

AW आभुशान WORLD

A Complete Jewellery Magazine

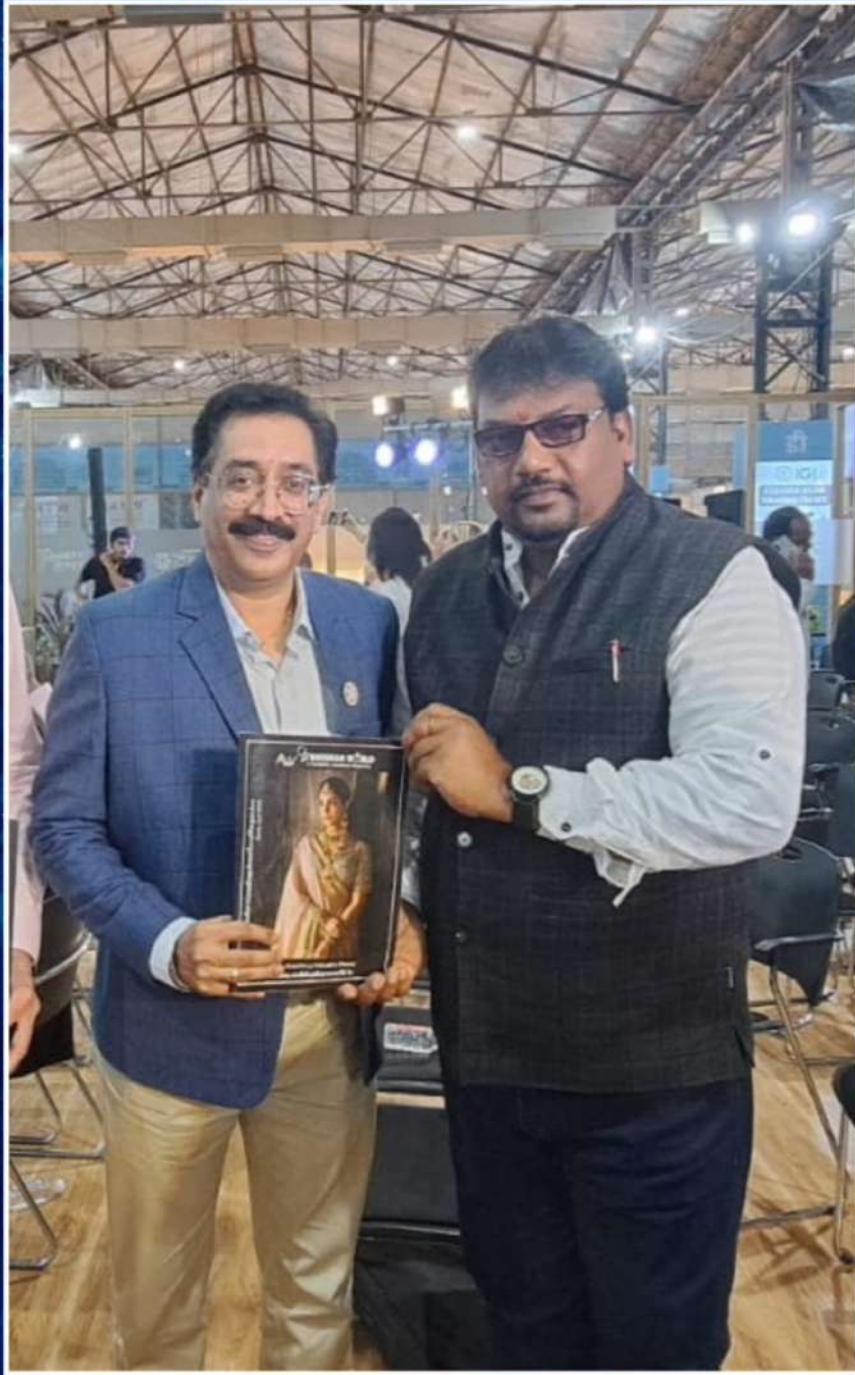
SEP- OCT 2025

India's Leading Jewellery Magazine


KALYAN
JEWELLERS

Highlights of
IJS PREMIERE 2025

For Jewellery Industry News:
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Mr. Vinod Verma

Director & Chief Editor, Aabhusan World

had a meaningful interaction with

Shri Shamal Pote

Director – National Events, GJEPC India



L-R: Mr. Shaunak Parikh (Vice-Chairman) GJEPC; Mr. Nirav Bhansali (Convener) National Events, GJEPC, Mr. Kirit Bhansali (Chairman) GJEPC, Mr. Vinod Verma (Director & Chief-Editor) Aabhushan World & Mr. Sabyasachi Ray (Executive Director) GJEPC India.



