



Store Front

Verlas Unveils ‘Beyond Mom’, A Poetic Tribute to the Woman Behind the Title

Verlas launches its 2026 Mother’s Day campaign, Beyond Mom – celebrating modern motherhood through bespoke craftsmanship and certified lab-grown diamonds.



Related Stories

[Verlas Unveils ‘Beyond Mom’, A Poetic Tribute to the Woman Behind the Title](#)



Team BOJ

Published on: 08 May 2026, 8:54 am · 3 min read



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This season, Verlas turns its lens toward the multi-dimensional identity of the Indian woman. It is a homage to those who have nurtured families while fiercely guarding their own inner fire.

Beyond Mom is a call to see her in full, to celebrate the dreamer, the artist, and the pioneer who exists alongside the mother.

"Every woman in this campaign represents a story of quiet strength and evolving ambition. With *Beyond Mom*, we aim to honor the person she was, the individual she is, and the woman she is still becoming. Our jewelry is not just a gift; it is a reflection of her unique radiance." **The Verlas Collective**

The Beyond Mom Gift Guide: A Curation of Identity

Verlas has meticulously curated a collection that speaks to the distinct archetypes of modern womanhood. Each design is curated to mirror the spirit of the wearer.

- **The Visionary | For the Mom Who Builds Her Own Dreams:** For the woman who leads with conviction, whether in the boardroom or through her own practice. The [Captivating Necklace \(1 ct\)](#) embodies her trajectory: bold, brilliant, and impossible to ignore.
- **The Aesthetic | For the Mom with a Creative Lens:** For her, the world is a canvas. The [La Fleur Diamond Radiant Necklace](#) captures that artistic nuance, while the [Pyramid Luxe Cuff Bracelet](#) offers a modern edge that honors her creative discipline.
- **The Naturalist | For the Mom Who Finds Herself in Nature** A tribute to the woman who

recharges in the quiet of the morning air. The [Alyssa Cuatro Floral Hoops](#) reflect an organic elegance, bringing the serenity of the outdoors to her everyday ensemble.

- **The Voyager | For the Mom Who Lives to Travel:** For the global citizen with a list of horizons yet to be seen. The [Bezel Set Emerald Studs](#) are the quintessential travel companion, effortless, versatile, and enduringly chic.
- **The Artisan | For the Mom Who Finds Joy in Craft:** Honoring the quiet focus of the maker. The [Curved Shank Dewdrop Ring](#) is a nod to the beauty of form and the meticulous attention she pours into her passions.
- **The Intellectual | For the Mom Who Gets Lost in Books:** For the woman with a rich inner world and a restless mind. The [Oval East West Bezel Ring](#) is as layered and considered as the literature she loves, subtle, intricate, and deeply personal.
- **The Renaissance Woman | For the Woman She Is Becoming:** This is for the chapter of rediscovery. As her roles shift, she returns to her own light. The [Crossover Statement Band](#) symbolizes this beautiful continuation of self.
- **The Curator | For the Mom with an Instinct for Style** Refined and self-assured, she knows exactly what works. The [La Fleur Blooming Radiant Bracelet](#) is designed for the woman whose elegance is not a choice, but an instinct.

A Legacy of Responsible Brilliance

Every Verlas creation is a masterpiece of conscious luxury. Crafted in **14K and 9K solid gold** and set with **IGI-certified lab-grown diamonds**, each design is born in **RJC-certified workshops**.

As a **Positive Luxury Certified** brand, Verlas ensures that responsible craftsmanship is the foundation of every sparkle. To ensure the gift is as unique as her story, Verlas offers bespoke personalization, making each design an unmistakable reflection of her character.

This Mother's Day, go beyond the occasion. Celebrate the woman in full.

