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Year
2026

IIJS Bharat -
Signature
2026

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Insights

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IIJS Bharat - Signature 2026: Dual Venue, Dual Opportunity

The 18th edition of IIJS Bharat - Signature is scheduled from 8th to 11th January 2026 at Jio World Convention Centre and 9th to 12th January 2026 at Bombay Exhibition Centre, Goregaon, Mumbai. This event will unite the entire global gem and jewellery community under one roof. With a diverse array of exhibitors and industry leaders, this 18th edition promises to be a remarkable convergence of innovation, networking, and business opportunities.

IIJS Bharat - Signature has established itself as a premier platform, meeting all the sourcing needs of gem and jewelry buyers worldwide. Get ready to uncover a world of fresh opportunities at the 18th edition of IIJS Bharat - Signature 2026!

ONE EARTH INITIATIVE-

The One Earth initiative was introduced during IIJS Bharat - Signature 2023 has reached a milestone of 1.0 lakh trees plantation with the support of exhibitors, visitors, vendors, and many others who have generously contributed. We shall continue this mission towards environment friendly and an sustainable event.



New Highlights
of this Edition

The Select Club
Exclusive High-End Couture Jewellery

Now in Jasmine Hall,
3rd Floor, JWCC

• Silver Jewellery, Artefacts & Gifting Items

Now in Pavilion Hall,
Grd. Floor, JWCC

• Diamond Jewellery Section -

Now also in Hall 3,
BEC, Goregaon

IGJME Bharat
Machinery, Technology & Allied Industry

Now in Hall 6,
BEC Goregaon





BIJS 2025 Inaugurated: East India's Premier B2B Jewellery Expo Kicks Off in Kolkata

BIJS 2025, the 7th edition of the Bengal International Jewellery Show, was inaugurated today at Hall B, Biswa Bangla Mela Prangan (Milan Mela Exhibition & Convention Centre), Kolkata, marking the grand opening of East India's biggest B2B jewellery expo.

The inaugural ceremony began with leading jewellery manufacturers, retailers and machinery suppliers gathering under the banner of KNC Services to celebrate Bengal's heritage of handcrafted jewellery and modern innovation.

Chief invitees and industry leaders lit the ceremonial lamp and applauded the role of BIJS in positioning Kolkata as a key hub for jewellery trade and exports.

BIJS 2025 will run from 28–30 November 2025, bringing together exhibitors from across India and select international participants to showcase gold, diamond and gemstone jewellery along with state-of-the-art machinery and technology.

Organisers highlighted that the show is designed exclusively as a B2B platform, enabling retailers, wholesalers and manufacturers to finalise festive and wedding-season bookings, build new supplier relationships and explore export opportunities.



BIJS 2025 Inaugurated: East India's Premier B2B Jewellery Expo Kicks Off in Kolkata



India-Oman CEPA to Boost Gem and Jewellery Exports to USD 150 Million.

AW NEWS: The recently announced India-Oman Comprehensive Economic Partnership Agreement (CEPA) is set to transform trade dynamics by providing zero duty access for Indian gems and jewellery in the Omani market. According to the Gem & Jewellery Export Promotion Council (GJEPC), this removal of customs duties will significantly enhance price competitiveness and strengthen direct trade linkages.

Ambitious Export Growth Targets

Currently, India's gem and jewellery exports to Oman are valued at USD 35 million as of 2024. However, the GJEPC forecasts a significant surge under the new agreement:

- **Projected Growth:** Exports are estimated to reach USD 150 million over the next three years.
- **Key Drivers:** Growth will be fueled by improved price competitiveness, a wider range of product offerings, and deeper collaboration between the industries of both countries.
- **High-Potential Segments:** While polished diamonds and gold jewellery remain strong, there is emerging demand for silver, platinum, and imitation jewellery.

Strengthening the "Make in India" Initiative

The CEPA is more than just a trade agreement; it is a strategic framework to support the Make in India campaign. By encouraging investment partnerships and design collaboration, the agreement leverages the unique strengths of both nations:

- Oman's Contribution: Recognized for its strengths in traditional silver jewellery.
- India's Contribution: Offers large-scale production capabilities, advanced technology, and a highly skilled workforce.
- Collaborative Manufacturing: The partnership presents significant opportunities for joint product development and value-added manufacturing.

Oman as a Strategic Gateway

Beyond direct trade, Oman's strategic location and stable business environment position it as a vital gateway for Indian exporters. The CEPA will allow Indian jewellery to more efficiently access broader markets, including:

- The Gulf Cooperation Council (GCC).
- Africa.
- Neighboring regional markets.

A Foundation of Trust and Craftsmanship

India is already the largest supplier of gold jewellery to Oman, particularly for 22-carat traditional and wedding designs. In 2024-25, exports in this segment grew by 80.11%, reflecting the deep trust Omani consumers place in Indian craftsmanship. Kirit Bhansali, Chairman of GJEPC, noted that the zero-duty access would encourage Omani businesses to move toward direct sourcing from India, further improving the competitiveness of Indian exporters.



A Milestone for Indian Gems: GJEPC Celebrates India's Leadership Role in Kimberley Process.

Mumbai, 25 December 2025: The Gem & Jewellery Export Promotion Council (GJEPC), the nodal agency for the Kimberley Process (KP) in India, welcomes India's election as Chair of the Kimberley Process Certification Scheme (KPCS) for 2026.

The Kimberley Process Certification Scheme, a UN-mandated initiative, is the only global mechanism governing international trade in rough diamonds, aimed at preventing conflict diamonds from entering legitimate supply chains. As a founding participant of the Kimberley Process, India has played a constructive role since its inception and will now assume the Chair for the third time, underscoring its continued commitment to responsible and transparent diamond trade.

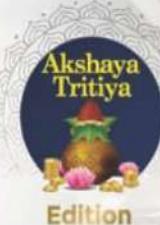
India will assume the role of Chair from 1 January 2026, following approval by consensus through written procedure initiated on 5th December 2025. Kimberley Process is a body of 60 Participants, representing 80 countries, with EU considered as one participant. The decision to select India as Vice Chair for 2025 (effective from 25th December, 2025) and Chair for 2026 reflects strong global confidence in India's leadership within the Kimberley Process framework.