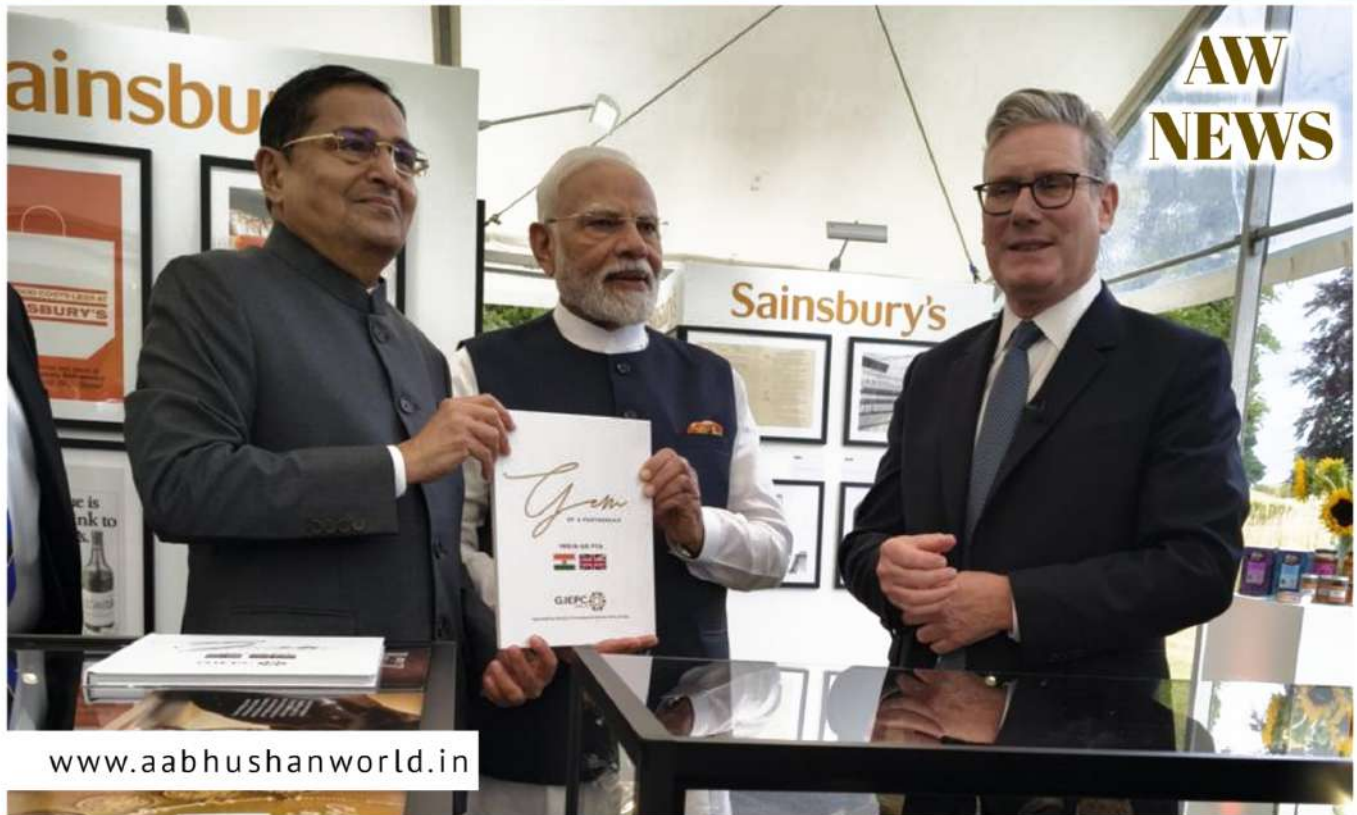
Congratulations

To

Mr. Vinod Verma

And Entire AW Team!

Aabhushan World has been honoured for deeply Gem & Jewellery Journalism, Insightful Coverage & Consistent Contribution to the Gem & Jewellery Industry by GJEPC (Sponsored by Ministry of Commerce & Industry) India.



Aabhushan World News, London (24th July 2025): At the "India Crafts Reimagined" booth, **GJEPC (Chairman) Shri Kirit Bhansali** had the Honour of Presenting GJEPC's commemorative book 'Gem of a Partnership' to **Hon'ble Prime Minister Shri Narendra Modi** and **UK Prime Minister Hon'ble Keir Starmer**.



It was a Moment of Immense Pride for GJEPC and a Shining Milestone for India's Gem and Jewellery Industry on the Global Stage.





GJEPC Launches SAJEX at Jeddah Curtain Raiser in a Grand Ceremony

Jeddah, Saudi Arabia – The Gem & Jewellery Export Promotion Council (GJEPC) marked a significant milestone with the grand launch of **SAJEX** at its Curtain Raiser event held in Jeddah. The prestigious evening witnessed the presence of distinguished dignitaries and industry leaders, underlining the strengthening ties between the gem and jewellery sectors of India and Saudi Arabia.

The event was honoured by the **Chief Guest, Mr. Fahad Ahmed Khan Suri, Consul General of India to Jeddah, Kingdom of Saudi Arabia**. Also gracing the occasion were **Mr. Eng. Raed Ibrahim Almudaiheem, First Vice Chairman of the Jeddah Chamber of Commerce**, and **Mr. Sheikh Ali Batarfi Al Kindi, President of the Jeddah Jewellery Association**. They were joined by the GJEPC leadership team, including **Mr. Kirit Bhansali (Chairman)**, **Mr. Nirav Bhansali (Convener, National Events)**, and **Mr. Sabyasachi Ray (Executive Director)**.

IIJS Premiere 2025 Inaugurated with Grandeur at Bombay Exhibition Centre, Mumbai.





31st July 2025: IJS Premiere 2025 was inaugurated at Bombay Exhibition Centre, Mumbai by Chief Guest Shri Mangal Prabhat Lodha, Hon'ble Minister, Govt of Maharashtra. Guest of Honour Mr. Abdul Salam, Vice Chairman – Malabar Group, H.E. Mr. Didier VANDERHASSELT, Ambassador – Kingdom of Belgium, and a representative from the Royal Thai Embassy graced the occasion.