Experience the Campaign

Explore the cinematic stories of *Beyond Mom*:

- [Beyond Mom - Film 1](#)
- [Beyond Mom - Film 2](#)
- [Beyond Mom - Film 3](#)

Campaign

Mother's Day

Verlas

Beyond Mom



Store Front

Prismara by KGK Launches Its First Retail Store in New Delhi

Team BOJ

Published on: 12 May 2026, 12:31 pm · 3 min read

Prismara by KGK Group. India's emerging lifestyle jewellery brand redefining modern

luxury, has announced the launch of its first-ever physical retail store in the capital. Located at **Ground Floor, Right Side Portion, A-89, Central Market, Lajpat Nagar, New Delhi – 110024**, the store marks Prismara's formal entry into offline retail and its debut in one of India's most vibrant j ...

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Store Front

Kalyan Jewellers posts strong FY26 growth

Team BOJ

Published on: 11 May 2026, 10:30 am · 1 min read

Kalyan Jewellers delivered a strong financial performance in FY26, reporting

significant growth across both revenue and profitability as consumer demand remained robust throughout the year.

The company recorded consolidated revenue of Rs. 35,743 crore for the financial year, reflecting a 43% increase compared to the previous year. Profit after tax also saw a major jump, rising to Rs. 1,35 ...

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Store Front

Mother's Day 2026: Celebrating Her with the Timeless Power of Rubies

Team BOJ

Published on: 09 May 2026, 3:15 pm · 2 min read

Long associated with passion, strength and protection, rubies have, for centuries,

Long associated with passion, strength and protection, rubies have, for centuries, symbolised deep emotional bonds. Their rich red hue reflects warmth, vitality and devotion; qualities that perfectly capture the essence of motherhood. In India, where gemstones carry cultural and spiritual significance, the ruby stands as a powerful emblem of prosperity and affection.

Curated from Gemfield ...

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Store Front

Where Every Story of Love Begins: Dhirsons Jewellers Marks Mother's Day with 'First Love' First Gold

Team BOJ

Published on: 08 May 2026, 1:55 pm · 1 min read

The campaign is built around a simple idea: before we understood relationships or defined our own milestones, we experienced love in its most unconditional form through our mother. It is this early bond that stays with us, influencing how we think, how we respond, and how we live.

At Dhirsons, gold has long symbolised what endures, while diamonds represent brilliance and light. With ...

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Store Front

Forevermark Diamond Jewellery Unveils Avaanti: A Celebration of Life's Never-

ENDING MOMENTS

Ending Symphony

Team BOJ

Published on: 07 May 2026, 9:00 am · 3 min read

Forevermark Diamond Jewellery introduces *Avaanti*, a new diamond jewellery collection that captures the beauty of becoming - a journey that does not seek a final note. Rooted in the philosophy of "*my never-ending symphony*," *Avaanti* by Forevermark Diamond Jewellery reflects the rhythm of evolving identities, personal reinvention, and the quiet power ...

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Store Front

**Suneet Varma x AMAYRA Fine Jewellery
unveil a couture-led all-in-one bridal**

Unveiling a Couture-Ready, All-in-One Bridal Experience

Team BOJ

Published on: 07 May 2026, 8:00 am · 2 min read

The coming together of couturier Suneet Varma and AMAYRA Fine Jewellery marks a refined celebration of bridal luxury—where couture and fine jewellery unite to create an experience as unforgettable as the wedding day itself.

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Store Front

Celebrate Mother's Day with Zen Diamond's Tören Collection

Team BOJ

Published on: 06 May 2026, 1:49 pm · 2 min read

Featuring the striking allure of sapphire paired with clean, contemporary design, each piece delivers a statement of understated elegance. Long associated with wisdom, loyalty, and protection, the deep blue sapphire beautifully mirrors the enduring qualities of motherhood. Thoughtfully designed for versatility, the Tören Collection offers a meaningful way to celebrate with jewelry that is disti ...

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Store Front

VBJ Unveils Expansive New Flagship on Anna Salai

Team BOJ

Published on: 02 May 2026, 12:28 pm · 2 min read

Vummidi Bangaru Jewellers (VBJ) has inaugurated a new flagship showroom on Anna Salai, Chennai, marking a significant step in its 125-year legacy. Positioned next to its original store, the new space strengthens the brand's deep-rooted connection with the city while introducing a more contemporary retail format.

Spread across 14,000 sq. ft., the showroom is designed as a multi-level exper ...