Commenting on the development, Mr. Kirit Bhansali, Chairman, GJEPC, said, "GJEPC welcomes India's selection of the Kimberley Process Chair role for the year 2026. India's selection reflects the international community's trust in the Indian Government's principled and inclusive approach of strengthening global diamond trade through efficient governance of the Kimberley Process."

Reaffirming industry support, Mr. Bhansali added, "As the nodal agency, GJEPC will work closely with the Government of India and all stakeholders to support India's Vice Chairpersonship and subsequent Chairpersonship. We remain committed to advancing best practices, strengthening compliance, and reinforcing confidence in conflict-free diamonds across global markets."

GJEPC looks forward to working with various Govts, the international trade and civil society to get support and cooperation for India's leadership of the Kimberley Process.

This will help India to strive for making Kimberley Process a stable, inclusive, and effective framework that safeguards the long-term integrity of the global diamond industry.



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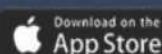
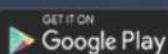
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**AABHUSHAN WORLD
MEDIA**

Editorial Page

Welcome to the latest edition of our jewelry magazine, where timeless elegance and modern innovation collide. As a leading jewelry publishing company and media group, we've always prided ourselves on providing you with the freshest insights, trend reports, and expert commentary on the ever-evolving jewelry industry. In 2025, however, we're excited to share how our platform continues to transform, bringing you even closer to the world of luxury, craftsmanship, and design through the power of digital media.

Aabhushan World is not just a Magazine, but a "Jewellery community" –

where every story, every article, and every image is a harmonious blend of luxury, tradition, and creativity.

I truly believe –

"The success of every jeweller lies in the way their story is told, and Aabhushan World is the most beautiful page of that story."

For many, jewelry is more than just an accessory—it's a reflection of identity, a symbol of love and legacy, and a testament to artistry. As trends shift and the definition of luxury grows more inclusive, one thing remains constant: jewelry's ability to captivate, inspire, and express our deepest emotions.

In this issue, we explore how established maisons and emerging designers alike are blending the old and the new. From the intricate artistry of handcrafted pieces to the cutting-edge innovations brought by 3D printing and lab-grown gems, 2025's jewelry scene is a balance of classic beauty and forward-thinking ingenuity.

I Extend My Heartfelt Gratitude to all our Readers and the Entire Jewellery Fraternity
who continue to support us in this Creative Journey.

We invite you to journey through the pages of this issue with us, celebrating the brilliance of the designers, artisans, and innovators who continue to push the boundaries of the jewelry world.

India's Leading Jewellery Media

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BIS developed and notified the standards following an initiative taken by GJEPC and detailed deliberations held with the Ministry of Consumer Affairs.

Pursuant to the Ministry's directives, a Working Group 4 was constituted with representatives from industry stakeholders for detailed deliberations on this important subject.

Under the new standard, India officially adopts the terms "laboratory-grown diamond" and "laboratory-created diamond", while expressly disallowing misleading or outdated descriptions such as "fake," or "artificial" for such stones. The standard also mandates full disclosure of treatments and provides clear definitions to prevent consumer confusion.

The new standards also states that abbreviations such as "lab grown", "lab created" "lab diamond" or "LGD" shall not be used. This milestone reflects India's leadership in promoting ethical, transparent, and globally aligned diamond trade practices. It provides clarity for traders, marketers, consumers, exporters, importers and certification agencies, ensuring uniform terminology in both domestic and international markets.

Mr. Kirit Bhansali, Chairman, GJEPC, said: "We thank BIS for launching the new standard aligned with globally harmonised framework for diamonds. This standard will enhance consumer confidence and credibility in both natural and laboratory-grown diamond segments. This is a major step forward in ensuring India's diamond trade continues to lead the world with integrity and transparency."

Bhansali further added, "GJEPC has been at the forefront of advocating clarity and fairness in diamond nomenclature. This collaboration between BIS, GJEPC, and industry stakeholders has ensured that consumers are protected and that the trade operates under uniform, internationally recognised definitions."

The notification will serve as a definitive reference for jewellers, traders, laboratories, and consumer protection authorities across India.



BIS Standards Align with Global Consumer Protection Guidelines for Diamonds.

- BIS created standards, initiated by GJEPC puts Indian consumers at the centre as diamond jewellery demand accelerates.

As India rapidly emerges as one of the world's most important jewellery consumption markets, the need for transparency and consumer confidence has never been more critical. Valued at approximately US\$80–85 billion in FY24, the Indian jewellery sector is projected to grow to US\$225–245 billion by FY35, underscoring the scale and momentum of domestic demand.

Within this broader growth, diamond jewellery occupies a distinct and rapidly expanding segment. India has already become the second-largest diamond jewellery market globally, overtaking China, with the market currently estimated at around US\$10 billion. Diamond jewellery demand in India is expected to double by 2030, reflecting rising consumer aspirations and increasing penetration beyond traditional metropolitan markets. In this evolving landscape, ensuring clear, accurate, and transparent disclosure has become a key priority for the industry, enabling Indian consumers to make informed and confident purchasing decisions.

In this context, the Gem & Jewellery Export Promotion Council (GJEPC) welcomes the Bureau of Indian Standards' (BIS) launch of new IS 19469:2025, an adoption of the modified version of "ISO 18323:2015 – Jewellery – Consumer Confidence in the Diamond Industry", in an endeavour to strengthen consumer trust, ensure clarity in nomenclature, and align India's diamond trade with international guidelines.

The revised Indian Standard, developed under the MTD 10 Committee of BIS, lays down comprehensive terminology and disclosure requirements for natural diamonds, laboratory-grown diamonds, treated diamonds, composite stones, and imitations. By clearly defining acceptable and prohibited terms, the standard aims to eliminate ambiguity, prevent misleading descriptions, and ensure that consumers are fully informed about the products they purchase.

