



*Jewellery*  
TREND REPORT

INDIA & ARABIA

2023

XXL CHOKERS  
& EARRINGS

DIAMONDS  
WITH GEMSTONES

MODERN SOLITAIRE

PRESENTED BY

NATURAL DIAMOND COUNCIL



EARRINGS KHURANA JEWELLERY HOUSE  
ON THE COVER  
CHOKER LA MARQUISE JEWELLERY

## DIRECTOR'S NOTE

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## The aesthetic of MORE

The tone of the current era? More is more. Or in other words, Maximalism. It is all about embodying the philosophy of abundant styles and being unafraid to be seen; evolving into something aspirational that everyone wants to dip their feet in, if not take a straight dive in. Maximalism is a vibe, an attitude reflected in your choices, desires and your personal style.

The modern consumer wants every indulgence to be a form of expression, of status, love, adornment, and above all of one's self – and what better than natural diamonds to display this individuality? Whether inherited, bought, or even on a wish list, jewellery is waiting in the wings, screaming to be worn, a manifestation of who you are TODAY. And what is today will be the trend for times to come.

The word Trend in its inherent nature is dichotomous. Fashion and trends are cyclical, what remains constant is our love

for jewellery. The third edition of our Trend Report brings to the fore this generation's changing aesthetic and imbibing the joy of Maximalism. Our three trends have stood the test of time, truly deep rooted in slow fashion, but modernised to keep in step with our desire to be our unique selves.

Here's to an era of wanting more of everything - joy, love, and of course, the sparkle of natural diamonds.

**IT'S TIME TO HAVE ALL EYES ON YOU!**

**RICHA SINGH**  
Managing Director,  
Natural Diamond Council



NECKLACE JAWHARA JEWELLERY

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*“There is maximalism of thought in jewellery. But it’s delicate, it’s considered, layered line upon line as if someone has thought about their story or how they see their future. Maximalism is always about celebration but there is another side to it — what do I celebrate and what do I have to say next?”*

-NONITA KALRA, EDITOR - JEWELLERY TREND REPORT

NECKLACE (L-R) THAKORLAL HIRALAL, AMRAPALI



# MAXIMALISM



# *the story* of YOU

*Discover the fullest extent of self-expression through your jewellery. Because who you are will always be on trend.*

What if we reject the rules of jewellery? That's the question we sought to answer in this year's trend report, with our style collective. And the answer was simple. We create space for play, risk, and — most importantly — personality. In 2023, we look at natural diamonds, the bastion of precious jewellery, under a new lens. One where conventions and expectations are replaced, instead, with individuality. The overarching theme of our trends this year echo common spirit, a movement towards bold statements of identity. Maximal jewellery is a proclamation: Here I am.

BRACELET (L)  
GEHNA JEWELLERS  
BRACELETS (R)  
(TOP TO BOTTOM)  
GHATIWALA  
THAKORLAL HIRALAL  
CHIRAAG DUHLANI

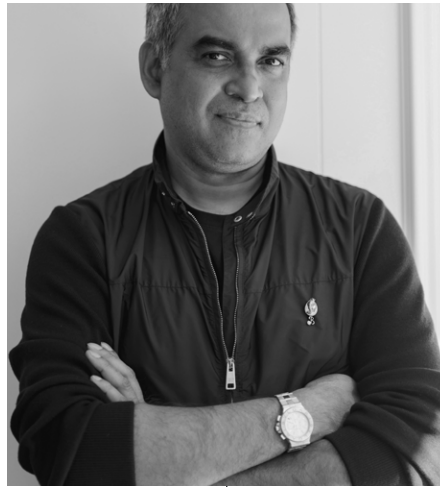


A creative multi-hyphenate, Rhea Kapoor is a film producer and fashion stylist. Through her films and approach as a stylist, she champions the stories and individual identities of women. She is currently filming *The Crew*, a comedy starring industry veterans Tabu and Kareena Kapoor Khan, along with Kriti Sanon. She has made her mark as a social media influencer, with over 1.7 million followers on Instagram. Her contribution to the celebrity styling industry in India can be described as revolutionary.

Born into the princely family of Wankaner, Gujarat, Radhikaraje Gaekwad worked as a journalist with Indian Express, before marrying Samarjitsinh Gaekwad and moving to Baroda. Apart from being actively involved in running family trusts, she has been researching and archiving the fabled jewels of Baroda state, including legendary diamonds such as the Star of the South and Akbar Shah. As the vice president of Maharani Chimnabai Stree Udyogalaya (MCSU), HH Maharani Radhikaraje aims to provide vocational and skill-based training especially to the transgender community.



BIBHU MOHAPATRA



Bibhu Mohapatra moved from Odisha to the United States in 1996. However, his time in India continues to inform his approach to his work and craft. Over the years, he has found legions of admirers of his craft. His eponymous label has drawn the attention of Lupita Nyong'o, Gwyneth Paltrow, and former First Lady Michelle Obama, who wore his designs during her first visit to India. In 2021, he opened his first flagship store in Manhattan, New York, marking a milestone in the evolution of his brand. Bibhu also launched a fine jewellery collection, Artemis, in 2016.

HH MAHARANI RADHIKARAJE GAEKWAD



Roohi Oomerbhoy Jaikishan is a fashion icon, mother, style maverick, entrepreneur and self-confessed workaholic. She is the owner of one of the fastest-growing FMCG chains, R. R. Oomerbhoy Pvt. Ltd. where she heads the marketing operations of the global foods brands. With a firm belief in having a profound understanding of heritage, business and identity, Roohi has carved out an influence that extends beyond fashion into the worlds of business and art as well.