The event also saw the presence of Mr. Kirit Bhansali, Chairman – GJEPC; Mr. Shaunak Parikh, Vice Chairman – GJEPC; Mr. Nirav Bhansali, Convener – National Exhibitions, GJEPC; Mr. Sabyasachi Ray, Executive Director – GJEPC; and industry dignitaries.



IIJS Premiere 2025 Kicks Off with Grand Inauguration at JWCC.

The Prestigious IIJS Premiere 2025 was inaugurated at Jio World Convention Centre by Chief Guest Rahul Narwekar, Honourable Speaker of the Maharashtra Legislative Assembly. Guests of Honour included Pavel Marinychev (CEO, ALROSA) and Ajoy Chawla (CEO – Jewellery Division, Titan).

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GJEPC leaders Kirit Bhansali, Shaunak Parikh, Nirav Bhansali, and Sabyasachi Ray were present along with key dignitaries from the gem and jewellery industry.

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**Shri Rahul
Narwekar
Felicitated the
Pioneers of the
Gem & Jewellery
Industry at IIJS
Premiere 2025.**



Shri Rahul Narwekar, Honourable Speaker of the Maharashtra Legislative Assembly gave Honoured To Shri Vasantraj Birawat, Shri Jitendra Bhai Bhansali & Shri Navinbhai Mehta who are the visionary leaders of Gem & Jewellery Industry whose legacy continues to inspire.

Their invaluable contributions have shaped the foundation and future of the industry.

Grand Inauguration



IIJS Premiere 2025



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Jewellers for Hope 2025

An Evening of Giving and Glamour

31 July 2025: The **Jewellers for Hope 2025** charity event, organised by **GJEPC India**, took place on July 31st at the **Lotus Pavilion**, bringing together the gem and jewellery industry for a meaningful cause.

The event was graced by **Anil Kapoor** as the **Guest of Honour**, whose presence added star power to an evening dedicated to compassion and social responsibility. With the theme “Every carat can carry compassion,” the initiative highlighted the industry’s ongoing efforts to give back to society.



Supported by De Beers Group, World Gold Council, HRD Antwerp, and powered by GIA, the event showcased how the brilliance of the jewellery world extends beyond beauty—into impactful change and heartfelt giving.

Jewellers for Hope 2025 **An Evening of Giving and Glamour**



GJEPC Announces National Jewellers Day & Blood Donation Drive to Celebrate PM Modi's 75th Birthday.

Mumbai, August 2025 – The Gem & Jewellery Export Promotion Council (GJEPC) proudly announced the launch of **National Jewellers Day** during **IJS Premiere 2025** at the **Bombay Exhibition Centre, Mumbai**. This special day will commemorate the **75th birthday** of Hon'ble Prime Minister **Shri Narendra Modi** on **17th September 2025**.

To mark the occasion, GJEPC has initiated a nationwide blood donation campaign aiming to collect **75,000 blood units**, symbolizing the Prime Minister's milestone birthday. This humanitarian effort will be powered by the active participation of jewellers, trade associations, national trade media, and digital influencers across India.

The campaign reflects the industry's united commitment to social responsibility and its respect for the leadership of **Shri Narendra Modi**.



had a meaningful interaction with



Associazione Fabbricanti Esportatori Macchine per

Italian Association of Jewellery Machinery Manufacturers & Exporters



Exploring Innovation | Strengthening Global Ties

Aabhushan World Media had a meaningful interaction with AFEMO – the Italian Association of Jewellery Machinery Manufacturers & Exporters, fostering innovation and strengthening global collaborations in the jewellery industry.



Shri Piyush Goyal to Visit United States for High-Level Trade Negotiations

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India's Commerce and Industry Minister to engage in key discussions aimed at strengthening bilateral trade ties and advancing a potential trade pact with the U.S.

India's Commerce Minister will hold talks in the U.S. to boost trade relations and explore a possible trade agreement.

India aims to secure reduced duties on labour-intensive exports such as gems and jewellery, textiles, leather, plastics, chemicals, shrimp, and select agricultural products. In return, the U.S. is seeking tariff relief on electric vehicles, wines, industrial products, dairy, petrochemicals, apples, and tree nuts.

The BTA framework, currently comprising 19 chapters, covers key areas like goods, services, rules of origin, customs procedures, and non-tariff barriers. Regulatory challenges faced by American products in the Indian market are also expected to be a key topic of discussion. Preparatory rounds of talks have already taken place. In April, India's Chief Negotiator Rajesh Agrawal and U.S. counterpart Brendan Lynch held three days of meetings in Washington. Shri Goyal also met with Greer and Lutnick earlier in March to pave the way for this round of negotiations.

Hon'ble Union Minister of Commerce & Industry, Shri Piyush Goyal, will travel to Washington, D.C. on 16 May, leading a high-level Indian delegation to advance negotiations on a proposed Bilateral Trade Agreement (BTA) between India and the United States, according to The Economic Times. The visit is expected to lay the groundwork for a broader trade deal targeted for finalisation by fall 2025.

During his four-day visit, Shri Goyal is scheduled to meet with senior U.S. officials, including U.S. Trade Representative Jamieson Greer and Commerce Secretary Howard Lutnick, to build on previous sectoral dialogues. The discussions will focus on mutual concessions to promote balanced, two-way trade.

The talks are set against a time-sensitive backdrop: a 90-day pause on additional U.S. tariffs (26%) on Indian goods, effective until 9 July, provides a critical window for progress. However, the base 10% tariff on Indian exports remains in place.

