

Varda Goenka's Dia Gold Debuts in Chennai, Redefining Sustainable Luxury

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Chennai shines brighter this season as acclaimed jewellery designer **Varda Goenka** brings her signature brand **Dia Gold** to the city for the very first time. Presented at **Vimonisha**, which has been a beacon of fashion and jewellery in Chennai for over three decades, this debut marks an exciting new chapter for lovers of luxury and fine craftsmanship.

A Legacy of Craftsmanship

Founded in Kolkata, Dia Gold has become synonymous with sustainable luxury and timeless artistry. Varda Goenka—an academic-turned-jewellery designer—draws inspiration from Kolkata's legendary jewellers, blending heritage with a modern, wearable touch. From exquisite **jadau jewellery with polkis and South Sea pearls** to vibrant **emerald, ruby, and sapphire creations**, every piece embodies artistry and individuality.

Signature Style & Modern Opulence

Dia Gold's designs range from **diamond studs and chandelier earrings** to **bridal ensembles and cocktail rings**—each one telling its own story. "Our pieces are one-of-a-kind, created with love, care, and attention. They reflect the essence of the women who wear them," says Varda. With diamonds in shades of yellow, champagne, and classic white, paired with **gold, platinum, rose gold, and palladium**, the brand embraces both versatility and sustainability.

Nature as Muse

The latest Dia Gold collection finds inspiration in the natural world—**sunlight streaming through forests, cascading waterfalls, and the earth's subtle tones**. Expect to see leaf-green Colombian emeralds, champagne diamonds, golden hues of yellow stones, and pristine white gems, all transformed into heirloom-worthy pieces that balance bold statements with delicate elegance.

Jewellery for Every Occasion

From **stackable bangles and gemstone pendants** to bold cuffs and everyday stud sets, Dia Gold's collection celebrates both grand occasions and quiet luxury. "Our jewellery is perfect for everything—from statement-making weddings to intimate gatherings," Varda shares.

With its Chennai debut, Dia Gold invites connoisseurs to explore **luxury that is sustainable, artistic, and deeply personal**—crafted for today's women who value heritage as much as modernity.

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