ROOHI OOMERBHOY JAIKISHAN

# STYLE COLLECTIVE

SARAH ROYCE-GREENSILL



Sarah Royce-Greensill is a jewellery editor and contributor to luxury publications including *Vanity Fair*, *Conde Nast Traveller*, *British Vogue*, *International New York Times*, *Tatler*, *Times Luxx* and *Robb Report*. The former Jewellery & Watches Editor at the *Telegraph* in the UK, her keen eye for exceptional pieces and connections with global designers have informed the personal shopping business *SRG Jewel*, which she founded to help clients source their dream jewels, through commissioning, remodelling, sourcing, and designing custom pieces. Sarah loves nothing more than helping people discover their next heirloom, or reinvent and repurpose unworn jewels.

NONITA KALRA



A luxury insider for over three decades, Nonita Kalra brings a wealth of expertise as Editor of this Trend Report. She has been at the helm of legacy magazines *Elle India* and *Harper's Bazaar India*, consulted with the Fashion Design Council of India, written columns for leading publications, and been at the forefront of a cultural conversation on fashion, beauty, and lifestyle. Her ideas and initiatives have shaped careers and launched trends. She is currently Editor-in-chief, *Tata CLiQ Luxury*, where she worked on *Luxe Life*, a thought leadership IP that engages with global and international names to look at the future of e-commerce.

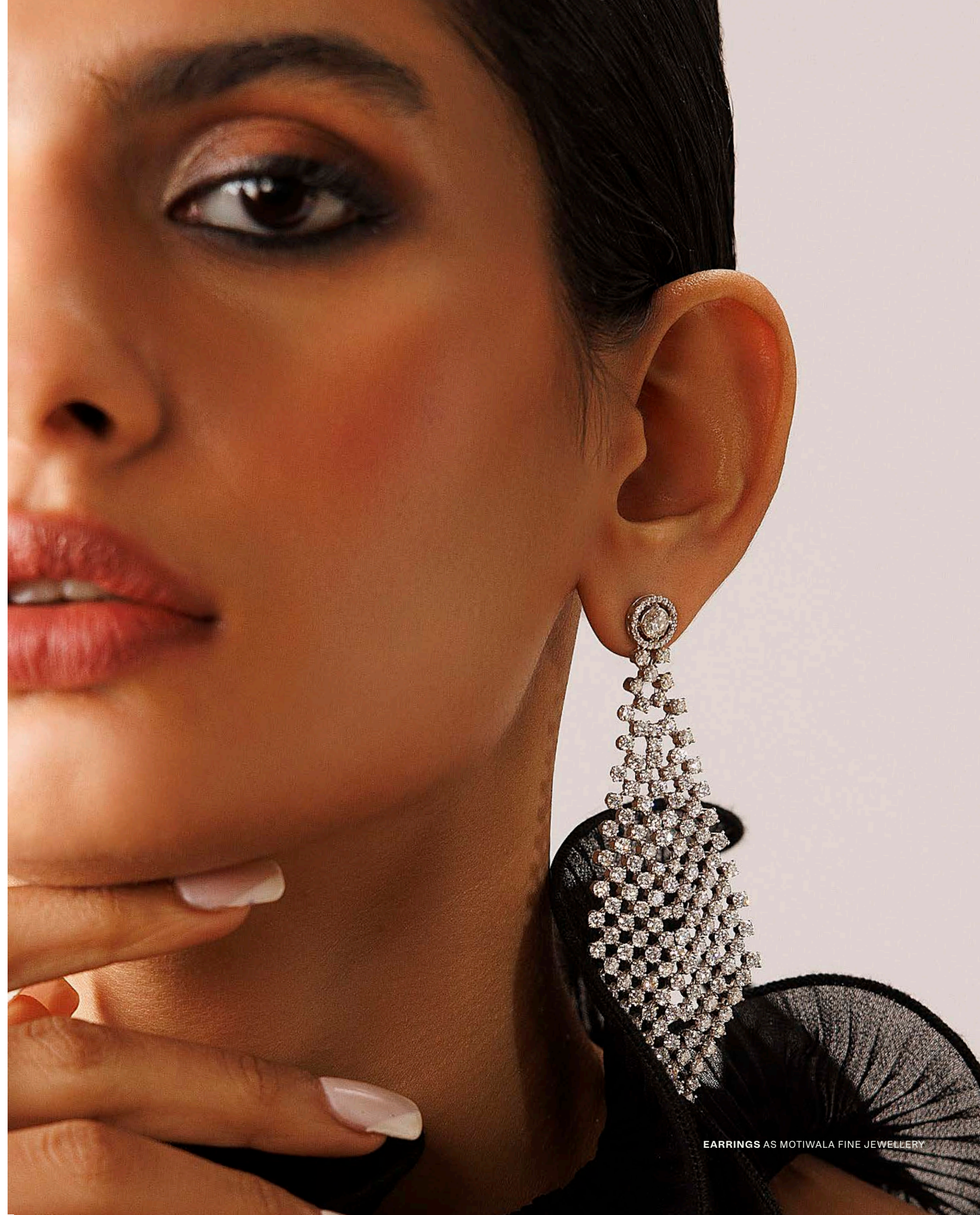
KATERINA PEREZ



Katerina Perez is a jewellery insider, journalist, and brand consultant with more than 13 years' experience. Since launching her website and Instagram platform, she has become one of the most authoritative influencers in the fine jewellery space. She was one of the first writers to bring high jewellery online, combining her own impressions of new collections with trends, insights, stories and original photography. Drawing on this knowledge of engaging a global following, she regularly works as a brand consultant, collection curator and educator. In 2021, she was presented with the World Influencers and Bloggers Association (WIBA) Award for Jewellery Influencer of the Year.