Importantly, the standard clarifies that the term "diamond" refers only to natural diamonds, while laboratory-grown diamonds must be clearly disclosed using approved terminology.



The inauguration ceremony was a gathering of the industry's most influential voices, underscoring a unified vision for growth and innovation. The lamp-lighting ceremony was held in the presence of:

Chief Guest: Pritesh Patel (President and CEO, Gemological Institute of America - GIA)

Special Guest of Honor: Rajesh Kalyan (Executive Director, Kalyan Jewellers)

Industry Stalwarts: Rajesh Rokde (Chairman, All India Gem & Jewellery Domestic Council - GJC) and Pramod Derewala (Chairman, National Gems & Jewellery Council of India - NGJC)

During his keynote address, Chief Guest Pritesh Patel highlighted the vital role of JJS in strengthening the personal and organizational relationships that sustain India's second-largest industry.

JJS 2025 Inauguration: "The December Show" Sets the Tone for India's Jewellery Future

The 21st edition of the iconic Jaipur Jewellery Show (JJS) officially commenced on December 19, 2025, at the Novotel Jaipur Convention Centre (JECC) in Sitapura. Known to the trade as "The December Show," the four-day extravaganza (Dec 19–22) opened its doors to a record-breaking scale, cementing its position as India's premier B2B and B2C jewelry platform.



Highlights of "The December Show"

The Pink Club: An exclusive B2B pavilion designed for high-level networking and trade.

Artisans' Pavilion: Curated under the Jaipur Jewellery Design Festival (JJDF), this section spotlights the mastery of Kundan Meena, Thewa work, and gemstone carving.

Education & Trust: GIA hosted knowledge sessions on the "Allure of Navratna," focusing on consumer protection and the science of gemstone origin.





Sushmita Sen Radiates Elegance as PNG Jewellers Debuts in Bihar with Grand Patna Flagship Store

Marking a historic milestone in its 193-year legacy, PNG Jewellers officially entered the Bihar market with the grand launch of its first flagship showroom in Patna.

The inauguration, held on December 7, 2025, was headlined by Bollywood icon and former Miss Universe Sushmita Sen in the presence with Shri Ram Kripal Yadav (Minister of Agriculture) of Bihar, whose presence drew massive crowds to the Kankarbagh Main Road.



The 4,000 sq. ft. state-of-the-art showroom was inaugurated amidst much fanfare. Sushmita Sen, known for her timeless grace, spent the afternoon interacting with fans and exploring the brand's signature collections. "It is wonderful to see a heritage brand like PNG Jewellers bring its artistry and trust to Bihar. This city has a big heart, and the Patna store will give customers access to exquisite designs and a truly welcoming buying experience," said Sushmita Sen during the launch event.

Strategic Entry into Bihar
Dr. Saurabh Gadgil, Chairman and Managing Director of PNG Jewellers,
noted that Bihar has long been a strategic target for the brand due to its rich cultural affinity for gold and a significant existing customer base from the region that previously shopped at their Mumbai outlets.





The strategic partnership, announced in late December 2025, marks a significant move by the nearly 200-year-old heritage brand to capture the burgeoning "everyday luxury" market and deepen its connection with younger, digitally-native consumers.



What's Next for the Partnership?

The two-year association officially commenced in December 2025. Fans and jewellery enthusiasts can look forward to the following:

Campaign Launch: Major brand and collection campaigns featuring Sara are set to debut in March 2026.

Style Muse: Sara will serve as a "style muse" for select upcoming collections, influencing designs that resonate with Gen-Z and Millennial tastes.

Presence: She will be actively involved in digital initiatives, media interactions, and key store launches across India.

Sara Tendulkar Named Face of 'Lifestyle by PNG' as Brand Bridges Legacy with Gen-Z Appeal

PNG Jewellers has officially announced the appointment of internet personality and entrepreneur Sara Tendulkar as the brand ambassador for Lifestyle by PNG, its contemporary lightweight fine jewellery vertical.

Strategic Vision: Bridging Generations

Dr. Saurabh Gadgil, Chairman and Managing Director of PNG Jewellers, emphasized that Lifestyle is not just a sub-brand but a serious, long-term business vertical.

The Goal: To bridge the gap between PNG's legacy clientele and the "future customer."

The Expansion: Following successful pilot stores in Pune and Goa, the brand aims to scale to 50 stores by FY 2028.

The Format: A focus on an omni-channel experience, blending physical retail with a strong digital-first marketing approach.





Silver Show of India 2025 Unveiled in Bengaluru: 300+ Brands Showcase the Future of Silver

The 5th edition of the Silver Show of India (SSI), India's largest B2B exhibition dedicated exclusively to silver, concluded a highly successful four-day run at the Bangalore International Exhibition Centre (BIEC) from December 26–29, 2025.

The event solidified silver's position as a standalone high-potential category in the luxury market, moving beyond its traditional role as a secondary metal to gold.

The show was officially inaugurated on December 26, 2025, by a distinguished panel of leaders from the government and the jewelry industry.



Chief Guest: Santhosh S. Lad, Hon'ble Minister of Labour Department, Govt of Karnataka.

In his keynote, Minister Lad praised the scale of the event, stating, "Gold is loud, but silver is wise." He highlighted that the increasing industrial and aesthetic demand for silver would continue to drive its market value upward.

Key Dignitaries: Dr. Chetan Kumar Mehta: President of Jewellery Association Bengaluru (JAB) and National President of the Jewellery Division (IBJA).

Suresh Kumar Ganna: Chairman of SSI and Director of JAB.

Sreekanth Urs: CEO of GES India Inc. (The organizing body).

The show served as a "trend-setter" for the 2026 wedding and festive seasons. Major categories on display included:

Innovations: A significant focus on AI-driven technology in jewelry design and digital sourcing platforms.

Traditional Craft: Exquisite temple jewelry, silver idols, and handcrafted antique silver articles.

Modern Lifestyle: Contemporary sterling silver jewelry and high-end silver artifacts aimed at younger, urban consumers.

