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### BRANDBUZZ

## Verlas Unveils 'Beyond Mom', A Poetic Tribute to the Woman Behind the Title

Celebrating The Many Identities Of Modern Motherhood, Verlas' 2026 Mother's Day Campaign Honours Women As Dreamers, Creators, Leaders, and Individuals Through Thoughtfully Curated Lab-Grown Diamond Jewellery Collections Rooted In Conscious Luxury.



Published 1 week ago on May 7, 2026  
By JewelBuzz Spread The Buzz

English



VERLAS  
NEW YORK





**Verlas**, a New York based diamond jewelry house synonymous with bespoke craftsmanship and the brilliance of **certified lab-grown diamonds**, announces the launch of its 2026 Mother's Day campaign: **Beyond Mom**. 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 **Responsible Luxury Certified** brand, Verlas ensures that responsible craftsmanship is the

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.**

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DON'T MISS **The "Third Umpire" For Diamonds: IGI and Gujarat Titans Drive Transparency In New Campaign**

UP NEXT **Akoirah By Augmont Launches 'Origin' — A Mother's Day Collection Celebrating The First Bond Of Love**

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**BRANDBUZZ**

**PNG Jewellers Launches 'Swarna Swarai'**

## A Nation-First Initiative To Honour The Prime Minister's Call, Activate India's Idle Gold, and Reduce Import Dependence



Published 23 hours ago on May 13, 2026  
By **JewelBuzz** Spread The Buzz



**PNG Jewellers**, founded in **Pune** in **1832**, today announced **Swarna Swaraj**, a **nation-first initiative** to mobilise India's vast dormant household gold, reduce the country's dependence on **gold imports**, and encourage more responsible patterns of **gold ownership and consumption** across the country.

The initiative is **PNG Jewellers'** direct and voluntary response to Hon'ble Prime Minister **Shri Narendra Modi's** appeal to all Indians to exercise restraint in gold purchases, a call the brand has received not as a business, but as an institution with **194 years of shared history** with the Indian people.

In those **194 years**, PNG Jewellers has stood alongside this nation through the **Great Depression, two World Wars, the freedom struggle, Partition**, and a **global pandemic**. The brand's customers are not a consumer base accumulated over a few decades; they are a **generational community**, built across centuries. That relationship is what Swarna

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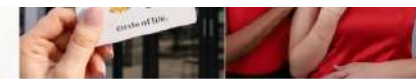
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