# XMI

CHOKERS & EARRINGS



EARRINGS AS MOTIWALA FINE JEWELLERY



**CHOKERS (L-R)**  
JAIPUR GEMS  
NAVRATTAN JEWELLERS  
H AJOOMAL FINE JEWELLERY  
OUTFIT SHRIYA SOM

ingly style statements, crafted in natural diamonds. Welcoming a new era of regality with earrings and chokers that command attention. These pieces play a key role in shaping how one is perceived, drawing attention to the face and allowing for gaze and expressions to take centerstage. Within the spirit of maximalism, today's chokers and earrings don't overwhelm the wearer; rather, they complement their individual articulation of style.



# XXL CHOKERS

The classic choker makes a glamorous comeback this year, bigger and better than ever. You'll see glimmers of its predecessors, interpreted in striking modern ways: intricate designs reminiscent of 1920s Art Deco, dangling solitaires that evoke the free spirit of the 1970s, and layered designs akin to those seen in portraits of affluent ancient Egyptians.





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*“There’s something about the choker that exudes confidence. It feels sexy and sensual, and wearing one makes you extend your neck, stand up straighter and taller.”*

-SARAH ROYCE-GREENSILL

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*“There’s so much versatility in how you can style a choker. It can be worn with a clean square neckline, over a piece of high-neck clothing, or spun around so the drop is at the back with just a band in front.”*

-BIBHU MOHAPATRA



CHOKER SAWANSUKHA JEWELLERS  
EARRINGS KANTILAL CHHOTALAL



CHOKERS (TOP TO BOTTOM) KHANNA JEWELLERS,  
KHURANA JEWELLERY HOUSE, ANMOL JEWELLERS



CHOKER KASHI JEWELLERS  
EARRINGS (WORN AS A HAIR ACCESSORY)  
NAVRATTAN JEWELLERS



CHOKER JAWHARA JEWELLERY  
SOLITAIRE STUDS LA MARQUISE JEWELLERY



CHOKER (L-R) ANMOL JEWELLERS,  
KHURANA JEWELLERY HOUSE  
OUTFIT (R) BRINDA SNEHA



CHOKER PRINCE JEWELLERY  
OUTFIT BRINDA SNEHA



EARRINGS BHOLASONS JEWELLERS

# XXL EARRINGS

Maximal earrings have long been one of the most effective ways of uplifting an outfit. Today's iterations have evolved, ranging from oversized designs to daintier designs crafted with larger natural diamonds.

Within this expansive space, they've become expressions of personal style. From cascading chandeliers to sensuous draped natural diamonds, serpentine cuffs, sculptural forms, and retro-inspired fringes, they surpass boundaries of design. Making a statement, now, is specific to who you are — feminine or edgy, restrained or flamboyant, or anywhere far and in between.



# maximal — *impact*



*“The evolution of the big earring, how it presents itself to this new generation, has been fascinating. It has empowered the younger generation to be appreciative of the ‘more is more’ philosophy of Indian jewellery. There was a time where a sparkly sari and a small pair of earrings was considered cool, but now I see young women take chances and push boundaries.”*

-RHEA KAPOOR







“

*“Earrings have always had an invincible, transformative quality to them. Now they are demanding complete focus. It’s almost as if they are saying celebrate us. Look at us, only us! We want all the attention, one hundred percent of the time.”*

-NONITA KALRA



EARRINGS (L-R)  
PAVIT GUJRAL DESIGNS  
KASHI JEWELLERS

*DIAMONDS*

with  
*GEMSTONES*



A confluence of precious gemstones and natural diamonds ushers in a spirit of optimism, hope, and joy. Unconventional colour combinations in jewellery also celebrate the beauty in dichotomy, the idea that contradictions can enhance a story. The renewed relevance of colour in precious jewellery reflects a youthful, more experimental mood of fashion, after a period of restraint. Paired with white natural diamonds that highlight their colour, they shine even brighter.