Lab-Grown Diamonds (LGD): Notable presence of brands like Limelight Diamonds, showcasing the integration of LGDs with silver for "responsible luxury."





Laura Burdese Named CEO of Bvlgari

LVMH has announced the appointment of Laura Burdese as Chief Executive Officer of Bvlgari, effective July 1, 2026. She will succeed Jean-Christophe Babin, who will step down after leading the Roman Maison for over a decade.

Burdese has spent nearly ten years within the LVMH Group. She began her journey as CEO of Acqua di Parma before joining Bvlgari in 2022 as Chief Marketing Officer. Over the past three years, she has played a central role in shaping the brand's elevation and global positioning, leading to her appointment as Deputy CEO in July 2024. In her new role, she will report to Stéphane Bianchi, Group Managing Director of LVMH and CEO of LVMH Watches and Jewellery.

Jean-Christophe Babin, who has spent more than 25 years within the Group, including leadership roles at TAG Heuer and Bvlgari, will continue to remain closely associated with the Maison. Under his tenure, Bvlgari reinforced its identity as a leading Roman high jeweller, expanded its watchmaking capabilities, and entered the luxury hospitality space through Bvlgari Hotels in major global cities. He also strengthened the Maison's commitment to Italian craftsmanship with the expansion of its Valenza manufacturing facility and the launch of the Scuola Bvlgari. Babin will continue as Chairman of the Bvlgari Board, CEO of the Bvlgari Hotels Business Unit and President of the Bvlgari Foundation.

CaratLane Unveils "Shaya Diamonds": Natural Diamonds Meet 925 Silver

CaratLane, a TATA Product, has disrupted the accessible luxury market with the launch of Shaya Diamonds, a pioneering collection featuring natural diamonds set in 925 silver. This first-of-its-kind category bridges the gap between premium fine jewellery and everyday wearability.

Key Highlights: Accessible Luxury: Prices start at just ₹5,000, making natural diamonds attainable for first-time buyers and self-purchasers.

Market Strategy: The move addresses rising gold prices by offering a white gold-like aesthetic using hallmarked silver.

Design Language: Light, versatile pieces that pair the brilliance of diamonds with the "cool, confident energy" of silver.

"As gold prices climb, we don't want that to stand between our customers and the diamonds they love," says Saumen Bhaumik, MD of CaratLane. Ajith Singh R (Business Head, Shaya) adds that the collection is "silver and diamonds, done differently."



Mr. K.S. Srinivasan, Convener – Gold Panel, Mr. Ashish Borda, Convener – PMBD, Mr. Mital Doshi, Convener – BITC, Mr. Mansukh Kothari, Convener – Events, Mr. Devansh Shah, Member – PMBD, and Mr. Sabyasachi Ray, Executive Director, among other senior trade members.

The discussions, along with Shri Tariq Thomas, Director, Department of Commerce, focused on India's upcoming leadership in the Kimberley Process, ongoing FTA negotiations including the US BTA, and measures to further ease doing business for the gem and jewellery sector.

Commerce Secretary & GJEPC Dialogue Focuses on Exports, KP Agenda, Trade Facilitation, & EODB

Shri Rajesh Agrawal, Commerce Secretary, Department of Commerce, visited GJEPC headquarters in Mumbai on 26 December and held a detailed interaction with GJEPC's Committee of Administration, including Mr. Kirit Bhansali, Chairman, Mr. Shaunak Parikh, Vice Chairman, Mr. Anoop Mehta, Convener – Diamond Panel, Mr. Russell Mehta, Co-Convener – Diamond Panel,

Titan Enters Lab-Grown Diamonds Segment With BeYon Launch



Titan Company Limited has announced the launch of its first lab-grown diamond jewellery brand, beYon – from the House of Titan, with an exclusive retail store opening in Mumbai on 29 December 2025.

The new brand marks Titan's entry into the emerging lab-grown diamond jewellery segment. beYon will offer a curated range of LGD jewellery, expanding Titan's presence in lifestyle categories beyond watches, perfumes, sarees and handbags.

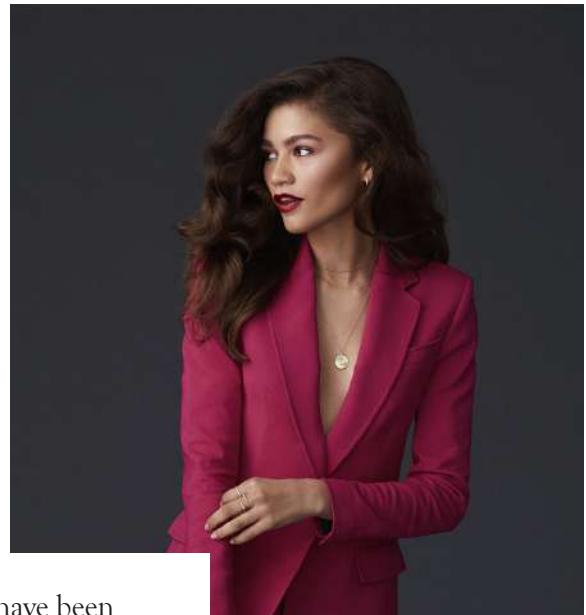
Titan has indicated plans to add a couple of more beYon stores in Mumbai and Delhi in the near future.



Zendaya Maree Stoermer Coleman

The new jewellery brand face

Zendaya's unstoppable rise in Hollywood has made her the perfect muse for luxury jewellery brands. With her elegance, youth, and powerful global presence, she is redefining glamour for a new generation. Today, she stands as one of the most sought-after faces in fashion and fine jewellery campaigns.



Luxury jewellery houses have been quick to recognize Zendaya's undeniable influence. She became the radiant face of Bulgari, embodying the brand's bold spirit and timeless elegance. Her campaigns, filled with effortless sophistication, have connected Bulgari's heritage with a younger, more diverse audience.

In addition to Bulgari, Zendaya has dazzled in iconic pieces from Cartier and Valentino, bringing a modern, fearless energy to traditional luxury. Her collaborations are not just about showcasing jewels – they are about telling stories of empowerment, confidence, and individuality. Whether gracing red carpets or magazine covers, Zendaya's impact has made high jewellery feel more accessible and aspirational to the new generation.