The U.S. continues to be India's largest trading partner for the fourth consecutive year, with bilateral trade reaching USD 131.84 billion in FY 2024-25. The U.S. now accounts for 18% of India's exports and over 10% of total merchandise trade. However, the trade surplus in India's favour—USD 41.18 billion last fiscal—remains a point of concern for Washington.

The outcome of Shri Goyal's visit is expected to shape the contours of a phased, strategic trade pact, opening new avenues for economic collaboration while addressing longstanding concerns on both sides.

First Hand-Carried Jewellery Export Executed from Mumbai Airport: GJEPC

First Hand-Carried Jewellery Export from Mumbai Airport Marks Major Milestone



In a landmark development for India's gem and jewellery sector, the first-ever hand-carried jewellery export was successfully executed from Mumbai International Airport on 20th May. Originating from the Bharat Diamond Bourse (BDB), the parcel—valued at ₹7.5 crore—was cleared seamlessly through the coordinated efforts of GJEPC, Customs officials, BDB authorities, Customs House Agents (CHAs), and other stakeholders.

The passenger collected the export parcel after completing immigration formalities at a specially designated counter within Mumbai International Airport. This efficient handover process allowed the individual to proceed smoothly toward boarding an international flight scheduled for departure at 2:00 am. The seamless coordination between all involved agencies ensured a successful execution of India's first hand-carried jewellery export. In recognition of the collaborative efforts that made this milestone possible, the Gem & Jewellery Export Promotion Council (GJEPC) expressed heartfelt appreciation to all stakeholders, including Customs officials, BDB authorities, CHAs, and operational staff, for their dedicated support in facilitating this achievement.

The Council also confirmed that its new office at BDB has been officially notified, with a formal declaration appointing BDB as the export custodian expected shortly. This successful execution marks a major step forward in simplifying export procedures and strengthening India's position as a global jewellery export hub.

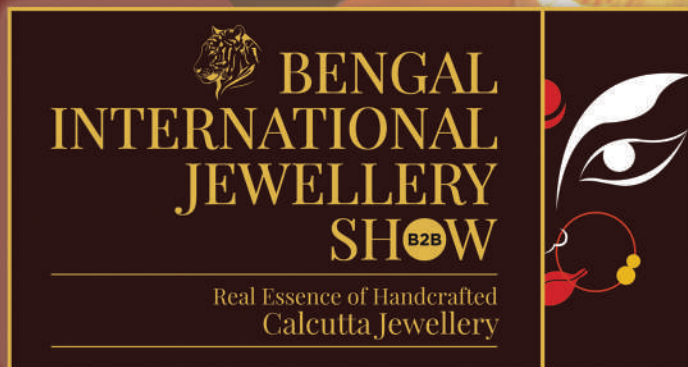
Summary:

This successful execution not only demonstrates the effectiveness of a streamlined export process but also sets a strong precedent for future hand carriage exports from India. By enabling faster, more secure, and efficient export operations directly from the Bharat Diamond Bourse, this initiative is poised to benefit small and large exporters alike. It reflects the government's and industry's shared commitment to enhancing trade facilitation and positioning India as a leader in the global gems and jewellery market. As the framework is further formalized, this model is expected to drive significant growth in exports and strengthen India's role in international trade.



7th Edition

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**AW 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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Jewellery INDUSTRY.

WINDS OF CHANGE & WAVES OF OPPORTUNITIES

1. DIGITAL TRANSFORMATION: FROM SHOWROOM TO SMARTPHONE

Post-pandemic consumer behavior has drastically shifted, pushing jewellers to go beyond their physical stores. Virtual try-ons, WhatsApp shopping, and Instagram-based catalogues are now redefining the jewellery buying journey.

Opportunity: Jewellers who strengthen their digital presence can tap into a tech-savvy, younger customer base.

2. THE MILLENNIAL MINDSET: LIGHT, SLEEK, AND PERSONALISED

Today's generation prefers minimalistic and practical jewellery—something they can wear daily. Heirloom sets are making way for lighter, wearable designs that reflect personal style.

Opportunity: Contemporary designs and personalised offerings can unlock new revenue streams.

The Indian jewellery industry, deeply rooted in tradition and culture, is now undergoing a significant transformation. The blend of legacy with innovation is reshaping how jewellers operate, market, and connect with consumers. In this era of evolution, those who adapt will lead.



3. REVIVING ARTISTRY: THE RETURN OF THE ARTISAN

Global markets are showing renewed interest in handcrafted Indian jewellery. However, the traditional artisan workforce is shrinking and under-recognised.

Call to Action: Empowering artisans through training, recognition, and fair wages is crucial for preserving heritage and creating sustainable value.

Jewellery INDUSTRY.

WINDS OF CHANGE & WAVES OF OPPORTUNITIES

4. RISE OF LAB-GROWN DIAMONDS: CLEAN, CLEAR, CONSCIOUS

As conscious consumerism grows, lab-grown diamonds are gaining momentum. They're eco-friendly, conflict-free, and cost-effective alternatives to mined stones.

Opportunity: Jewellers embracing lab-grown gems can cater to the ethically aware, modern buyer.



5. BRANDING BEYOND THE PRODUCT: EXPERIENCE IS EVERYTHING

Today's customers seek more than just gold—they seek an experience, trust, and a story. Packaging, customer service, and post-purchase engagement now matter as much as the jewellery itself.

Change Ahead: Branding, storytelling, and customer delight are the new currencies of loyalty.