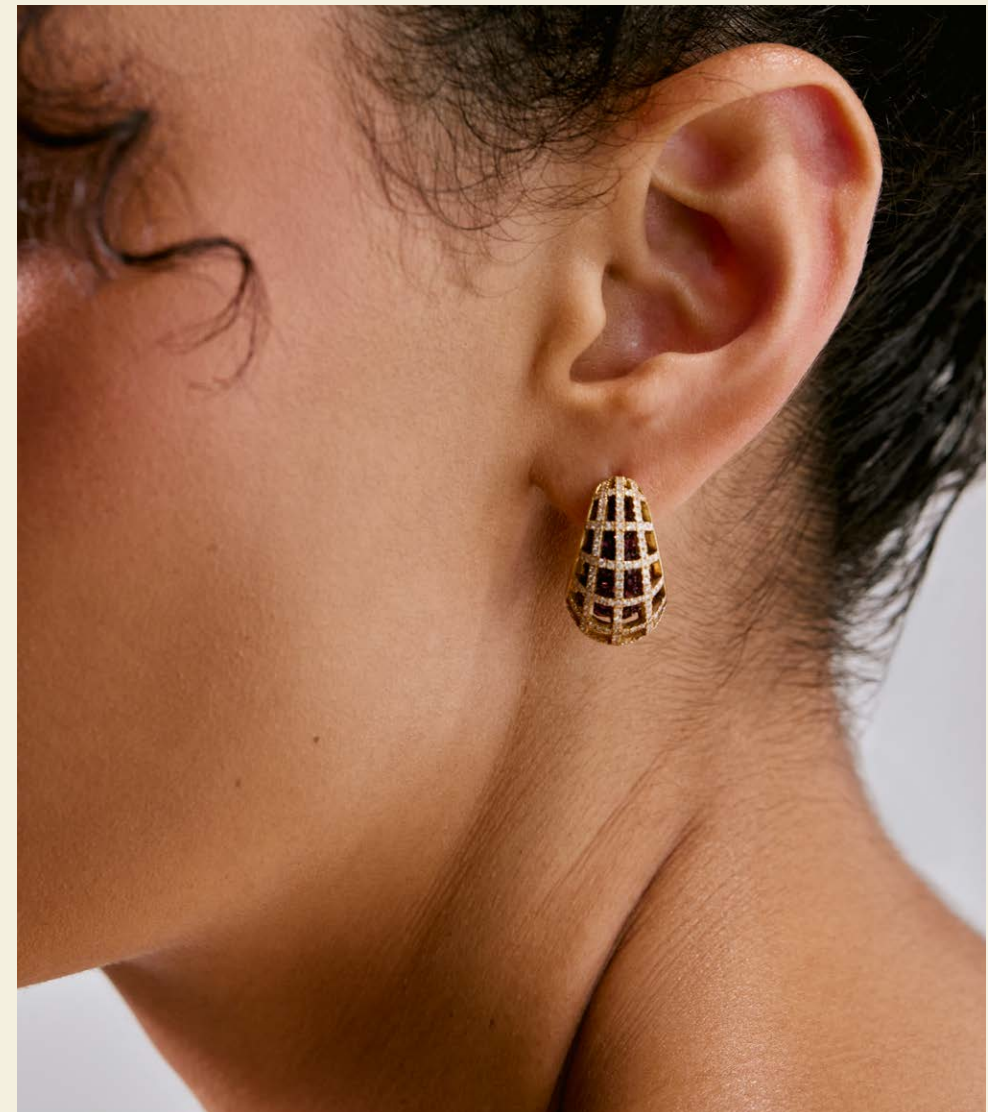


BRACELETS KAMYEN, DUSOUL BY DHAMANI  
RING DEVJI AURUM  
EARRINGS NADA GHAZAL FINE JEWELRY



*“The desire for individuality is driving this trend, because colour is so subjective. Everyone has a favourite shade that they’re drawn to, and exploring that through jewellery is a lovely way to express that preference.”*

-SARAH ROYCE-GREENSILL





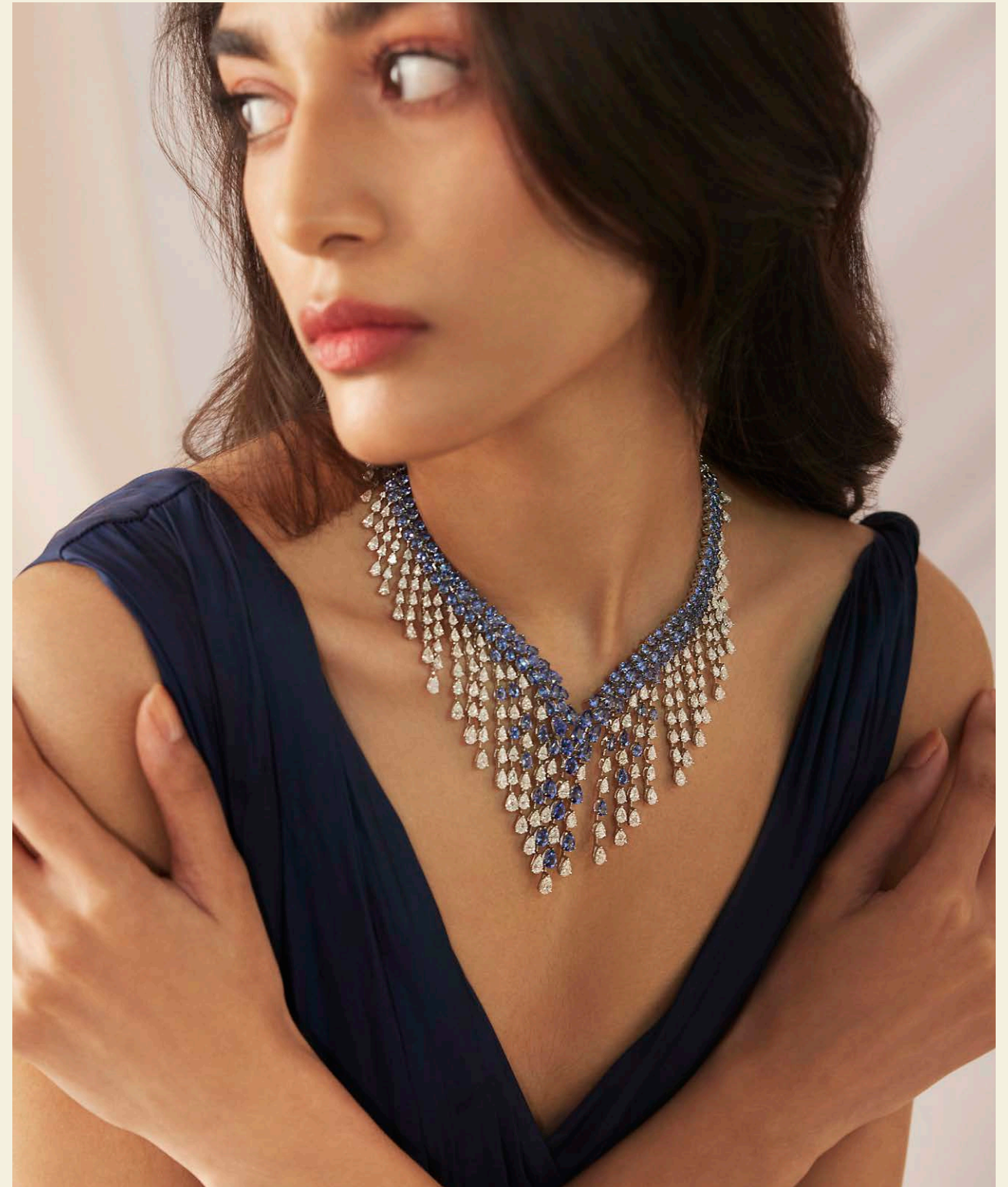
*“Mixed gemstones can be worn more casually with natural diamonds or set around them. I have several diamond pieces with corals, Tiger’s eye, Lapis lazuli, and black onyx pieces that I have inherited from my mother’s collection.”*