More than just a model, Zendaya represents the future of luxury branding: authentic, inclusive, and inspiring. Her partnerships reflect a shifting industry landscape where charisma and narrative matter as much as beauty and style.



Zendaya's partnerships with iconic jewellery houses signal a shift toward modern luxury. Her blend of authenticity and elegance makes her the perfect muse, redefining how jewellery connects with a new generation of global icons. With her rising influence, brands are finding fresh ways to tell their timeless stories through her.

A LEGACY OF MAGNIFICENCE

BULGARI

At the helm of Bulgari stands Jean-Christophe Babin, a visionary leader whose influence has redefined the very spirit of the Italian maison. Since joining Bulgari as CEO in 2013, Babin has steered the brand into a new era of innovation, creativity, and global expansion, while preserving the soul of Roman craftsmanship that has defined Bulgari for more than 130 years. With a career spanning decades in the luxury industry, Babin brings a deep understanding of how tradition and modernity can coexist beautifully, creating a blueprint for timeless elegance.

Under Babin's leadership, Bulgari has strengthened its identity as a pioneer in fine jewellery, watches, and high-end hospitality. His strategic vision focuses on blending bold design with heritage,

ensuring that every piece embodies the maison's spirit of audacity and beauty. Babin has been instrumental in expanding Bulgari's presence in new markets, launching spectacular high jewellery collections, and embracing new technologies to offer unparalleled transparency and sustainability practices.

A strong advocate for innovation, Babin introduced initiatives like Bulgari's commitment to carbon neutrality and ethical sourcing of gemstones. He has also overseen key creative collaborations and pushed the brand's storytelling onto a global stage, attracting a new generation of luxury enthusiasts. Through his dynamic leadership, Bulgari has not only grown commercially but also emotionally, staying intimately connected with its clients' dreams and aspirations.



Jean-Christophe Babin

Jean-Christophe Babin's philosophy is simple yet powerful – to transform Bulgari into a symbol of contemporary magnificence, rooted deeply in Rome's eternal spirit. His passion for excellence, artistry, and human connection continues to illuminate Bulgari's path, ensuring that every creation is not just an object of beauty but a lasting experience of wonder.



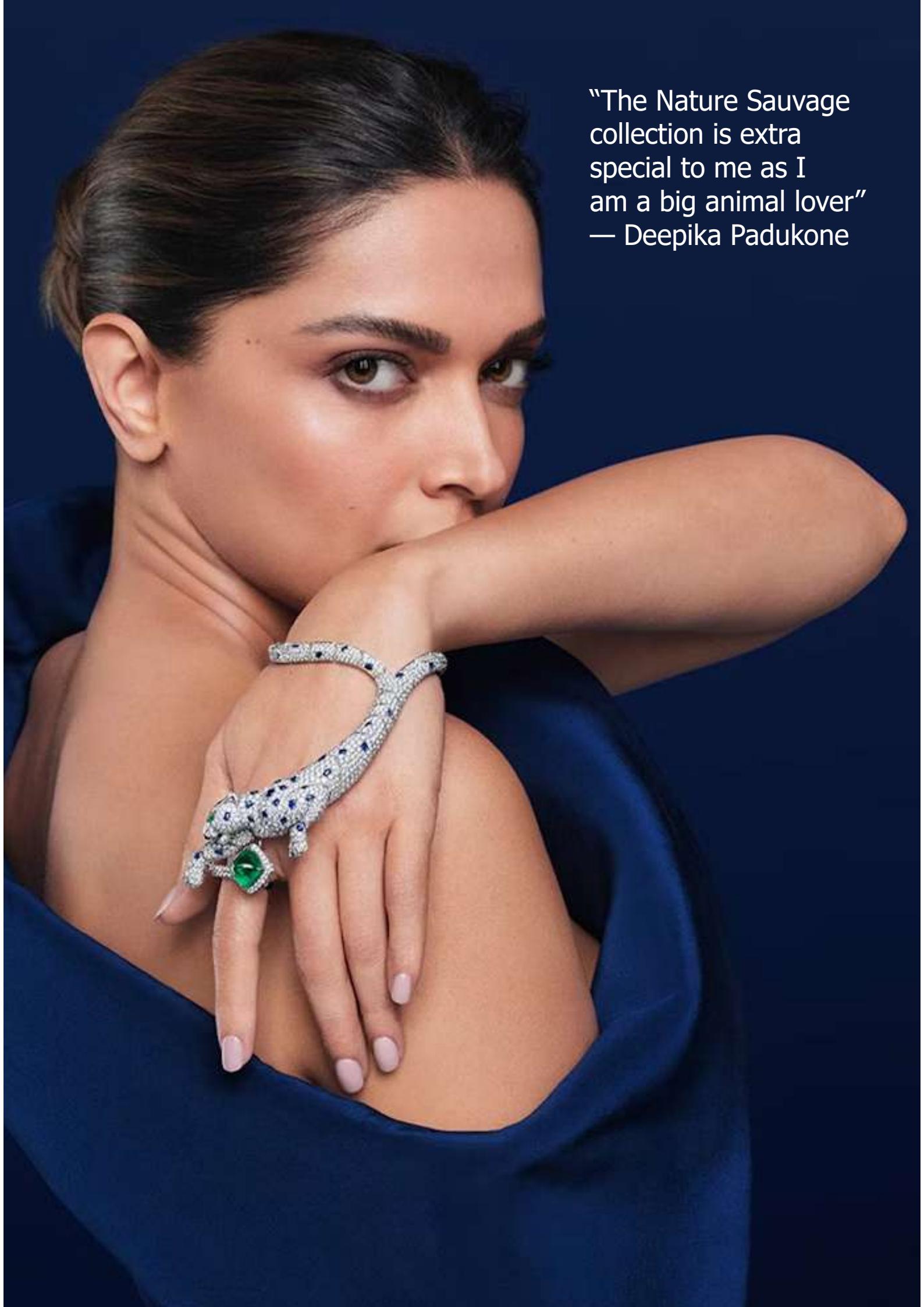
Beyond just business, Babin's passion for art, architecture, and culture resonates deeply with Bulgari's Roman DNA. His leadership embodies a rare balance of innovation and heritage, ensuring that every Bulgari creation is not only a masterpiece of design but also a celebration of timeless Italian grandeur.



