

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 jewelsmiths, 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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