-ROOHI OOMERBHOY JAIKISHAN





NECKLACE, RING ZOYA - ATATA PRODUCT



NECKLACE MALABAR GOLD AND DIAMONDS



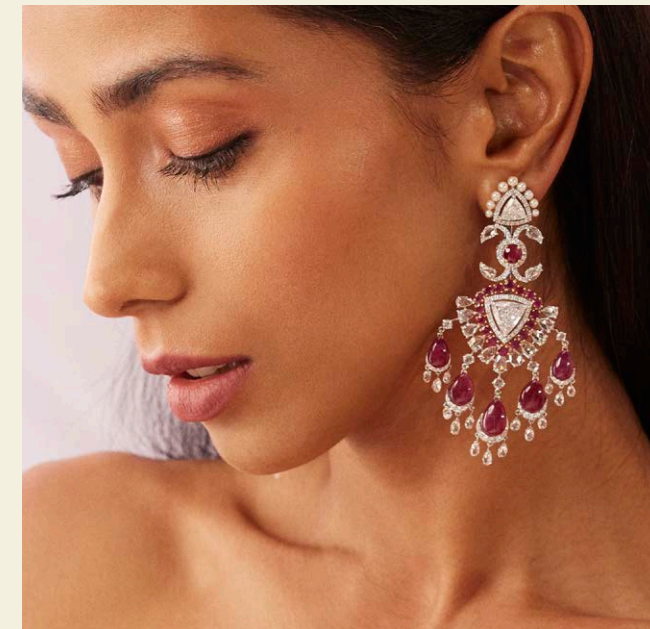
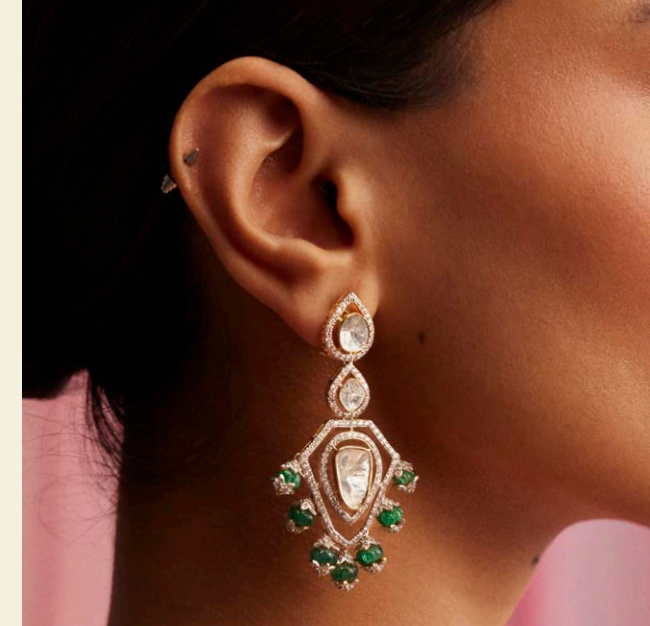
EARRINGS KAMYEN



EARRINGS BHOLASONS JEWELLERS  
OUTFIT BRINDA SNEHA



EARRINGS ANMOL JEWELLERS



EARRINGS (TOP TO BOTTOM)  
RANIWALA JEWELLERS  
AMARANTE





LAYERED PENDANTS LIALI JEWELLERY



RINGS (L-R) MAHA AL SIBAI JEWELLERY, ENTICE BY KGK, LA MARQUISE JEWELLERY, ENTICE BY KGK, LIALI JEWELLERY



NECKLACE ROSA AMORIS

# *Precious Pairings*

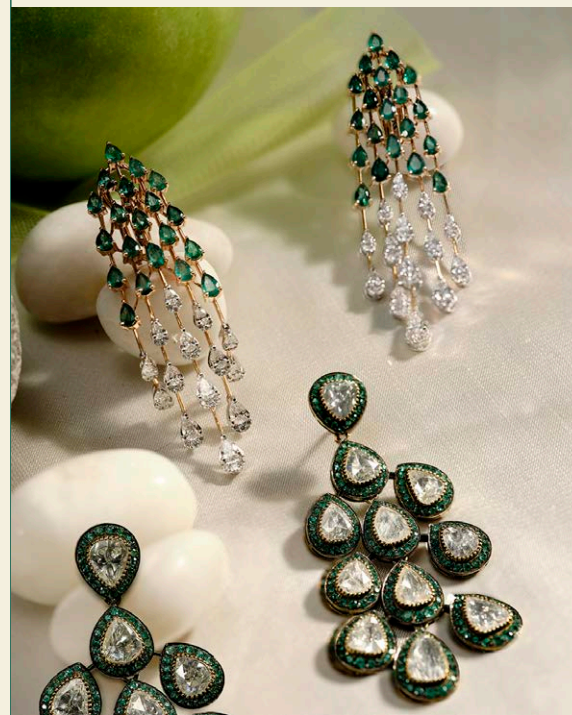


NECKLACE KHANNA JEWELLERS  
EARRINGS AMRAPALI

# JOYFUL GLAM

*"Enjoy the playfulness of diamonds with semi-precious stones. It makes it more versatile, with more colours and my personal favorites are natural diamonds with aquamarines and also amethysts. The light-heartedness of natural diamonds is making them more accessible, and I love to see that. There is so much significance and sentimentality attached to pieces, and they need to be worn and cherished beyond just on special occasions."*

