Ayodhya, 20th January 2023: KISNA, from Hari Krishna Group enters the economically progressive state of Uttar Pradesh with the launch of its first showroom in the city of Ayodhya. With this new showroom launch, KISNA takes rapid steps in fulfilling its promise and vision of making diamond jewellery accessible to all modern Indian women.

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Malabar Gold & Diamonds opens 300th global showroom

The grand inauguration of the 300th global showroom of Malabar Gold & Diamonds was held in Dallas, US. The new showroom in Dallas has a display of more than 30,000 jewellery designs from 20 countries across gold, diamonds, precious gems and platinum.

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Unlock diamond dreams with Reliance Jewels Dream diamond sale

Reliance Jewels has launched a wide range of diamond jewellery designs with exquisite craftsmanship as part of its “Dream Diamond Sale”. The collection showcases mesmerizing designs in necklace sets, pendant sets, bangles, bracelets, rings and more.

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Reduce import duty to curb gold smuggling: Malabar Group Chairman MP Ahammed

India needs a robust gold policy which will rationalise gold import duty to curb gold smuggling, boost exports of gems and jewellery and empower organised jewellery retail to capture the domestic gold jewellery demand spectrum with ethically sourced gold, says M.P. Ahammed, founder and chairman, Malabar Gold & Diamonds, in an interview.

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Tanishq, Jewellery Brand by the Tata Group, Launches First US Store in New Jersey

Tanishq, an Indian jewelry brand, today announced the launch of its first store in the United States. Senator Robert Menendez, Senior United States senator from New Jersey and Randhir Jaiswal, Consul General of India in New York, along with John E. McCormac, Mayor Woodbridge, Sam Joshi, Mayor Edison, Wesley Mathews, Choose New Jersey Inc., Vin Gopal, New Jersey State Senator and Congressman Frank Pallone, New Jersey, were the chief guests at the inauguration of the store.

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UAE diamond brand Evermore to dazzle Indian market with big entry plans

Evermore is scouting for a big name from Bollywood – either from the film or the music industry – to rope in as its brand ambassador to make a splash in the highly competitive sub-continent market.

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**CELEB-FAVOURITE
DESIGNER JEWELLERY BRAND
RAISES SEED FUNDING**

She Capital invests
US \$250,000 as seed funding
in Amama Jewels, founded by
Nikita Gupta



x



Popular Jewellery Brand Amama Secures Seed Funding from She Capital

Amama, a high-end designer jewellery brand/marketplace, that has been taking Instagram by storm, recently raised seed funding of \$250,000 from She Capital, India's most active early-stage diversity fund with a focus on investing in consumer tech startups led by women.

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Avantra by Trends enters North India

BENGALURU

Avantra by Trends, a concept store chain by Reliance Retail, has opened its first store in North India. The outlet is situated at Lulu Mall, Golf City, Lucknow, the brand announced in a LinkedIn post.

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From Eternity till Eternity

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www.talesofdiamond.com

Romance blooms with Tales of Diamond Rose Quartz Valentine's collection

Tales of Diamond is one of the most affordable diamond jewellery brands online established by the new-age couple Tanvi and Sachin. Having a history of 30 years in the fraternity of diamond jewels trade, the couple has been coming up with jewellery pieces that are nothing short of a wonder.

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World Gold Council presents a report titled ‘Jewellery demand and trade: India gold market series’

India, the world’s second-largest consumer of gold jewellery, has experienced rapid change over the last few years due to evolving demographics. Weddings and festivals remain the most important drivers of Indian gold jewellery demand: bridal jewellery alone accounts for at least half of the market share. Over the long term, gold jewellery demand in India will be driven by developments in economic growth, income growth and wealth distribution, as well as the rate of urbanisation.

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Jewellery Demand and Trade: India Gold Market Series

The World Gold Council launched its report 'Jewellery Demand and Trade', as part of a series of in-depth analysis on the Indian gold market. The report examines the demand and importance for gold jewellery in India after a shift in the consumer behaviour over the years.

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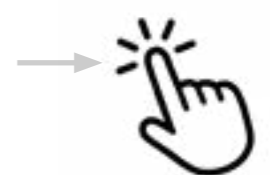


Proving its metal

BENGALURU

For thousands of years, humans have been fascinated with gold, and the yellow metal has played an important role in shaping the world. For centuries, metal was used as a medium of exchange, a store of wealth and a project of wealth and power.

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Convocation Ceremony Jewellery CAD Designers (1st Batch) cum Industry Interaction, Dharampur, Gujarat

Gem & Jewellery Skill Council of India in collaboration with Shrimad Rajchandra Skill Development Centre inaugurated a Skill Training Centre in Dharampur. To begin with, candidates first visited the factories of Golkunda Diamonds & Jewellery Ltd., Diatrends Jewellery Pvt. Ltd. Visiting Mumbai was the first time for mostly all the candidates and having a feel of the working atmosphere was an essential element of the visit.

