

## Tibarumal Jewels Launches Elevé Diamonds

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Tibarumal Jewels, a storied name in South Indian fine jewellery, has officially launched a new label: **Elevé Diamonds**, dedicated to lab-grown diamonds. The move marks a significant shift, as the heritage jeweller steps confidently into the modern, sustainable luxury market.

### Heritage Meets Innovation

Elevé Diamonds isn't just a spin-off — it's a carefully crafted tribute to Tibarumal's century-old legacy. As **Trishank Gupta**, co-founder and managing director of Elevé, put it: *"We're not just continuing the family tradition; we're elevating it."*

By harnessing **CVD (Chemical Vapor Deposition)** technology, Elevé creates lab-grown diamonds that are **IGI-certified**, meaning they match mined diamonds in quality but are produced in a more ethical, eco-conscious way.

### Designs That Reflect Legacy

Elevé's design DNA comes from Tibarumal's traditional expertise, with creative direction led by **Pankaj Gupta**, a veteran in the family business. Its first collections include:

- **Nizam**, a royal-inspired line
- **Victorian Polki** designs with a vintage feel
- **Colour-stone** jewellery that reimagines classic aesthetics in a modern context

### Redefining Luxury for a New Generation

For CEO **Prajay Maganlal**, Elevé represents a reimagined take on family jewellery traditions:

*"Luxury today isn't about indulgence, it's about intention ... beauty that feels good, not just looks good."*

He emphasizes that Elevé's pieces are meant to be personal, accessible and deeply trusted — marrying Tibarumal's familial brand experience with refined craftsmanship.

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