-HH MAHARANI RADHIKARAJE  
GAEKWAD OF BARODA



EARRINGS ESTAA GEMS  
NECKLACE (TOP TO BOTTOM)  
SIMSUM FINE JEWELLERY  
C. KRISHNIAH CHETTY JEWELLERS



EARRINGS (TOP TO BOTTOM)  
GEHNA JEWELLERS, GHATIWALA,  
AISSHPRA GEMS & JEWELS  
RING HOUSE OF PC BY CHOPRASONS



NECKLACES (L-R)  
OCCASIONS FINE JEWELLERY  
NOTANDAS & SONS JEWELLERS  
OUTFIT (L) BRINDA SNEHA

STACKED RINGS (TOP TO BOTTOM)  
KAJ FINE JEWELLERY  
NOTANDAS & SONS JEWELLERS  
H AJOOMAL FINE JEWELLERY  
AS MOTIWALA FINE JEWELLERY  
KAJ FINE JEWELLERY  
NOTANDAS & SONS JEWELLERS



*"A natural diamond is like a black dress. It's perfect. It's always going to be right. But you can't limit your life to a black dress. Once in a while you want to wear something different. That's how I feel about a diamond. It's classic but sometimes you want a little fun, and that's where coloured stones play a key role."*

-RHEA KAPOOR

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*“People are embracing the power of colour because it helps alter our mood and perhaps says something about us to another person. Diamonds have always been companions of coloured stones but now it’s more prominent. We’re braver with our jewellery choices as well in terms of colour, in terms of design, in terms of boldness, the volume of pieces we choose.”*

-KATERINA PEREZ



EARRINGS (L) MANISHA & SAURABH MODY  
EARRINGS, RING (R) HOUSE OF ROSE

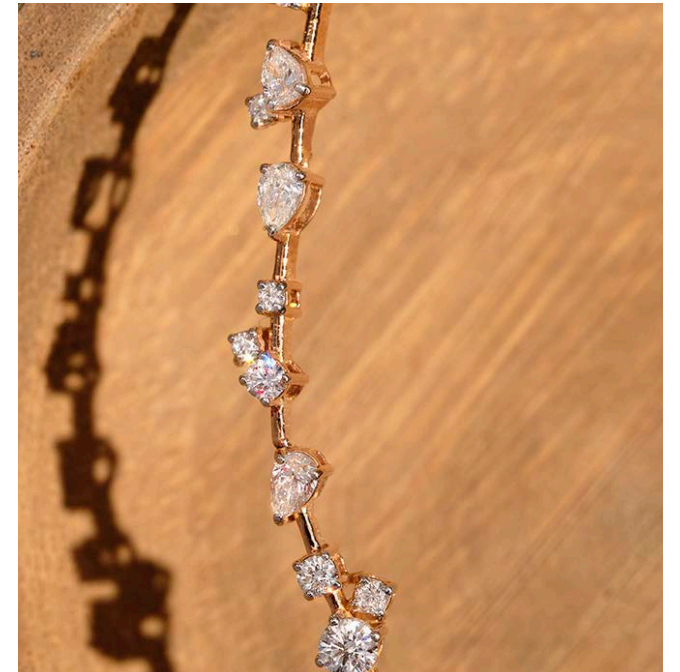
modern  
*solitaire*





EARRINGS KANTILAL CHHOTALAL  
OUTFIT LABEL MANNAT GUPTA

Not your grandmother's solitaire... The modern solitaire is an opportunity. It's a way to transform the most quintessential pieces of jewellery — solitaire studs, rings, tennis bracelets and necklaces — into pieces that reflect one's personal style. The new solitaires aren't stored away, but worn everyday as subtle codes of originality. Reinventions are fast becoming the norm, with unconventional shapes and a play of proportions.



NECKLACES (TOP TO BOTTOM)  
DE BEERS FOREVERMARK BY ANTARA  
MALABAR GOLD AND DIAMONDS







SOLITAIRE PENDANT NECKLACE ARAYA FINE JEWELRY  
RING ESTAA GEMS



*“There’s a broader definition of solitaire, beyond the traditional round brilliant stone. I see trapeze cuts, half-moons, trillions, kites, bullets. The settings, too, are more innovative. Rather than a halo of natural diamonds around a centre solitaire, there can be enamel, malachite or lapis lazuli. Even the size is more delicate, so you can wear it every day.”*

-KATERINA PEREZ

“

*“The more interesting setting of a solitaire is the best and smartest way to work with natural diamonds because the value of it will never go down. But you will be able to interpret your stone and your investment in so many different ways. I’ve always loved the idea of a Golconda diamond for an engagement ring, because it’s incredibly special, but at the same time it’s not generic.”*