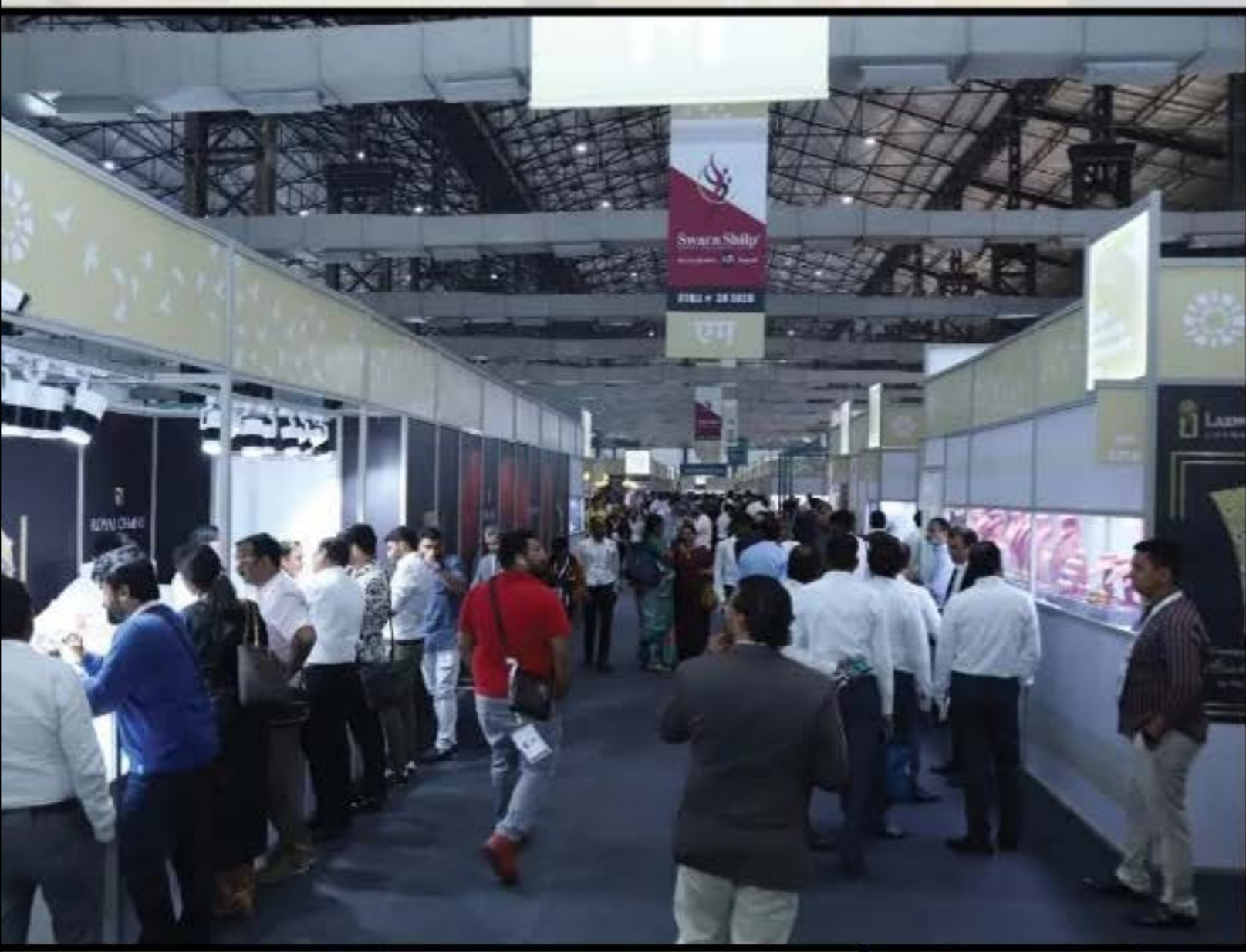
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IIJS Signature shines bright: An estimated Rs 30k crore orders booked

The recently concluded IIJS Signature 2023 has booked orders worth Rs. 30,000 crore, as per the initial estimates by GJEPC. There were more than 20000 trade visitors, of which 800 + were international visitors from 60 countries, including the USA, Canada, UK, Hong Kong, Middle East, Europe, Bangladesh, Nepal, Russia, Thailand, and Egypt.

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Risk of recession, Russia sanctions eating into Surat's diamond industry: Report

Surat's diamond cutting and polishing industry is experiencing a crisis, especially due to a looming global recession risk and also the Russia-Ukraine crisis that has resulted in sanctions against Russia. Nearly 5,000 diamond workers have been furloughed since last year November.

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Gold prices seen rising towards record highs as rate rises near end

Gold prices are expected to rise towards record highs above \$2,000 an ounce this year, albeit with a little turbulence, as the United States slows the pace of rate hikes and eventually stops increasing them, according to industry analysts.

