

Dive Retail Jeweller World

The Favourite Digital Newsletter
that connects Jewellers and
Designers of the MENA region

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Wondering what is affecting your diamond GMROI? Too much variety could be the answer

Are you one those many retailers in the Middle East who planned to ride the diamond wave that got the world excited during and after a pandemic? You may have bought a hefty inventory of priceless diamond jewellery, keeping one eye on the trends and the other on the dreamy margins that the promising gemstone would bring you in the future. However, when you sit with your books at the end of the quarter, the numbers don't look as magnanimous as you thought they would be.

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THE DIAMOND INDUSTRY, A STEP AHEAD WITH TRACEABILITY



Sarine Diamond Journey™ Traceability and AI-Driven Grading Adopted by High Jewellery Maison Boucheron

Singapore Exchange Mainboard and Tel Aviv Exchange listed Sarine Technologies Ltd a worldwide leader in the development, manufacturing, marketing and sale of precision technology products for the evaluation, planning, processing, measurement, grading and trading of diamonds and gems, is pleased to announce that French High Jewellery Maison Boucheron, owned by Kering Group, is launching a new bridal jewelry line, for which it has partnered with Sarine to provide Boucheron-branded diamond reports “powered by Sarine”.

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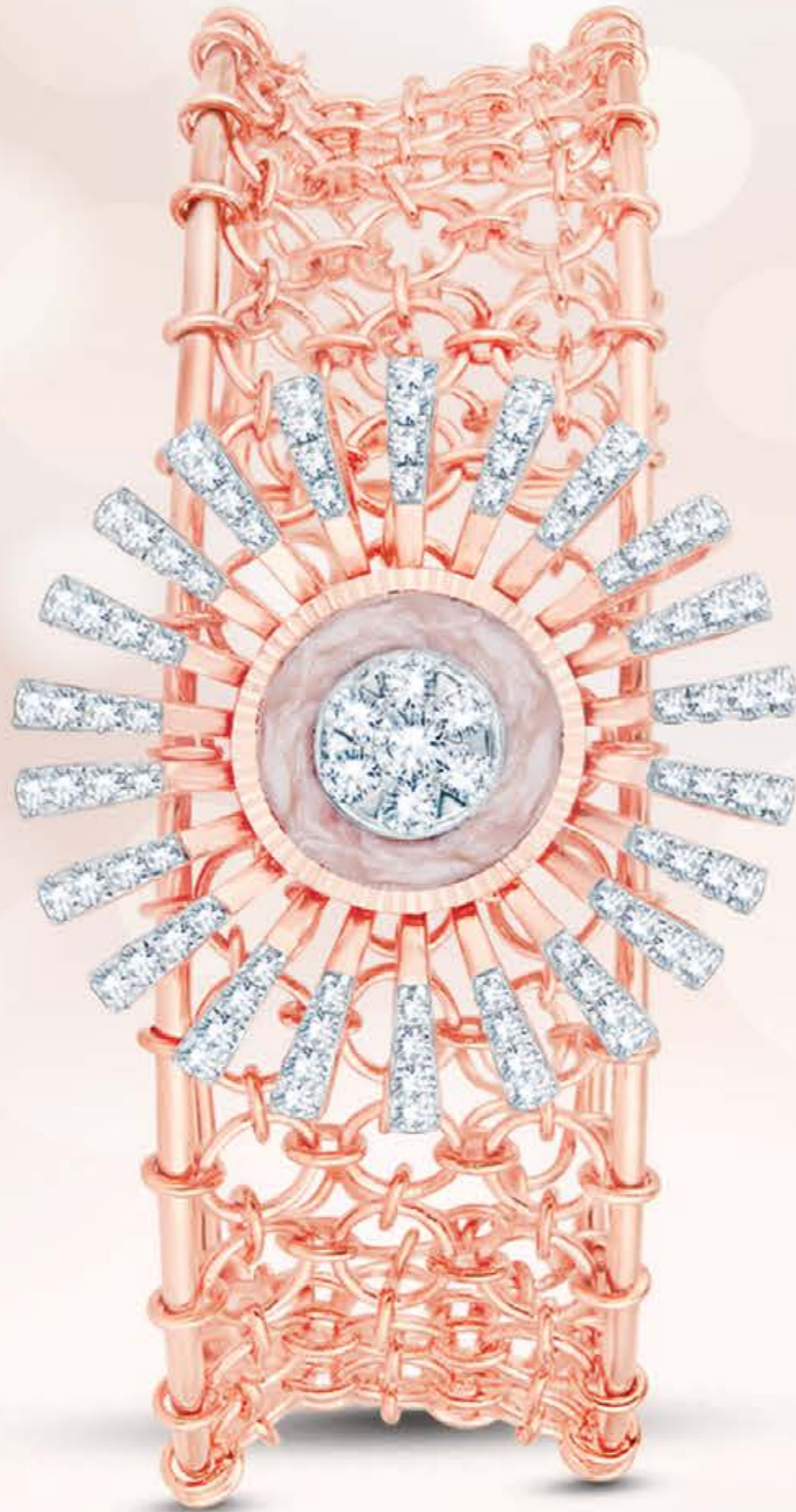


Boubiyan Jewellery is a haven for the yellow metal, twinkles with traditional Arabian pieces

Naser Abdul Nabi, proprietor of Boubiyan Jewellery talks to the Retail Jeweller World about the things that tick the right boxes while doing business in Kuwait. I started in 1983. I was still a student in the university then and my father was a veteran in the industry. I started working part time in his shop as a student. Later, after two years, I decided that it is time to open my own store. I went into the gold business and started with gold jewellery.