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Store Front

Mark this Mother's Day with something as precious as she is, with Candere by Vummidi Bangaru Jewellers

Kalyan Jewellers

Team BOJ

Published on: 01 May 2026, 12:25 pm · 3 min read

In this context, jewellery becomes more than an accessory. It transforms into a keepsake something that reflects her personality, complements her style, and stays with her through both daily moments and special occasions. Jewellery feels especially fitting here; it mirrors how precious she is, making it not just a gift, but a meaningful reflection of her worth.

From subtle essentials to m ...

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Store Front

CaratLane celebrates Mother's Day with

Yami Gautam Dhar, adding a thoughtful twist to gifting

Team BOJ

Published on: 29 Apr 2026, 5:21 pm · 1 min read

The first two films of the campaign saw high-impact visibility during the ongoing Indian Premier League, with placements across Star Sports and JioHotstar, complemented by strong regional presence on channels like Colours Tamil, Jalsha Movies and Star Utsav Movies. Together, these drove widespread national and regional reach for the brand. The film has been released just in time for Mother's Da ...

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Sennes Steps Into Noida

Team BOJ

Published on: 27 Apr 2026, 1:45 pm · 1 min read

Sennes, the lab-grown diamond label from Senco Gold & Diamonds, has marked its arrival in Noida with the launch of a standalone store at Gaur City Mall. With this opening, the brand's retail network expands to 12 locations across the country. Spanning approximately 670 square feet, the new outlet presents a multi-category retail format. Alongside lab-grown diamond jewellery, the space ...

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The House of Dosa Celebrates Mother's

THE HOUSE OF ROSE CELEBRATES MOTHER'S Day with Timeless Expressions of Love

Team BOJ

Published on: 24 Apr 2026, 4:22 pm · 3 min read

Purely Pearls:

A mesmerizing ring centres around a delicate sphere of freshwater pearls, crowned by a Mitchell-cut round natural diamond-balancing softness with brilliance in a design that feels both timeless and contemporary. Pearls, long associated with wisdom, nurturing, and grace, lend the piece a deeper emotional resonance-making it feel like a quiet acknowledgement of everything she ...

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Store Front

Diamonds Go Daily: India's Youth Power a New Luxury Shift

Team BOJ

Published on: 23 Apr 2026, 12:51 pm · 2 min read

India's diamond jewellery market is undergoing a decisive transformation, propelled by younger consumers and evolving buying behaviour. According to a recent study by De Beers Group, the country has now moved ahead of China and Japan to become the second-largest diamond market globally, accounting for 12% of worldwide demand. Currently valued at ₹49,700 crore, the domestic natural diamond ...

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Store Front

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The House of Rose: Redefining the Brooch as Objet d'Art

Team BOJ

Published on: 21 Apr 2026, 2:00 pm · 3 min read

For over four decades, Rose has built a legacy of timeless creations across fine jewellery, designed to be treasured for generations.

[More about this story](#)



Store Front

Platinum Guild International India announces the 2026 edition of 'Platinum

Season of Love

Team BOJ

Published on: 20 Apr 2026, 12:38 pm · 5 min read

India announces the launch of Platinum Season of Love 2026, its signature nationwide retail activation set to run from 17th April to 31st May 2026 across jewellery stores in India. A key strategic initiative in PGI India's annual calendar, the programme is designed to drive consumer demand and retail momentum for platinum jewellery across key branded segments, in collaboration with PGI's trustee ...

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Shree Ramkrishna Exports sets new benchmark with 55% fixed wage for

BENCHMARK WITH 55% FIXED WAGE FOR employee well-being

Team BOJ

Published on: 18 Apr 2026, 3:35 pm · 3 min read

In a progressive move that puts people at the heart of policy, Shree Ramkrishna Exports (SRK), one of India's leading natural diamond crafting and export companies, has become the first in the gems and jewellery sector to go beyond the statutory requirements of the Code on Wages, 2019 by implementing a 55% fixed wage structure, exceeding the mandated 50%. At a time when India's new labour codes ...