6. REGULATORY REFORMS: A STEP TOWARD TRANSPARENCY

Mandatory hallmarking, BIS certification, and GST have brought clarity and accountability to the industry. Though initially challenging for small jewellers, these reforms ensure long-term trust and professionalism.

Future Scope: Compliance leads to credibility. Jewellers who adapt early will gain consumer confidence and institutional growth.

Conclusion: Embrace the Shift, Lead the Future

The jewellery industry stands at a pivotal point. Innovation, sustainability, and customer-centric thinking are no longer optional—they are essential. This is not just a phase of change, but an era of transformation.

Let Aabhushan World be your partner in tracking trends, telling stories, and leading the golden future of jewellery.

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9th Edition

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CARATS – SURAT DIAMOND EXPO

2025

HELD AT AVADH UTOPIA, SURAT, FROM 11TH TO 13TH JULY 2025.

AABHUSHAN WORLD NEWS

The 6th edition of CARATS – Surat Diamond Expo, organized by Surat Diamond Association (SDA) from July 11 to 13, 2025, at the prestigious Avadh Utopia, concluded on an exceptionally high note. The event witnessed remarkable participation and enthusiasm from industry stakeholders, culminating in trade transactions surpassing INR 100 crore. This impressive milestone reaffirmed the expo's growing stature as a premier B2B platform for diamonds in India.



The event drew a global audience, with overseas visitors flying in from the USA, Russia, Ukraine, Dubai, and other regions, while domestic buyers came from key cities including Jaipur, Mumbai, Kolkata, Chandigarh, Amritsar, Delhi, Ahmedabad, Bengaluru, Thrissur, Telangana, Chennai, Hyderabad and Kochi. The expo welcomed more than 30 foreign buyers and saw footfalls cross 6500 visitors over a period of the 3 days, setting a new benchmark for B2B engagement in the sector.

Amid a challenging international market environment, the event stood out for its robust participation and vibrant energy. A total of 73 exhibitors, mainly from Surat and Mumbai, presented an extensive range of offerings, from loose polished diamonds (both natural and lab-grown) to diamond-studded jewellery and the latest in gem-cutting technology.



CARATS – SURAT DIAMOND EXPO

2025

HELD AT AVADH UTOPIA, SURAT, FROM 11TH TO 13TH JULY 2025.

AABHUSHAN WORLD NEWS

The exhibition was inaugurated by the Hon'ble Mayor of Surat, Shri Daxesh Mavani, in the esteemed presence of Chairman of Surat Diamond Bourse, Shri Govindbhai Dholakia. Both dignitaries commended Surat's pivotal role in the global diamond trade and lauded its immense potential to emerge as an international hub for the diamond industry. They deeply appreciated the thoughtfully designed booth, taking keen interest in the wide array of diamonds showcased.

The following two days witnessed the esteemed presence of Hon'ble Home Minister of Gujarat, Shri Harsh Sanghavi, along with prominent diamantaires Shri Nagjibhai Sakariya, Vice President of Surat Diamond Bourse, and Shri Laljibhai Patel, Vice Chairman of Surat Diamond Bourse along with Shri Ghanshyambhai Shankar, owner of Shivam Jewels and the esteemed title sponsor of the event. The quality, craftsmanship, and presentation left a lasting impression on them, and they commended the exhibitors for their dedication to excellence and innovation in the diamond industry. Their encouraging words served as a great motivation for all participants, further validating the efforts put into curating a world-class display.



Surat City Police Commissioner, Shri Anupam Singh Gehlot, and District Collector, Dr. Sourabh Pardhi, graced the event with their esteemed presence, lending prestige and importance to the occasion. Their visit not only reflected the administration's strong support for the diamond industry but also underscored Surat's progressive approach to fostering collaboration between governance and trade. It highlighted a shared commitment to economic growth, ethical practices, and strengthening the city's global standing in the diamond sector.

Also in attendance was Shri Arvindbhai Dhanera, Director of Dhanera Diamonds India Private Limited, a distinguished and influential figure in the diamond sector. With decades of contribution to the trade, particularly in Surat and Mumbai, his presence underscored the exhibition's credibility and its relevance to industry leaders.

The Convener of the show, Mr. Vinod Dabhi, expressed immense happiness and satisfaction over the resounding success of the event, acknowledging the overwhelming response from exhibitors, buyers, and dignitaries alike. He emphasized that the collective efforts of the team had truly borne fruit.

Co-Conveners, Mr. Chandrakant Tejani, Mr. Jayesh Patel, Mr. Damjibhai Mavani and Mr. Natubhai Jasani also shared their pride and joy, stating that the months of hard work, planning, and coordination had culminated in a highly impactful and well-received exhibition.

Mr. Jagdish Khunt, President of SDA, Vice-President Mr. Gourav Sethi, Secretary Mr. Dhirubhai Savani, Treasurer Mr. Shantibhai Dhanani, and Joint Secretary Mr. Jasmatbhai Vaghani expressed their satisfaction with the event's turnout and commercial success. They shared that exhibitor response was overwhelmingly positive and hinted at the possibility of expanding the event to a biannual format, driven by strong demand and industry enthusiasm.

Since its inception in 2018, CARATS has consistently elevated industry standards under the capable leadership of the SDA. Each edition has delivered an exceptional experience, reinforcing its status as a premier platform for the diamond trade.



With over 700,000 skilled artisans employed across 5,000+ units, Surat continues to reinforce its stature as the world's foremost hub for diamond cutting and polishing. As market dynamics shift and evolve events like CARATS remain crucial in fostering trade relationships, encouraging innovation, and supporting industry resilience.

