

Dive Retail Jeweller World

The Favourite playbook
that connects Jewellers and
Designers of the MENA region

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Tiffany T1

TIFFANY & CO.

Tracee Ellis Ross joins the Tiffany ensemble as its newest face

Tiffany & Co's newest campaign focuses on the flavour of diversity, and the actress adds to it by joining Anya Taylor-Joy and Eileen Gu on the Tiffany billboards.

You have seen her face on your screens if you are a movie buff. She has been shining on the silver screen for 25 years now, and this is no mean feat. We are talking about Tracee Ellis Ross, the newest face that Tiffany & Co has roped in for its campaign. Think 'Black-ish' if you are still wondering where you last saw her.

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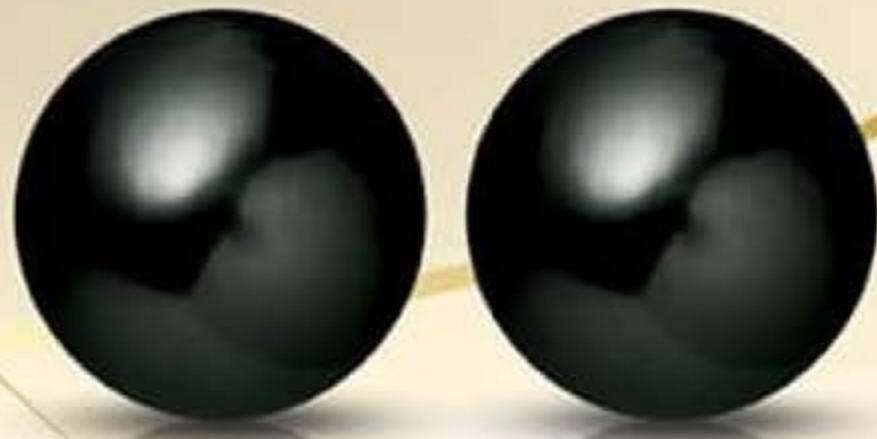




Damas opens pop-up boutique at the Al Maktoum Private Airport

Spreading its roots even further, the jewellery brand has opened up its newest store — a pop-up at the world's largest VIP jet terminal, which will offer a diverse selection of its most iconic brands along with renowned international names. Damas has added another feather to its cap — a pop-up boutique at the world's largest VIP jet terminal in Al Maktoum Private Airport.

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Liali Jewellery's "Month of Pearls" is a winner in more ways than one

Liali Jewellery has always been known for its innovative campaigns and wonderful sales ideas. This time though, the brand has found yet another unique way to showcase their jewellery. The Retail Jeweller World looks into what the brand has on offer.

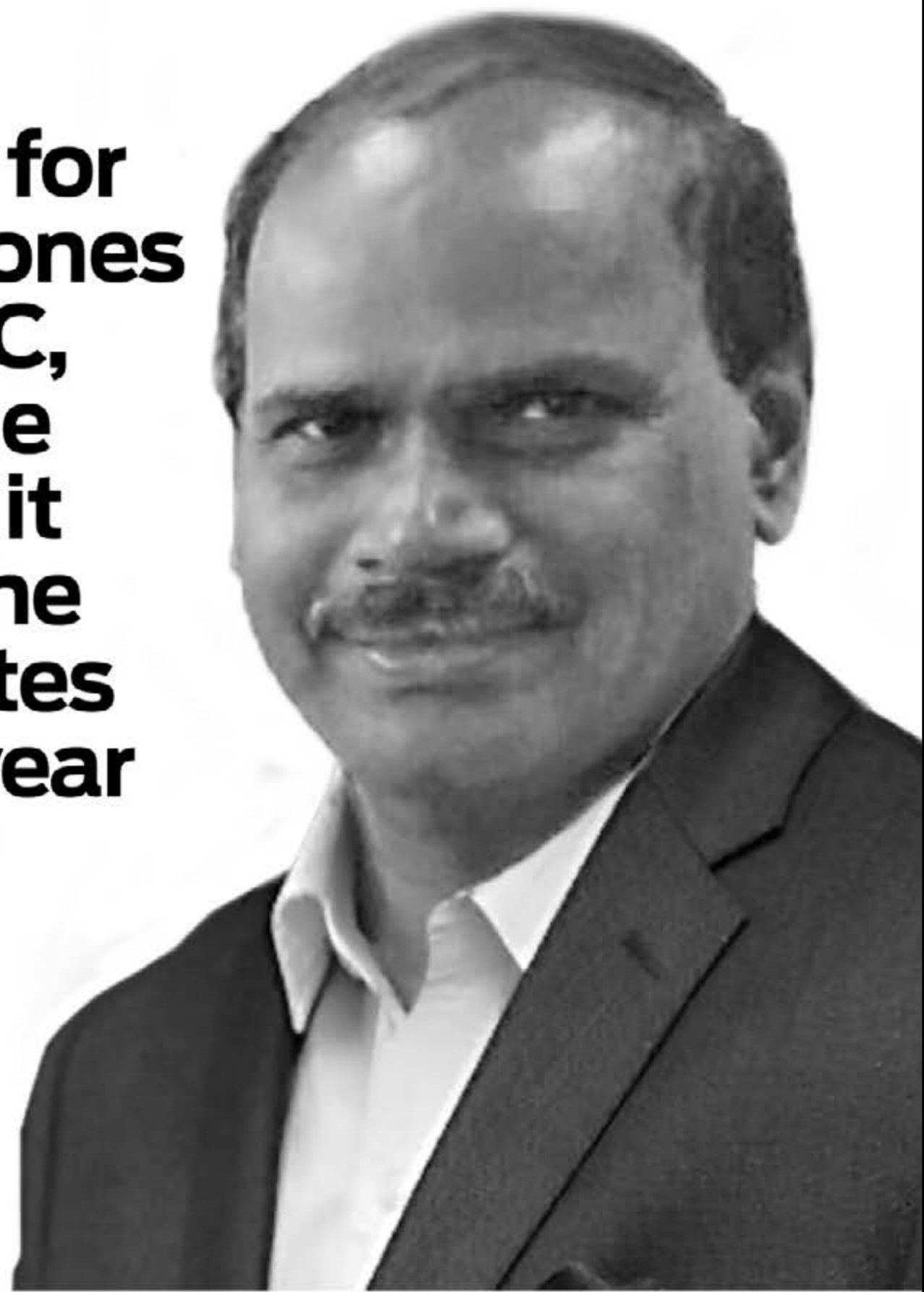
Liali Jewellery has started an excellent campaign that dedicates each month to a precious gemstone or metal, educating the jewellery industry about the different elements that make jewellery unique.