UNEXPECTED WONDERS

Bulgari's Unexpected Wonders collection captures the extraordinary joy hidden in everyday moments. Inspired by life's spontaneous magic, the collection features radiant gemstones, bold designs, and a spirit of pure Italian sophistication. Each piece celebrates the wonder that unfolds

when elegance meets surprise. Worn by icons like Priyanka Chopra Jonas and Zendaya, Unexpected Wonders invites us to embrace life's brilliance — whenever and wherever it appears. It is a reminder that true beauty often arrives when we are simply open to the unexpected.

A close-up portrait of Indian actress Deepika Padukone. She has dark hair pulled back and is resting her chin on her hand. She is wearing a diamond-encrusted lizard bracelet and a matching ring with a large emerald on her left hand. She is wearing a dark blue dress.

“The Nature Sauvage collection is extra special to me as I am a big animal lover”
— Deepika Padukone

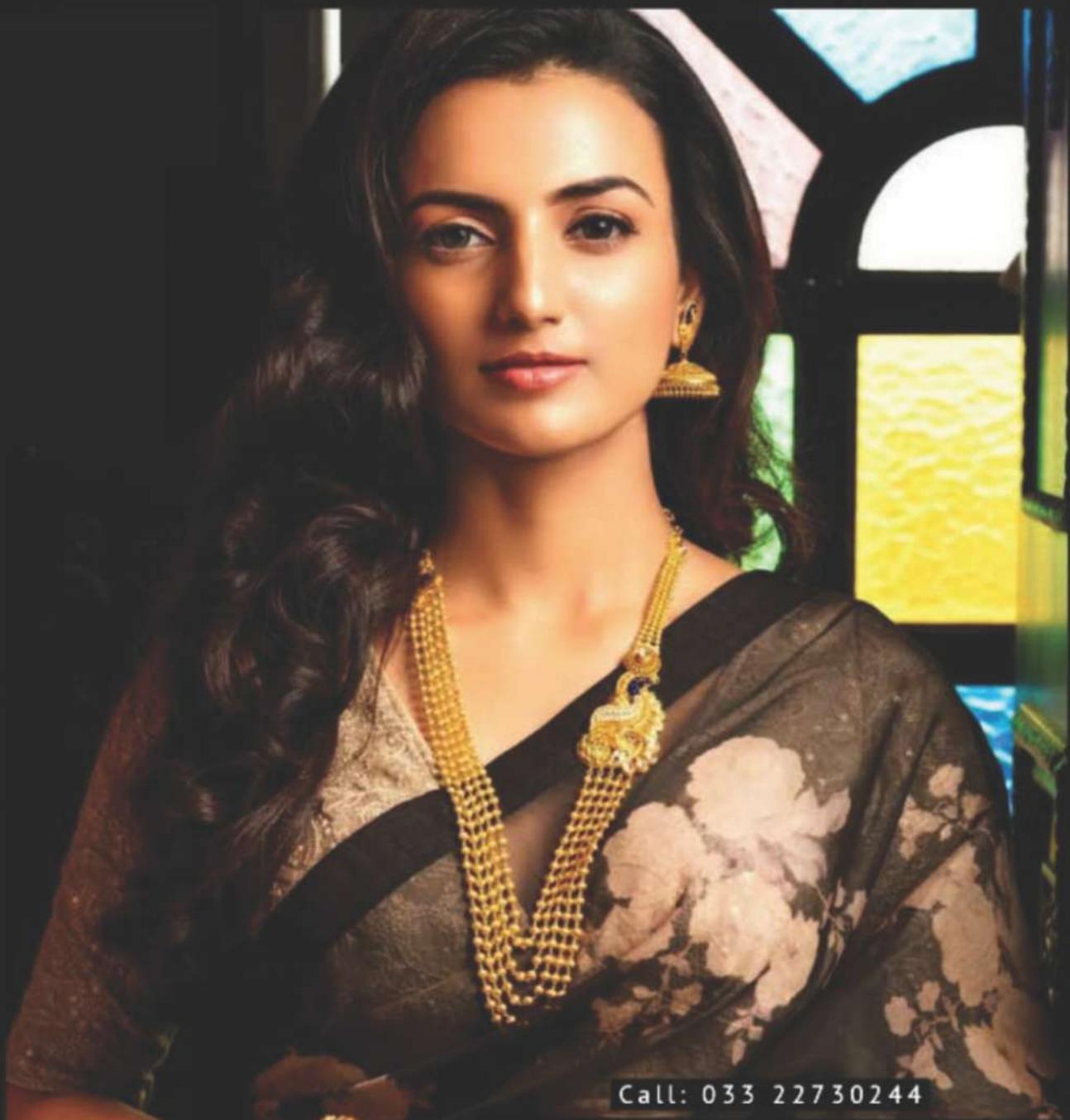
NATURE SAUVAGE

Cartier unveils its breathtaking Nature Sauvage collection, a bold celebration of the wild and untamed beauty found in nature. Blending creative imagination with exquisite craftsmanship, the collection transforms powerful animal figures into stunning high jewellery pieces. Every creation – from majestic big cats to exotic birds – reflects Cartier's artistic excellence and deep respect for the natural world.

Representing the spirit of Nature Sauvage is global icon Deepika Padukone. With her natural elegance and strength, Deepika brings a modern energy to the collection, embodying both fierceness and sophistication. From intricate necklaces inspired by zebras and crocodiles to dazzling rings capturing the vibrancy of tropical creatures, each piece tells a story of freedom, boldness, and artistry.