Established in 1988, SDA was founded with a clear vision: to unite, empower, and advance Surat's diamond industry. Today, it proudly represents a strong network of over 6,000 members and serves as a cornerstone of innovation, excellence, and sustainable growth within the global diamond landscape.

Beyond shaping Surat's international reputation in diamonds, SDA remains deeply committed to community welfare. The association regularly organizes seminars, blood donation drives, and medical camps to support public health and awareness. It also runs the SDA Hospital and SDA Girls School, reflecting its enduring dedication to education, healthcare, and charitable outreach.

CARATS 2025 stands as a shining reflection of SDA's unwavering commitment to excellence, collaboration, and community. As the association continues to lead the industry forward, it does so with a vision that blends brilliance in diamonds with a deep sense of responsibility toward society making both CARATS and SDA true gems of Surat.





TIFFANY AND CO

Lock Rosé Edition



PRADA

FINE JEWELLERY

ETERNAL GOLD





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

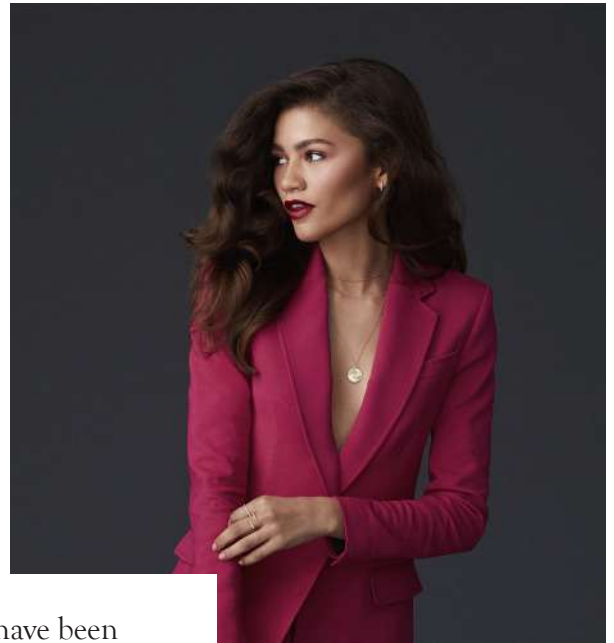
when elegance meets surprise. Worn by icons like Priyanka Chopra Jonas and Zendaya, Unexpected Wonders invites us to embrace life's brilliance — whenever and wherever it appears. It is a reminder that true beauty often arrives when we are simply open to the unexpected.



Zendaya Maree Stoermer Coleman

The new jewellery brand face

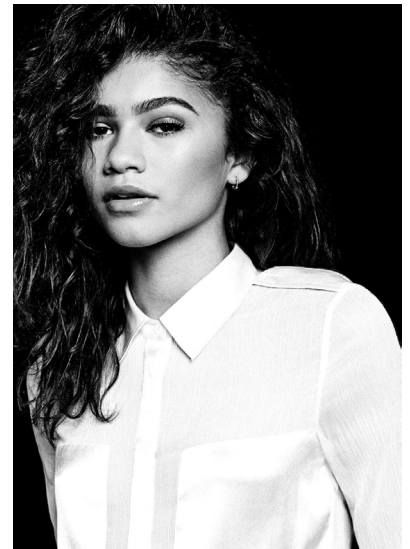
Zendaya's unstoppable rise in Hollywood has made her the perfect muse for luxury jewellery brands. With her elegance, youth, and powerful global presence, she is redefining glamour for a new generation. Today, she stands as one of the most sought-after faces in fashion and fine jewellery campaigns.



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.



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.