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“Sri Lanka has been known for its jewellery craft and gemstones going as far back as 250BC, playing a pivotal role in the nation’s growth. Recently it has been estimated that the jewellery industry contributes north of 600m dollars per year to the overall economy.”

VIJAYAKUMAR ANDY,

President, Sri Lanka Jewellery Association



‘Sri Lankan jewellery sector is expected to grow at a steady pace in the next three years’

Andy Vijayakumar, the president of the Sri Lanka Jeweller’s Association, talks about the steps taken by his organisation with the government’s support, to empower the jewellery sector in the country. Similar to other retail industries, the jewellery industry has been impacted by Covid -19. As a result of multiple lockdowns imposed in Sri Lanka, there has been a reduction in footfall which has severely reduced the market’s performance.

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Damas extends its vaccination drive to all branches, inoculates 95% retail staff in UAE and Bahrain

The global jewellery brand has taken it upon itself to vaccinate all its front-line retail staff, to add that extra barrier of protection against Covid-19 as they go about conducting their business uninterrupted. At a time when the entire world is struggling to adjust to the “new normal”, that is, to ensure that life goes on uninterrupted despite the turbulence caused by the virus, it is only but natural to take measures to safeguard oneself, their families and people around them.

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Not an April Fool's prank: Tiffany has indeed gone yellow

When the world saw the brand change from its iconic robin blue to yellow on April 1, 2021, most thought of it as an April Fool's prank. The Retail Jeweller World finds out the truth behind it.

On April 1, people around the world woke up to a strange tweet from Tiffany & Co. The brand name, which Tiffany has had juxtaposed on a beautiful Robin Blue background for years, was changed to yellow. While most people were excited about the new "house" colour, there was also a little bit of skepticism doing the rounds.

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Australian sapphires are the perfect ‘Gen Z gemstone, thanks to their lively colors and reasonable prices

The increasing attraction of Australian sapphires is a fact. Younger generations love this gemstone in particular for a variety of reasons. Self-expression, personalization, and affordability are just a few of those reasons. Let’s explore more!

Many people from the GenZ and Millennials generation live a social media-centric lifestyle. As a result, they are more consciously showing their memorable moments in life online. As a result, they, for a large part, perceive jewelry and gemstones differently than past generations.

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For Dasani Connoisseurs, the idea of ‘everyday jewellery’ hit the bull’s eye

What worked for this brilliant startup in Dubai? It was asking the right questions. The Retail Jeweller World dives into Kapil Dasani’s world for a wider angle. I have always wondered why people wait for special occasions to wear bold jewellery. So, one day, an idea struck me. Why not create jewellery for everyday use so people can wear them daily, at home and to work? The style statement would be stunning and I wanted the idea to be a winner.

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Gold and Jewellery sector resumes in Italy with the International Trade Show Vicenzaoro in September

The gold-jewellery market is confidently looking at the coming edition of VOS Vicenzaoro September – The Jewellery Boutique Show, the international jewellery show organized by IEG – Italian Exhibition Group, live at last, from 10th to 14th September 2021, in Italy, at Vicenza, together with T.Gold, the show for machinery and the most innovative technologies applied to jewellery processing, and VOVintage, the event specifically for high-quality vintage watches.

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Malabar Gold and Diamonds launches 'Everyday Diamond Fest'

The jewellery brand has taken the best of its light-weight and affordable diamond pieces and thrown them into a beautiful mix called the 'Everyday Diamond Fest'. The Retail Jeweller World finds out how. Malabar Gold and Diamonds has launched a range of affordable diamond jewellery as part of its 'Everyday Diamond Fest' campaign. The range, which is suitable for customers of all ages, is the best way to go for first-time diamond buyers too.

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TANISHQ
DUBAI
PROMISES

The designs you love,
come with the
promises we make.



Tanishq Reiterates Promises and Commitment to Regional Customers

Tanishq, India's leading jewelry retailer, is gearing up for a summer buying boom, thanks to the easing of restrictions in the UAE. According to Kuruville Markose, COO – International Business Division, Titan Company Limited, the influx of tourists expected in the next few months coupled with more events, gatherings, and celebrations, is certain to buoy the jewelry industry and retail in general.

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