Deepika's personal love for animals makes her association with Nature Sauvage even more meaningful. Her presence not only amplifies the collection's message but also bridges Cartier's historic legacy with today's powerful, expressive femininity. Nature Sauvage is more than jewellery – it's a tribute to nature's raw, mesmerizing charm, worn by a woman who embraces her wild beauty with pride.

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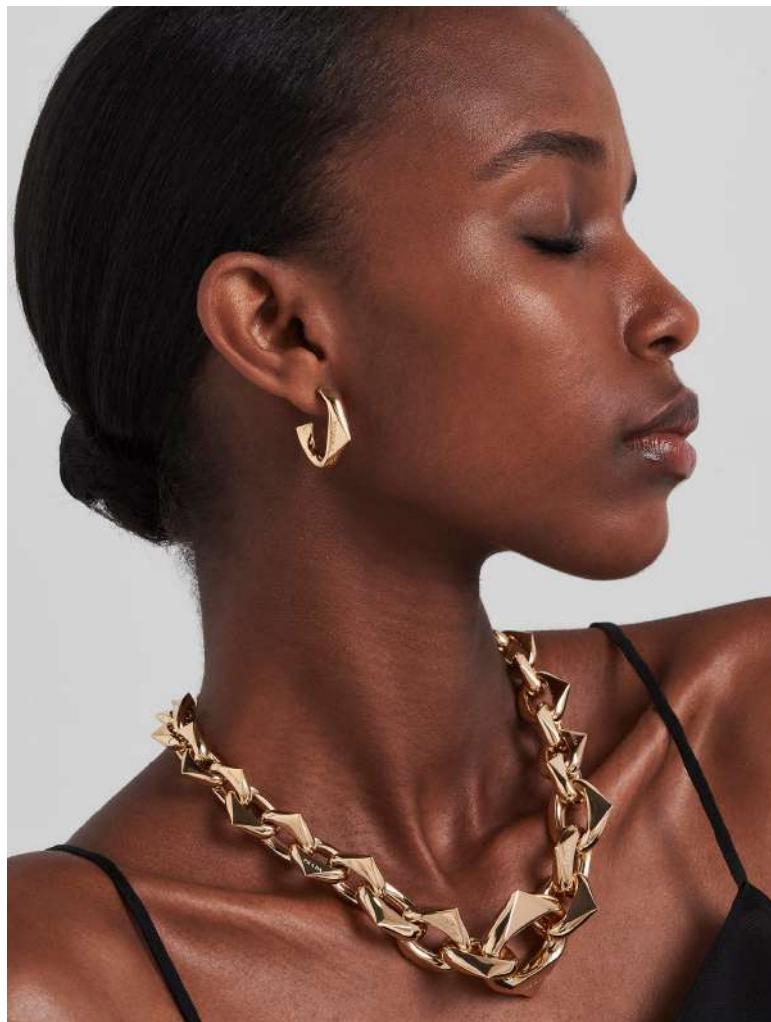
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PRADA

ETERNAL GOLD COLLECTION

In a world where luxury is constantly being redefined, Prada makes a bold and conscious statement with Prada Eternal Gold – the brand's first-ever fine jewellery collection crafted entirely from 100% certified recycled gold. With this revolutionary move, Prada not only enters the high jewellery space but also reshapes its future, blending exceptional craftsmanship with environmental responsibility.

At its core, Eternal Gold is a celebration of heritage and innovation. Each piece, whether it's the powerful sculptural bracelets, the sleek spiral earrings, or the signature chunky chains, carries a story of meticulous Italian artistry. What sets this collection apart is its unwavering commitment to authenticity and traceability. Every jewel is embedded with blockchain technology, offering clients complete transparency on the origin of their precious materials – a first for any global luxury brand. This is not just jewellery; this is jewellery with a conscience.

Design-wise, the Eternal Gold collection is a seamless extension of Prada's iconic aesthetic language. The house's signature triangle motif – symbolic of strength and modernity – makes a subtle yet powerful appearance throughout the collection, creating a visual thread that ties each piece back to Prada's legacy. The designs balance boldness with timeless elegance, resulting in jewellery that feels as contemporary as it is enduring.

But Eternal Gold isn't merely about form or material; it's about redefining what "eternal" truly means. These are pieces designed to transcend seasons and generations, becoming modern heirlooms in a world that craves both style and substance. Prada's daring approach challenges the traditional codes of high jewellery, proving that sustainability and luxury are no longer opposing forces but natural partners in the evolution of fashion.

Through Eternal Gold, Prada invites a new generation of luxury consumers – those who demand beauty, transparency, and ethics – to experience jewellery not just as ornamentation, but as a lasting statement of values. It is a bold step into the future, one that honours the past while setting a visionary course ahead.

With its masterful blend of cutting-edge innovation, iconic design, and deep respect for the planet, Prada Eternal Gold is more than a collection – it is a milestone. A promise that true luxury, like true beauty, is forever.

Each creation within Prada Eternal Gold speaks to a modern philosophy of beauty – one that values responsibility as much as craftsmanship. By intertwining heritage techniques with pioneering technology, Prada redefines what precious truly means in today's world, offering jewellery that is as meaningful as it is magnificent.