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Nootan Thawai Named Director of Production and Services for Gemological Science International

Gemological Science International recently announced that Nootan Thawai has been named Director of Production and Services for the organization. Ms Thawai, who joined GSI in 2011, has held several positions within GSI as the organization expanded within India and globally. In her new role, Ms. Thawai will be responsible for all production and services related to export activities.

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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 memorable 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 8,00,000 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 sentimental rakhi and commercial to tie in with the festival. Sibling love and sisterhood are left no stone unturned in the industry's marketing campaigns.

(RJ Exclusive)

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25th - 31st July 22

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

NAC Jewellers has provided a platform for homegrown brands. It partnered with brands like, Tiktora, The Little One, and Young Ones. In time, the campaign for Young Ones will help the brands to compete about the market.

(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 traditional and semi-traditional 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

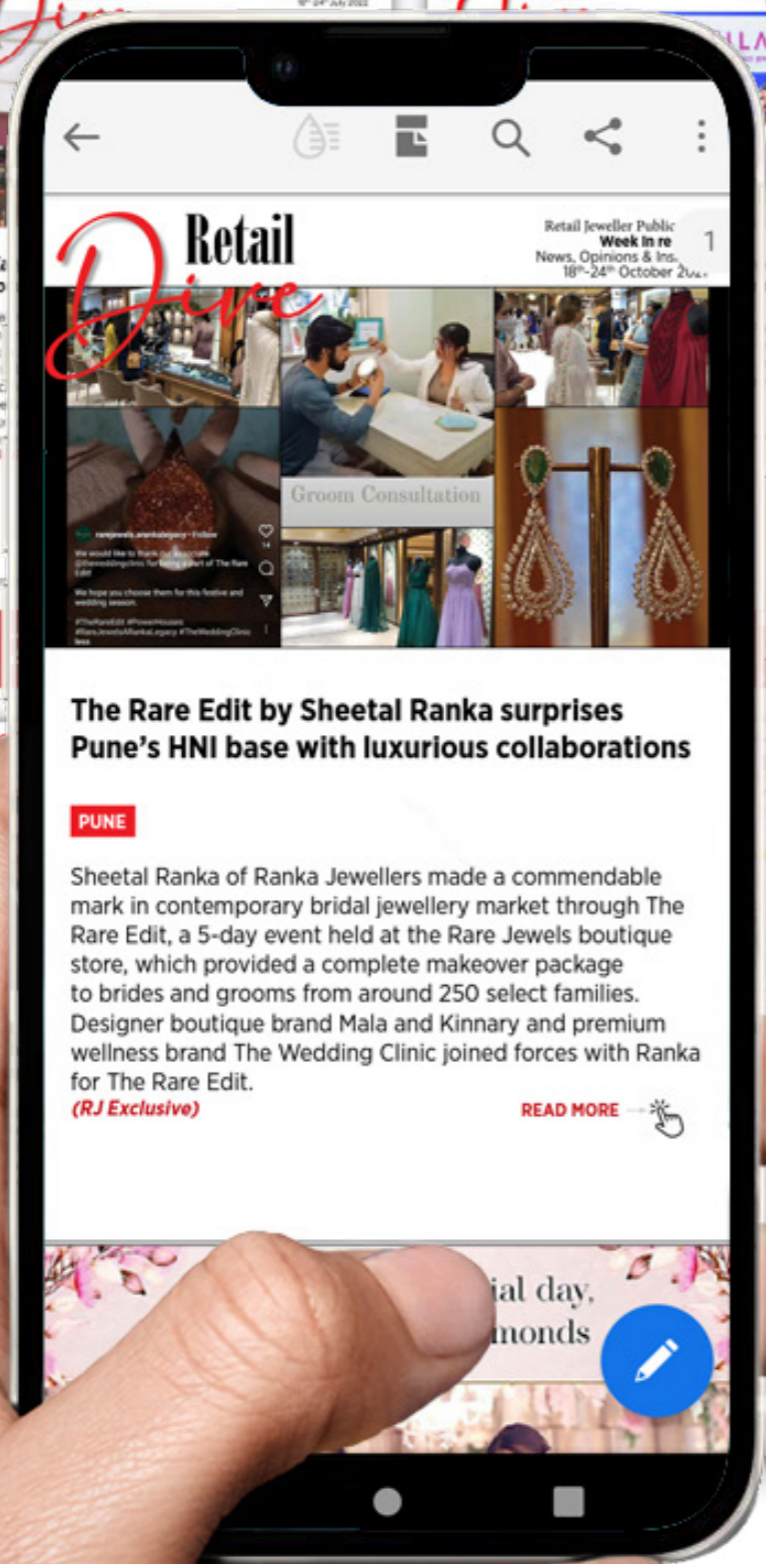
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