-RHEA KAPOOR



EARRINGS KANTILAL CHHOTALAL  
TENNIS BRACELET AS MOTIWALA FINE JEWELLERY

TENNIS NECKLACE DE BEERS FOREVERMARK BY ANTARA  
SOLITAIRE STUDS DE BEERS FOREVERMARK BY OM JEWELLERS

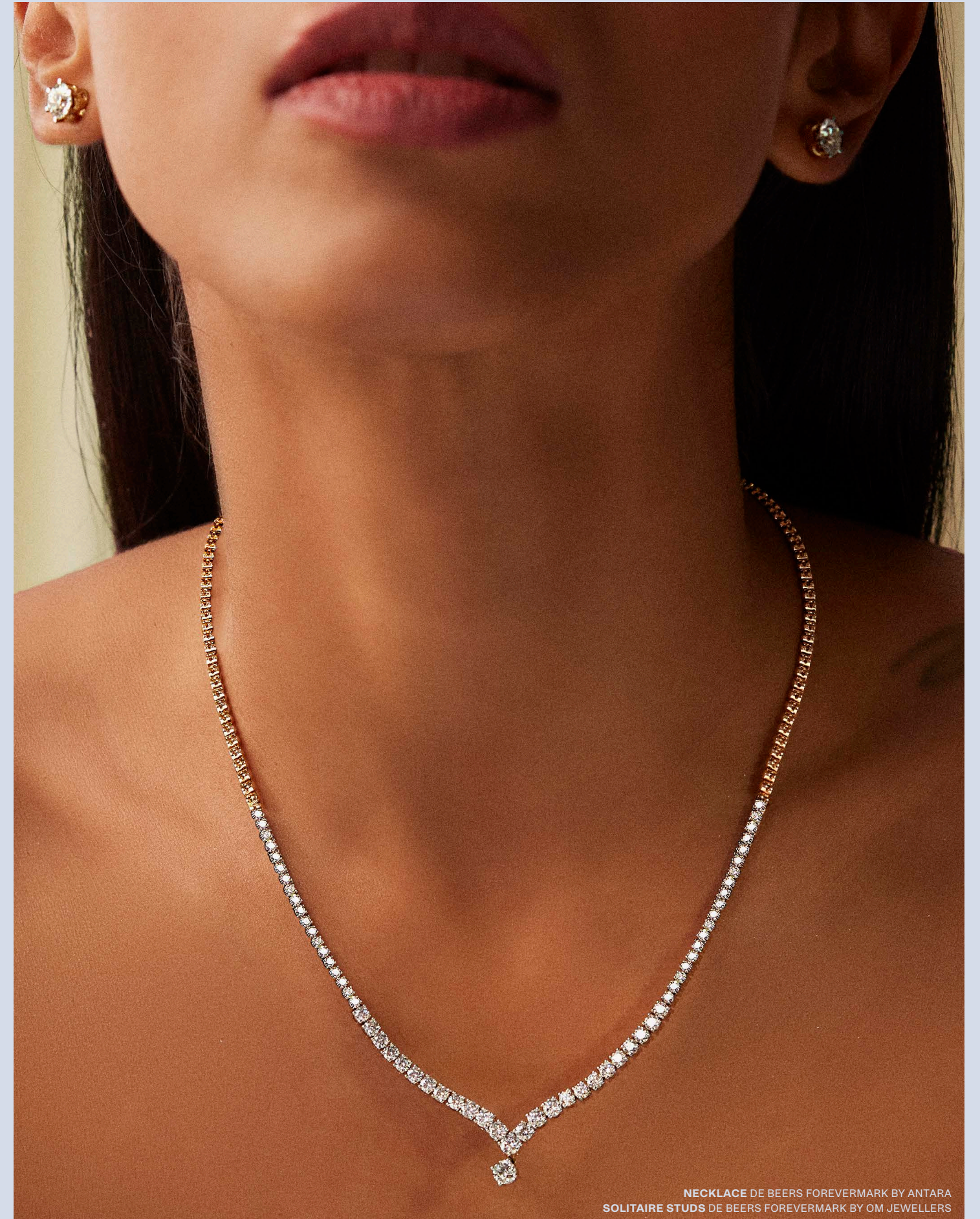


# POWER OF — ONE

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*“There is romance and adrenaline in buying a natural diamond. The feel of a solitaire that is yet to be set between your fingers is sensorial and tactile, a fully immersive experience. When it comes to solitaires, I have a predilection towards different shapes and cuts. I wear heart-shaped natural diamonds and have variety in my collection. I do covet an Asscher cut.”*

-ROOHI OOMERBHOY JAIKISHAN



NECKLACE DE BEERS FOREVERMARK BY ANTARA  
SOLITAIRE STUDS DE BEERS FOREVERMARK BY OM JEWELLERS

# WHERE TO BUY

**A AISSHPRA GEMS & JEWELS** GORAKHPUR, BALIA, AZAMGARH +91 7233005999 WWW.AISSHPRA.COM **AMARANTE** MUMBAI +91 8879018586 **AMRAPALI** JAIPUR, MUMBAI, NEW DELHI, HYDERABAD, CHENNAI, INDORE, KOLKATA, BANGALORE, UK, USA, SRI LANKA & DUBAI +91 1412822700 WWW.AMRAPALIJEWELS.COM **ANMOL** MUMBAI +91 2261333444 WWW.ANMOLJEWELLERS.IN **ANTARA: MUMBAI** +91 2240415565 WWW.ANTARAJEWELLERY.COM **AS MOTIWALA FINE JEWELLERY** MUMBAI +91 2226558585 WWW.ASMOTIWALA.COM **AL ANWAAR** DUBAI +971 42264928 +971 44340407 WWW.ALANWAARONLINE.COM **ARAYA FINE JEWELRY** DUBAI +971 521209820 WWW.ARAYAFINEJEWELRY.COM