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Store Front

Forevermark Diamond Jewellery

Strengthens Growth Momentum Ahead of Akshaya Tritiya

Team BOJ

Published on: 18 Apr 2026, 2:12 pm - 3 min read

Ahead of this auspicious season, Forevermark Diamond Jewellery is accelerating its growth momentum to tap into this heightened demand.

[More about this story](#)



Store Front

Instamart and Kalyan Jewellers Enable Customers to Lock Today's Gold Price

for Akshaya Tritiya

Team BOJ

Published on: 16 Apr 2026, 1:37 pm · 2 min read

Instamart, India's pioneering quick commerce platform, has partnered with Kalyan Jewellers to facilitate Gold Rate Protection, a first-of-its-kind feature that lets consumers lock today's gold rate and buy on the day of Akshaya Tritiya, for whichever price is lower – the lock-in price or the market rate on that day. Gold holds enduring significance during Akshaya Tritiya, symbolising prosperit ...

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Store Front

Shringar House Unveils 3,000+

Mangalsutra Designs, Eyes Growth in Emerging Markets

Team BOJ

Published on: 14 Apr 2026, 5:42 pm · 2 min read

Shringar House of Mangalsutra Limited, India's most trusted B2B gold jewellery manufacturer specialising in mangalsutras has curated a range of over 3,000 new designs ahead of Akshaya Tritiya 2026 - the most expansive seasonal collection in the company's history. This collection comprises more than 2,000 designs in 22K gold and over 1,000 designs in 18K gold, built to serve the full breadth of ...

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Store Front

Titan's Jewellery Biz Shines Bright with Q4 Surge

Team BOJ

Published on: 14 Apr 2026, 1:45 pm · 1 min read

Titan Company wrapped up Q4 FY26 on a high note, with its jewellery segment driving overall performance. Despite elevated gold prices, the division delivered an impressive 46% year-on-year growth, underlining resilient consumer appetite and stronger spending patterns.

The quarter saw a notable rebound in buyer sentiment, with customer growth returning to high single digits after a relativ ...

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Crystal Reverie: Ariana Grande's Whimsical Swarovski Return

Team BOJ

Published on: 13 Apr 2026, 2:43 pm · 2 min read

Ariana Grande returns with her second capsule for Swarovski, introducing a softer, more imaginative design direction rooted in nature and fantasy. Building on their first collaboration, this release leans into a dreamlike aesthetic, shaped in partnership with creative director Giovanna Engelbert.

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Dhirsons Jewellers marks Akshava

DILLANO'S JEWELLERS MARKS TRITIYA

Tritiya with 'Sone Ka Rishta', celebrating gold as timeless legacy

Team BOJ

Published on: 13 Apr 2026, 10:00 am · 2 min read

Rooted in the philosophy of '*Akshaya*', that which never diminishes, the campaign brings alive the idea that gold is not merely an ornament, but a symbol of relationships, memories, and legacy.

With a strong emotional narrative, the campaign highlights how every piece of jewellery carries meaning beyond its material worth, be it a mother's blessing, a daughter's new begi ...

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Store Front

Delhi's New Luxury Address: Dillano Opens Big with Farhana Bodi in the Spotlight

Team BOJ

Published on: 11 Apr 2026, 3:07 pm · 3 min read

A Launch That Drew the Right Crowd

Delhi's luxury circuit had a moment this week as Dillano Jewels opened its flagship store with a launch that felt both deliberate and well-timed. The evening brought together the city's most discerning clientele, but it was Farhana Bodi, global influencer and Netflix personality, who set the tone for the occasion.

Dressed in a deep ...

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Store Front

De Beers Reimagines Lotus with a Contemporary Global Campaign

Team BOJ

Published on: 09 Apr 2026, 3:53 pm · 1 min read

De Beers has unveiled a new international campaign for its Lotus collection, signalling a renewed creative direction for the brand.

Originally introduced in 2009, the Lotus line returns with a refined identity—focused on simplicity, fluidity, and personal expression. The updated collection features pendants, rings, and earrings crafted in white and rose gold, each centered around the sign ...

