

India's Most Dazzling Jewellery Launches of 2025

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India's jewellery scene in 2025 has been marked by a series of remarkable launches that seamlessly blend traditional craftsmanship with modern aesthetics. From the serene landscapes of Kashmir to the bustling streets of Mumbai, these collections showcase the rich tapestry of India's heritage and the innovative spirit of its artisans.

Whispers from the Valley by Zoya

Zoya, the luxury jewellery brand from the House of Tata, unveiled 'Whispers from the Valley' in Hyderabad, with brand ambassador Sonam Kapoor gracing the event. The collection draws inspiration from Kashmir's shifting seasons, capturing motifs like autumn's Chinar leaves, snow-kissed green apples, and spring tulips. Crafted with white diamonds, sapphires, the pieces shimmer with a pastel palette, echoing nature's poetry.

Noor by Oropel

Mumbai-based brand Oropel made a historic debut at Paris Fashion Week with its 'Noor' collection. Designed by Neeti Patwa, Noor fuses uncut lab-grown diamonds, rubies, emeralds, and onyx with detachable embroidered straps, allowing pieces to transform from day to night. This innovative approach marks a significant milestone for Indian jewellery on the global stage.

Rüh by Irasva

Irasva introduced 'Rüh', a bridal collection that brings sacred Pichwai art to fine jewellery. Hand-painted with meticulous devotion, each piece features motifs like lotus blooms, kadamba trees, and Krishna's cosmic blue. The collection speaks to not just brides but also their closest circle, creating heirloom-worthy expressions of identity.

Rivaah Wedding Lounge by Tanishq

Tanishq redefined bridal retail with the debut of its Rivaah Wedding Lounge in Delhi. Spread across 10,200 sq. ft, the concept space is a one-stop bridal destination blending heritage, curation, and bespoke design. With private lounges, heirloom redesign services, personalised consultations, and jewellery spanning 13 Indian bridal communities.

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