

Baruni Verma: Crafting Affordable Fine Jewellery with Heart

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Verma, an alumna of University of Cambridge and University College London, turned her dissatisfaction with the jewellery market into a business opportunity. She found that many artificial pieces tarnished quickly, and traditional gold or diamond jewellery often seemed disconnected from the style sensibilities of younger consumers. Her response: launch a brand that caters to the 21-40 age group with **hallmarked gold and certified natural diamonds**, designed to work as everyday pieces rather than showpieces.

Building a Modern Jewellery Brand

Under Verma's leadership, the brand (Starkle) covers all parts of business – from product design to supply chain and inventory management. It has an online presence and two retail stores in New Delhi and Mumbai. She's positioned the brand around minimalism and young professionals, filling a gap between heavy traditional jewellery and low-quality fashion pieces.

Why It Matters

Verma's story highlights two important trends: one, the demand among younger Indian consumers for fine jewellery that works for everyday wear, not just special occasions; and two, how entrepreneurs today are taking full control of design, production and branding in one package.

Looking Ahead

As the brand scales, Verma faces the twin challenges of maintaining design clarity and sourcing premium materials cost-effectively. Her success so far suggests she is well-positioned to ride the wave of premiumisation within Indian jewellery—without losing the youthful, minimalist edge

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