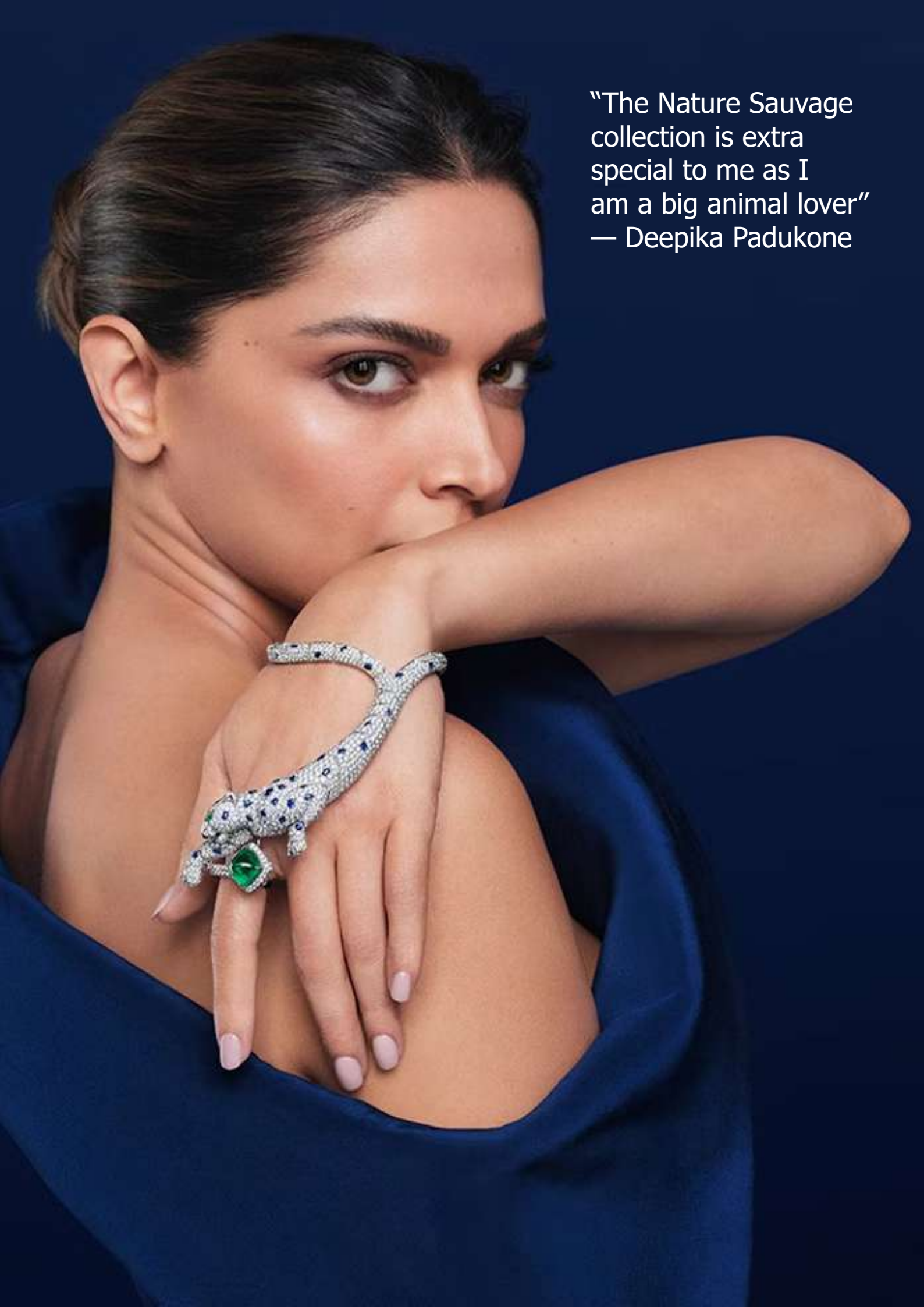
Each creation within Prada Eternal Gold speaks to a modern philosophy of beauty – one that values responsibility as much as craftsmanship. By intertwining heritage techniques with pioneering technology, Prada redefines what precious truly means in today’s world, offering jewellery that is as meaningful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



SWAROVSKI

Ignite your dreams



A portrait of actress Deepika Padukone against a dark blue background. She is wearing a dark blue, draped garment. Her hair is pulled back, and she is looking towards the camera with a slight smile. Her right arm is raised, resting her chin on her hand. On her right wrist, she wears a wide, flexible bracelet made of diamonds and small blue gemstones, shaped like a leopard. On her right ring finger, she wears a ring featuring a large, oval-cut emerald surrounded by diamonds.

"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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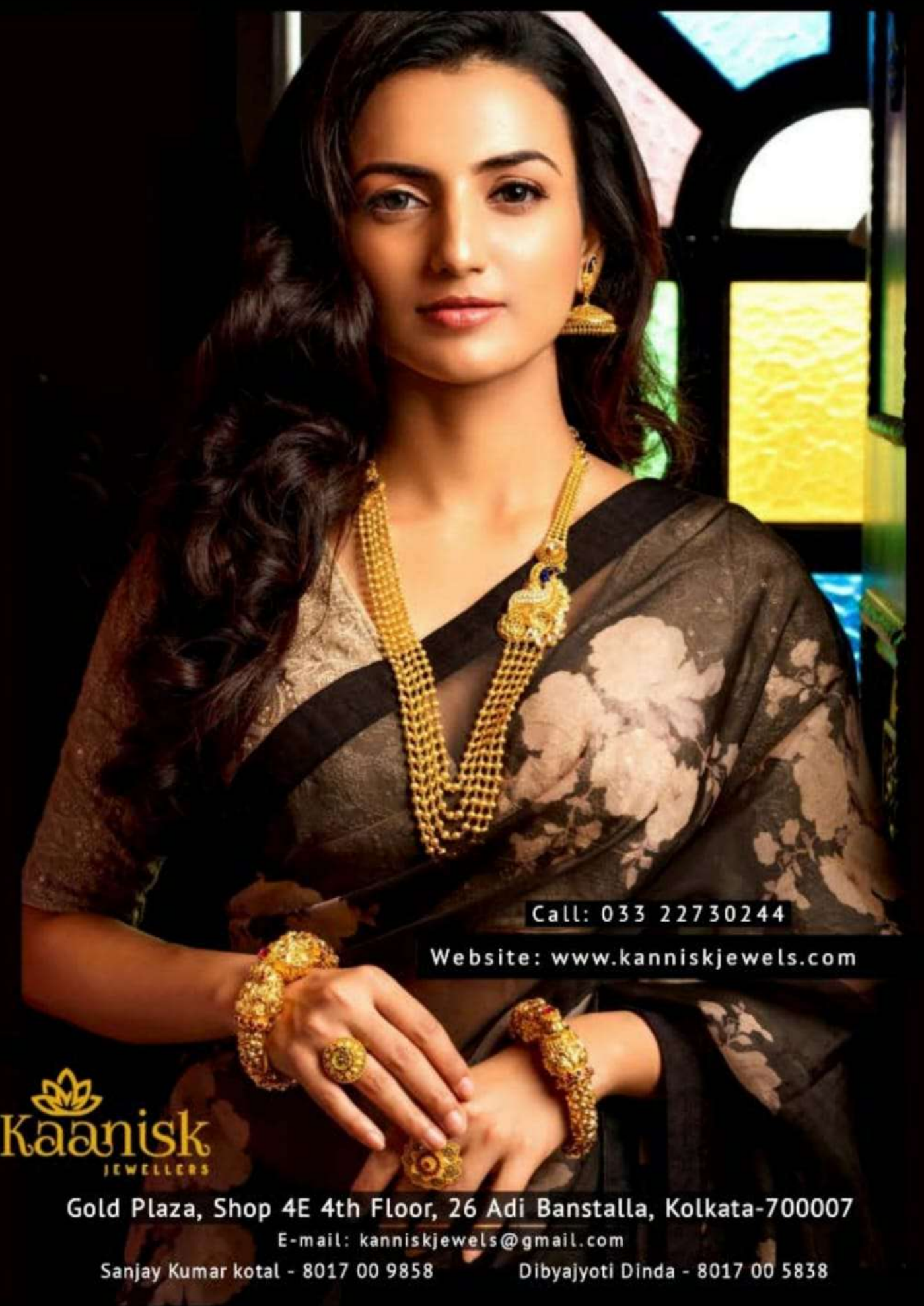