**B BHOLASONS** JEWELLERS HARYANA +91 1244414725 WWW.BHOLASONS.COM

**C. KRISHNIAH CHETTY GROUP OF JEWELLERS** BANGALORE +91 8041001869 WWW.CKCJEWELLERS.COM **CHIRAAG DUHLANI FINE JEWELS** MUMBAI +91 9820940450 WWW.CHIRAAGDUHLANI.COM

**D DEVJI AURUM** DUBAI +971 544418236 WWW.DEVJIAURUM.COM **DUSOUL BY DHAMANI** DUBAI +971 549932568 WWW.DUSOUL.AE

**E ESTAA** MUMBAI +91 98674 37164 WWW.ESTAA.IN **ENTICE BY KGK DUBAI** +971 504508792 WWW.KGKGROUP.COM

**G GEHNA JEWELLERS** MUMBAI +91 2261201234 WWW.GEHNAJEWELLERS.COM **GHATIWALA** JAIPUR +91 7339734495 WWW.GHATIWALA.COM

**H H. AJOOMAL FINE JEWELLERY** MUMBAI +91 9619615304 WWW.HAJOOMAL.COM **HOUSE OF PC BY CHOPRASONS** LUDHIANA +91 8568855555 WWW.CHOPRASONS-JEWELLERS-JEWELRY-STORE.BUSINESS **HOUSE OF ROSE** MUMBAI +91 2248969149 WWW.THEROSE.IN

**J JAIPUR GEMS** MUMBAI +91 2223619510 WWW.JAIPURGEMS.COM **JAWHARA JEWELLERY** DUBAI +971 4 5062000 WWW.JAWHARAJEWELLERY.COM

**K KAJ** MUMBAI +91 9451393939 KAJFINEJEWELLERY.COM **KANTILAL CHHOTALAL** MUMBAI +91 9833930418 WWW.KANTILALCHHOTALAL.COM **KASHI JEWELLERS** KANPUR +91 7081818102 WWW.KASHIJEWELLERS.COM **KHANNA JEWELLERS** DELHI 011-45930000, 9090906200 WWW.KHANNAJEWELLER.COM **KHURANA JEWELLERY HOUSE** AMRITSAR +91 835055400 WWW.KHURANAJEWELLERS.COM **KAMYEN** DUBAI +971 551158297 WWW.KAMYEN.COM

**L LA MARQUISE JEWELLERY** DUBAI +971 52 453 4551 WWW.LAMARQUISEJEWELLERY.COM **LIALI JEWELLERY** DUBAI +971 55 433 1745 WWW.LIALIJEWELLERY.COM

**M MALABAR GOLD AND DIAMONDS** KERALA +91 7034033916 WWW.MALABARGOLDANDDIAMONDS.COM **MANISHA & SAURABH MODY** MUMBAI +91 9821025832 WWW.MSMLUXE.COM **MOUAWAD DUBAI** +971 43398339 +971 504583336 WWW.MOUAWAD.COM **MAHA AL SIBAI JEWELLERY** DUBAI +971 505159900 & +971 43884203 WWW.MAHAALSIBAI.COM **MALABAR GOLD & DIAMONDS** UAE & OTHER GCC +971 4 2566 916 WWW.MALABARGOLDANDDIAMONDS.COM

**N NAVRATTAN JEWELLERS** DELHI +91 9811402520 WWW.NAVRATTAN.COM **NOTANDAS JEWELLERS** MUMBAI +91 2226428616 WWW.NOTANDAS.COM **NADA GHAZAL FINE JEWELRY** DUBAI +961 1255804 WWW.NADAGHAZAL.COM

**O OCCASIONS FINE JEWELLERY** AHMEDABAD & MUMBAI +91 9727531313 WWW.OCCASIONSFINEJEWELLERY.COM **OM JEWELLERS** MUMBAI +91 2261587000 WWW.OMJEWELLERS.COM

**P PRINCE JEWELLERY** BANGALORE, CHENNAI, THIRUVANANTHAPURAM, T.NAGAR, COIMBATORE +91 4442668181 WWW.PRINCEJEWELLERY.COM **PAVIT GUJRAL DESIGNS** DUBAI +971 566854889 WWW.PAVITGUJRAL.COM

**R RANIWALA 1881** JAIPUR +91 1412214008 WWW.RANIWALA1881.COM **ROSA AMORIS JEWELLERY** MUMBAI, HYDERABAD, ABU DHABI & DOHA +91 8591887399 WWW.ROSAAMORIS.COM

**S SAWANSUKHA JEWELLERS** KOLKATA +91 9007299900 WWW.SAWANSUKHA.COM **SENCO GOLD AND DIAMONDS** KOLKATA +91 3340215000 SENCOGOLDANDDIAMONDS.COM **SIMSUM JEWELLERY** MUMBAI +91 8591927757 WWW.SIMSUMFINEJEWELRY.COM

**T THAKORLAL HIRALAL** MUMBAI +91 2240028248 WWW.THAKORLALHIRALAL.COM

**U UMRAO JEWELS** MUMBAI +91 9820509208 WWW.HOUSEOFUMRAO.IN

**V VCJ** NEW DELHI +91 9079590795 WWW.VCJINDIA.COM

**Z ZOYA - A TATA PRODUCT** MUMBAI, BANGALORE, DELHI, GURGAON & HYDERABAD +91 8045901111 WWW.ZOYA.IN

**CHOKER (L-R)**  
SENCO GOLD AND DIAMONDS  
OM JEWELLERS  
**ON BACK COVER**  
**BANGLES (L-R)** GHATIWALA, THAKORLAL HIRALAL,  
VCJ BESPOKE JEWELLERY, THAKORLAL HIRALAL

*only*  
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