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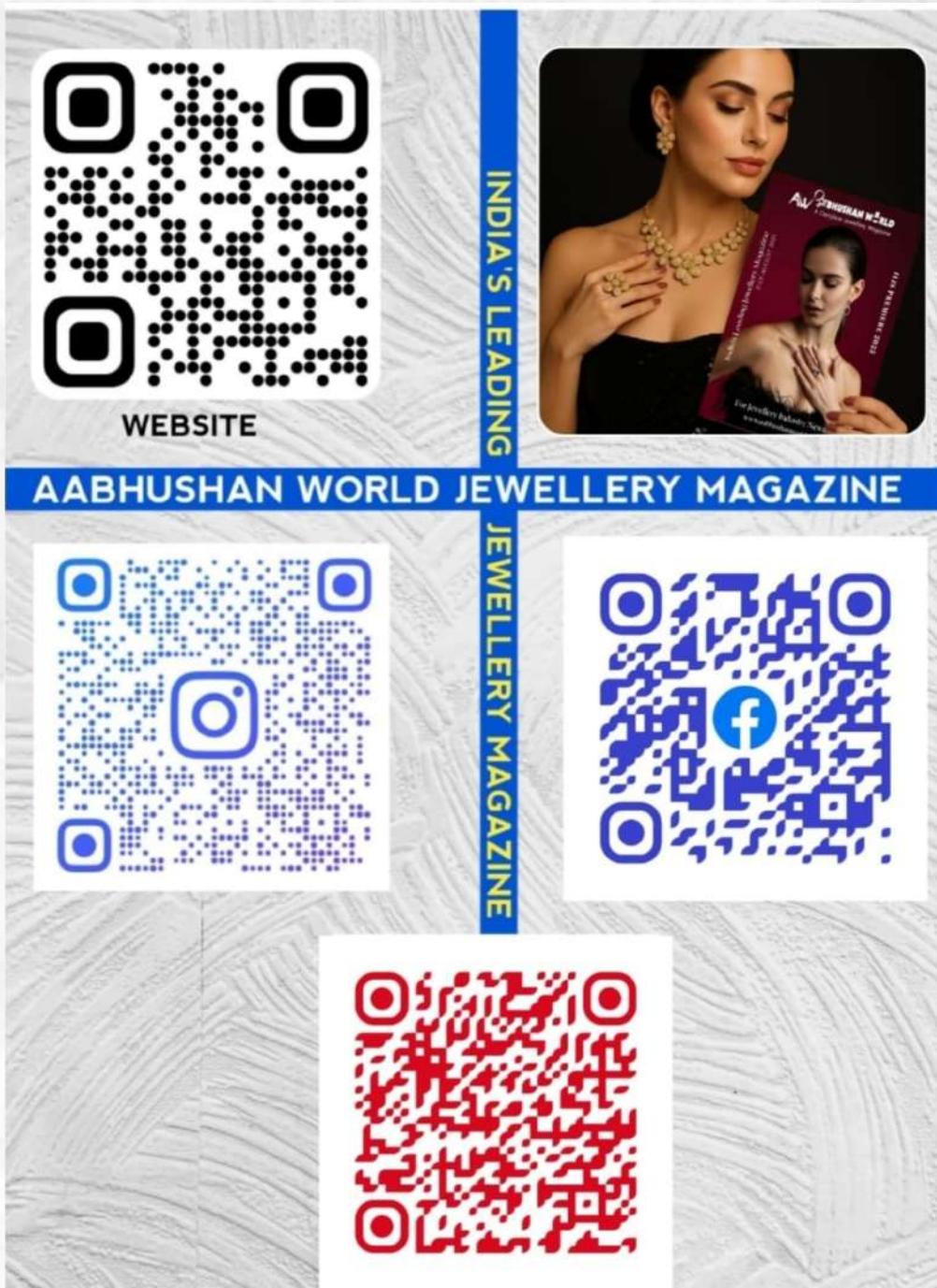


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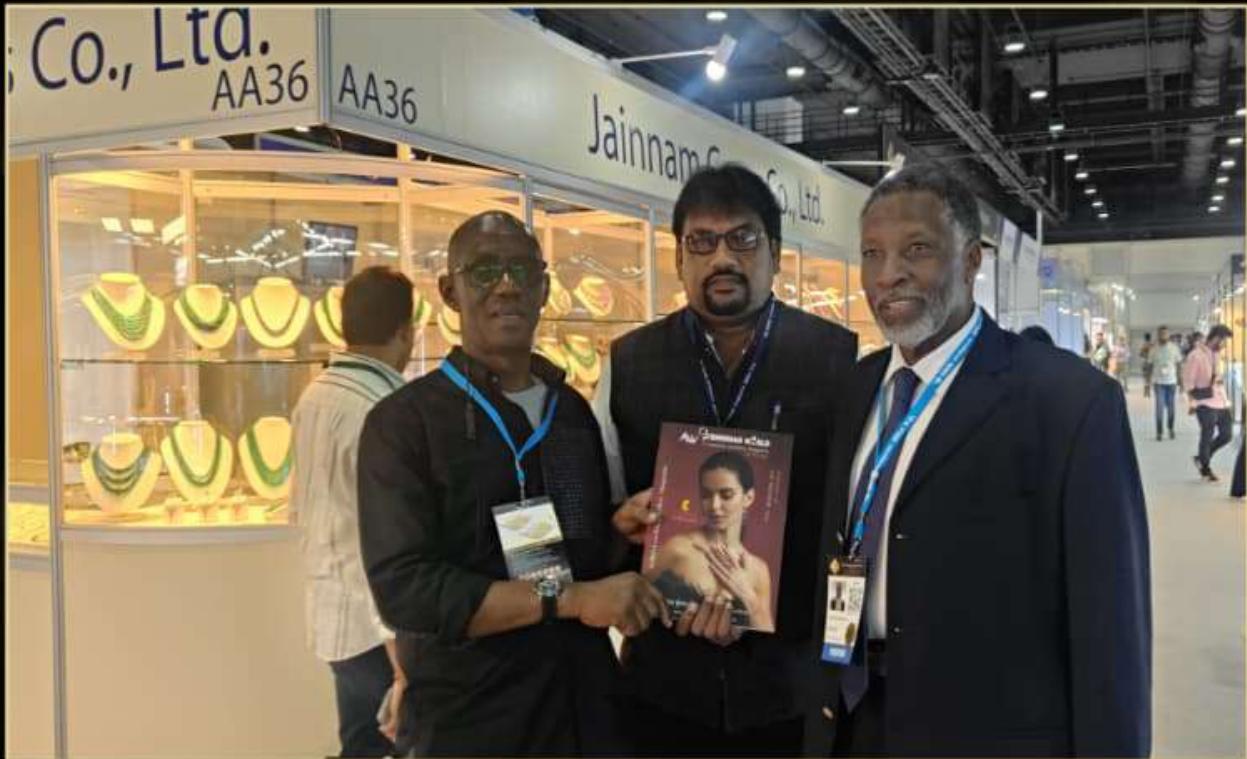


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