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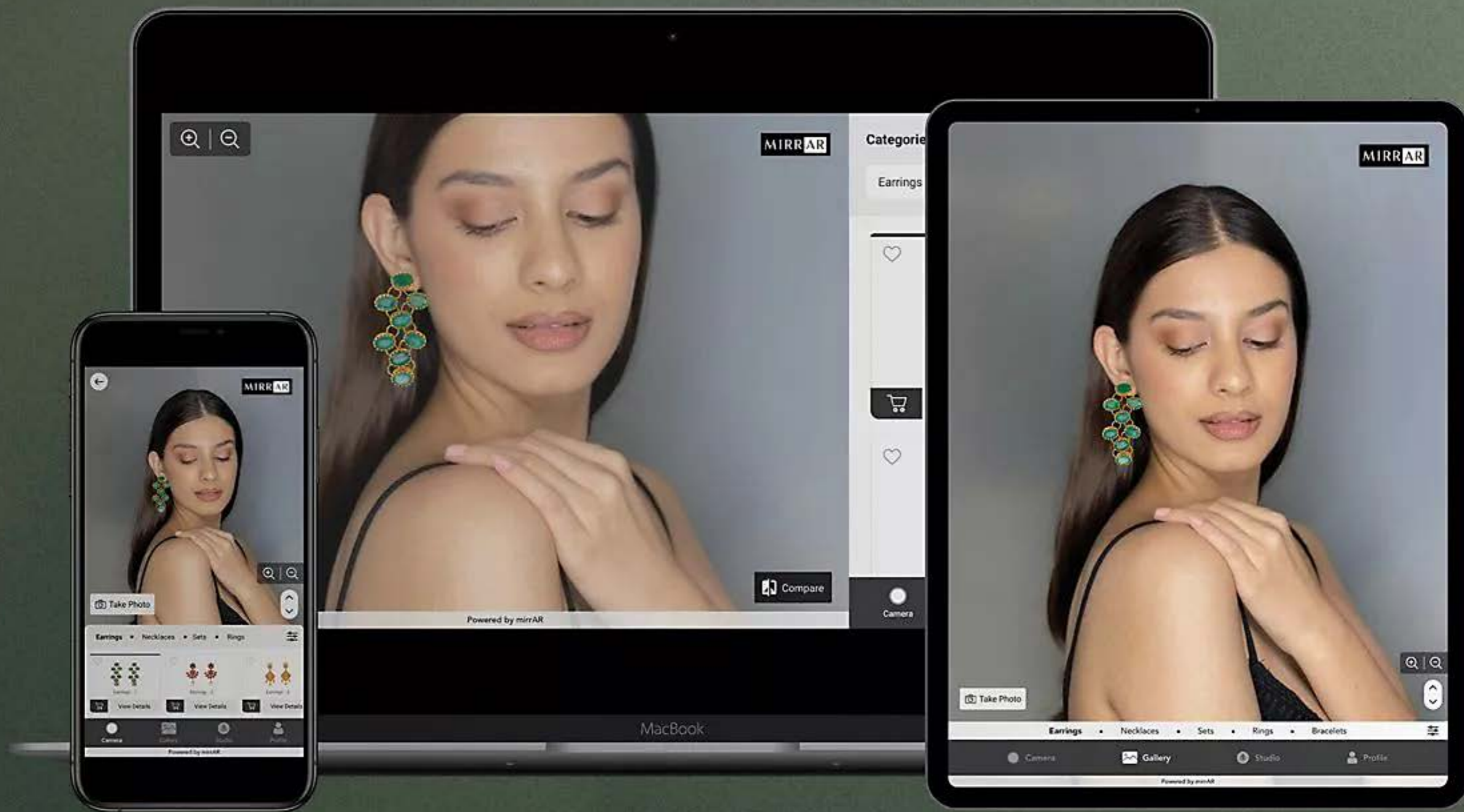


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A - 1002, The Capital, Behind ICICI Bank, BKC, Bandra - East, Mumbai - 400 051.
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Boosting Omnichannel Retail via mirrAR's Virtual Try-Ons

As the new year bestows upon us, businesses are moving towards creating an omnichannel presence. A 'unified customer journey' approach holds immense potential for jewellery brands. Having a well-orchestrated offline & online (even more so now!) strategy will ensure that customer convenience is always treated as the topmost priority. Retailers that embrace this new reality will definitely win big. Let's dive deeper into this concept!

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SPARKLE DIAM
THERE'S MORE TO MAKING DIAMONDS

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Plot No. D3, Road 16, MIDC, Andheri East, Mumbai - 400 093, India.
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Dubai shows off black diamond ahead of auction

DUBAI – The world's largest known cut diamond went on public display ahead of its sale, when it is expected to reach five million dollars. The Enigma, the name of the rare black carbanado diamond, was put on display in Dubai, in the United Arab Emirates. The diamond is believed to have been created when a meteorite or an asteroid hit the Earth more than 2.6 billion years ago, according to Sotheby's auction house jewellery specialist Sophie Stevens.

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Malabar Gold & Diamonds opens two new showrooms in Qatar

Malabar Gold & Diamonds has opened six new showrooms across Qatar, Oman, Malaysia and India. These include two new showrooms each in Qatar and Oman, and one outlet each in India and Malaysia. In Qatar, the MGD – Lifestyle Jewellery showroom at Al Meera, Jeryan Jenaihat, was inaugurated by Sheikh Hamad Nasser bin Abdulla al-Thani and Salah al-Marri in the presence of Santhosh T V, regional head, Malabar Gold & Diamonds; Naufal Thadathil, zonal head, Malabar Gold & Diamonds, other dignitaries and management team members of Malabar Gold & Diamonds.

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To Collaborate with us contact - **Aamir Warsi**
+91 7718898960 | amir@retailjewellerindia.com

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