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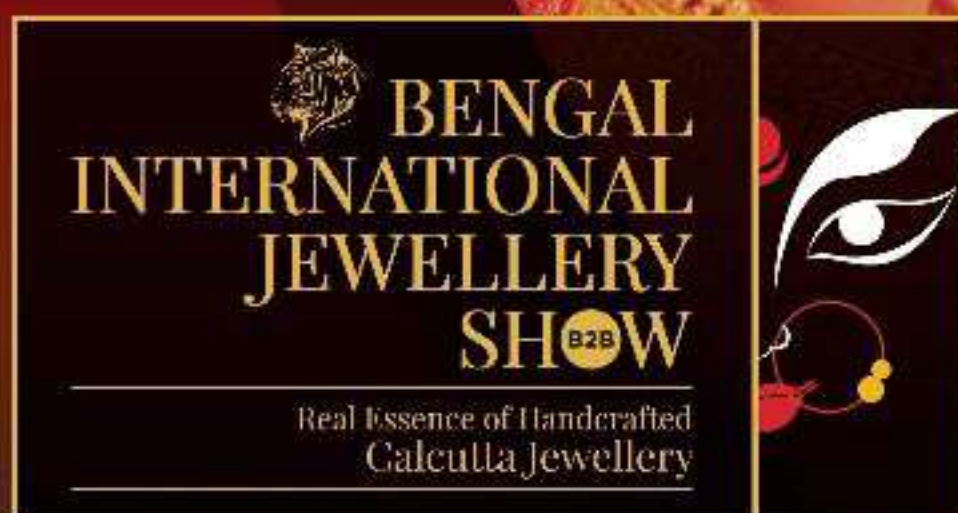
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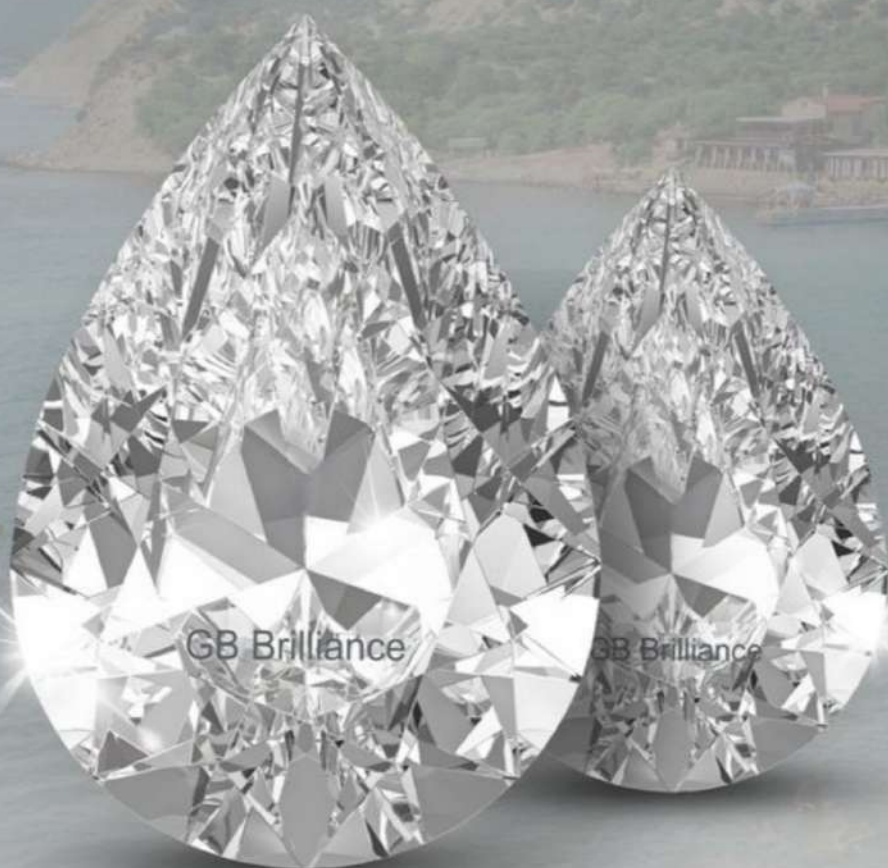
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