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Store Front

Irasva Steps Into Lab-Grown Luxury with 'ISSHO' Launch in Mumbai

Team BOJ

Published on: 07 Apr 2026, 1:41 pm · 1 min read

Irasva Fine Jewellery has marked its entry into the lab-grown diamond space with the unveiling of its debut collection, 'ISSHO', in Mumbai. Created in collaboration with Shibani Akhtar, the collection was introduced at an exclusive gathering at GIGI. The evening drew a stylish crowd from the film and fashion circuits, with names like Farhan Akhtar, Zoya Akhtar, Karisma Tanna, Rasika Dugal ...

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Store Front

Actress Tabu Unveils Kalyan Jewellers' Revamped Showroom in Nashik

Team BOJ

Published on: 06 Apr 2026, 3:26 pm · 2 min read

Kalyan Jewellers, one of India's most trusted and leading jewellery brands, today launched its redesigned showroom at Sharanpur Road in Nashik. The showroom features an extensive range of designs from various collections of Kalyan Jewellers. Patrons can expect state-of-the-art facilities with world-class ambiance, providing an unparalleled shopping experience.

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Forevermark Diamond Jewellery Opens New Store in Patna

Team BOJ

Published on: 06 Apr 2026, 3:18 pm · 3 min read

Forevermark Diamond Jewellery from De Beers Group has launched its new store in Patna on Boring Canal Road, located in the city's premier jewellery district. The store was inaugurated by filmstar & national award-winning producer, Neetu Chandra. Featuring an expansive ground floor retail space and a premium stone façade, the store stands out as the city's only international jewellery brand ...

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Store Front

Shringar House of Mangalsutra Signs MoU with IAGES to Enhance Trust in Gold Jewellery Trade

Team BOJ

Published on: 04 Apr 2026, 5:08 pm · 2 min read

Shringar House of Mangalsutra Limited, one of India's leading manufacturers of mangalsutra, has signed a Memorandum of Understanding (MoU) with the Indian Association for Gold Excellence and Standards (IAGES), reinforcing its commitment to advancing transparency, ethical practices and standardisation across India's gold

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CaratLane accelerates global expansion with second U.S. store launch in Frisco, Dallas

Team BOJ

Published on: 02 Apr 2026, 1:20 pm · 1 min read

The launch marks a significant step forward in CaratLane's ambition to become a globally relevant Indian jewellery brand. As part of its international expansion strategy, CaratLane is scaling its retail presence across key global markets, with the U.S. emerging as a priority geography. Home to one of the largest Indian diaspora communities, the region presents a strong opportunity to introduce ...

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Store Front

GIVA Introduces VEDA: A New Era of Conscious Jewellery Retail

Team BOJ

Published on: 01 Apr 2026, 1:12 pm · 1 min read

GIVA has unveiled VEDA, a refined jewellery concept in Bangalore that reimagines the traditional retail experience. Conceived as more than just a store, VEDA brings together craftsmanship, mindful luxury, and storytelling in a thoughtfully designed environment.

Inspired by the Sanskrit word for knowledge, the concept reflects a philosophy rooted in awareness and intention. From its carefu ...

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Store Front

Boucheron Opens Shanghai Flagship, Bridging Parisian Heritage and Chinese Culture

Team BOJ

Published on: 31 Mar 2026, 3:35 pm · 3 min read

In March 2026, Boucheron inaugurated its first flagship in China in Shanghai's historic Xintiandi district, marking its third global flagship after Place Vendôme in Paris and Ginza in Tokyo. More than a retail opening, the 278 sq. metre space is conceived as a cultural dialogue – one that connects the House's Parisian origins with Shanghai's layered architectural and artistic identity.

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Store Front

Maliram Jewellers Marks 50 Years of Legacy and Leadership

Team BOJ

Published on: 30 Mar 2026, 4:36 pm · 4 min read

When Mr Shanker Maliram Kedia opened a modest jewellery store in the narrow lanes of Guru Bazar five decades ago, he set in motion a journey that would reshape the retail landscape of Punjab. On 27th December 2025, that vision reached a defining milestone as Maliram Jewellers celebrated fifty illustrious years at the Radisson Garden, Amritsar, marking the 50-year legacy of a house that has had ...

