

Sabyasachi Brings Fine Jewellery Online with Tata CLiQ Luxury

Published on 28 Aug 2025 | By IFI Correspondent



Sabyasachi Calcutta, the iconic luxury fashion house led by designer Sabyasachi Mukherjee, has announced a landmark move into digital retail. The brand is set to launch its fine jewellery collection on Tata CLiQ Luxury, marking the designer's official foray into online luxury retail. This strategic step not only expands accessibility but also reinforces his vision of making heritage craftsmanship relevant in a modern context.

The exclusive digital boutique will offer finely crafted jewellery pieces that reflect the brand's signature blend of tradition, artistry, and innovation. Prices will range from ₹55,000 for 18K gold necklaces featuring the Royal Bengal Tiger insignia to opulent pearl chandeliers priced at ₹9 lakh. This wide spectrum ensures that Sabyasachi's fine jewellery appeals to both collectors and new-age luxury buyers.

The tie-up with Tata CLiQ Luxury allows the brand to tap into the platform's strong e-commerce infrastructure, bringing artisanal jewellery to consumers across over 20,000 Indian pin codes. This democratization of luxury aligns with Mukherjee's belief that timeless pieces should be experienced by a wider audience, beyond the confines of flagship stores.

Beyond accessibility, this move also reflects the broader evolution of India's luxury sector. With global names like Chanel, Rado, and Bvlgari already embracing online retail, Sabyasachi's presence further cements the shift toward digital luxury consumption in India. For Tata CLiQ Luxury, this collaboration strengthens its positioning as a premier marketplace for high-end fashion and accessories.

Financially, Sabyasachi is on an upward trajectory. The brand recently reported its highest-ever quarterly performance, with annual turnover reaching ₹500 crore. The addition of an online jewellery segment is expected to bolster growth further, creating a sustainable balance between offline exclusivity and digital reach.

At the heart of this launch lies more than just commerce. For Sabyasachi, jewellery is an art form that tells stories of culture, heritage, and identity. By stepping into the digital space, he ensures that these stories travel farther and faster, engaging a new generation of consumers who seek both meaning and luxury in their purchases.

This initiative signals a future where luxury no longer relies solely on opulent boutiques but extends to curated digital experiences. Sabyasachi's fine jewellery on Tata CLiQ Luxury is not just about buying adornments—it's about owning a piece of India's evolving cultural narrative.