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Store Front

CaratLane Plans Strategic Store Surge Across Key Markets

Team BOJ

Published on: 30 Mar 2026, 3:16 pm · 1 min read

CaratLane is gearing up for its next phase of retail growth, with plans to add around 40 new stores in FY27. A measured rollout strategy will guide the expansion, with initial months focused on identifying the right locations before openings begin later in the year.

A small portion—roughly 10%—of the upcoming outlets will be directly owned by the company, while the rest will follow its ex ...

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Store Front

CaratLane names Yami Gautam Dhar its first-ever brand ambassador, marking a new brand chapter

Team BOJ

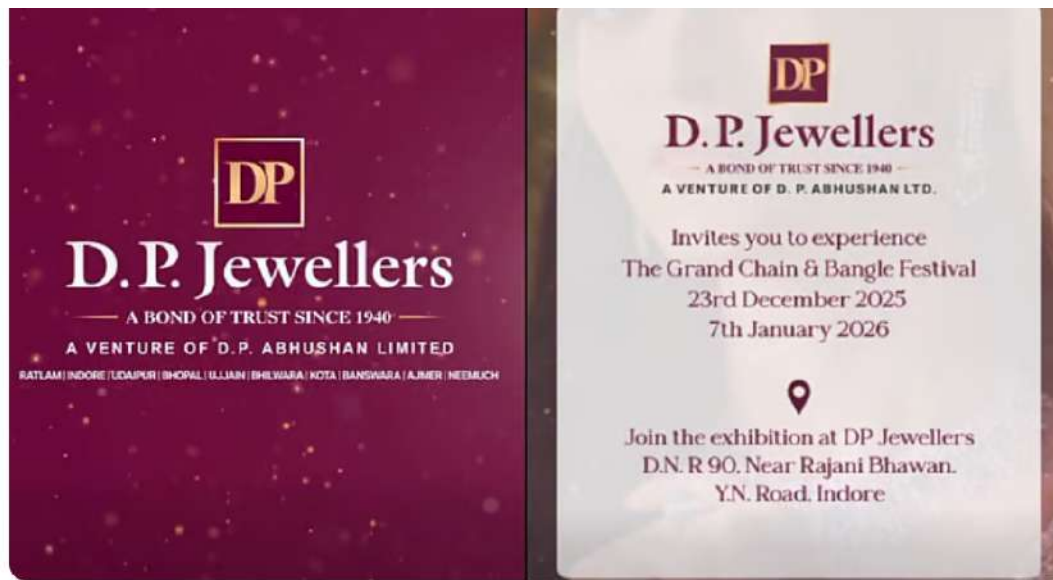
Published on: 26 Mar 2026, 3:44 pm · 2 min read

The collaboration marks a defining milestone in CaratLane's journey as the brand enters a new phase of scale, visibility, and cultural relevance.

Known for her authenticity, powerful performances, and critically acclaimed work across cinema, Yami represents the modern Indian woman—self-made, confident, and effortlessly elegant. Her personality and aesthetic sensibilities align seaml ...

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Store Front

D.P. Jewellers Unveils Multi-City Showcase Spanning Bridal Grandeur to Everyday Jewellery

Team BOJ

Published on: 25 Mar 2026, 3:16 pm · 2 min read

D.P. Jewellers, a venture of D.P. Abhushan Ltd. and one of Central India's largest jewellery retailers, has launched a series of curated in-store exhibitions across key markets including Kota, Ajmer, Ujjain, and Banswara, running from March 19 to March 29, 2026.

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Store Front

Forevermark Diamond Jewellery Launches in Chandigarh

Team BOJ

Published on: 23 Mar 2026, 1:14 pm · 3 min read

Forevermark Diamond Jewellery from De Beers Group launched its first store in Chandigarh at Nexus Elante Mall, located within the mall's newly opened jewels souk zone. Known for its exquisitely crafted everyday diamond jewellery, international designs and collections, the brand brings its distinctive craftsmanship and timeless elegance to the city's discerning jewellery connoisseurs. The new st ...

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