

Namita Kothari: Leading India's Ethical Diamond Revolution

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As consumer demand shifts toward sustainability and transparency, Namita Kothari is redefining luxury jewellery in India. Through Akoirah by Augmont — her lab-grown diamond line — she blends ethical sourcing, modern design and consumer-friendly policies to create a new paradigm for jewellery ownership.

In a market long dominated by mined diamonds and traditional norms, Akoirah stands out as a fresh alternative — one where luxury meets conscious choice.

From Insight to Impact: The Birth of Akoirah

Namita's inspiration for launching Akoirah came from a personal insight: she wanted fine jewellery to feel inclusive, ethical, and expressive for the modern Indian woman. She found the traditional diamond market old-fashioned, opaque, and overly focused on occasional wear. Discovering lab-grown diamonds opened her eyes to their potential to democratize luxury — offering quality, transparency, and sustainability.

With Akoirah, she set out to build a brand that couples legacy (via backing from a respected gold-company) with innovation and social responsibility. Her vision: make “everyday diamonds” accessible — not just for weddings or big milestones — but as a daily expression of style, identity, and values.

What Sets Akoirah Apart

Under Namita's leadership, Akoirah has introduced policies designed to build trust in a then-nascent lab-grown diamond market:

- Every purchase comes with **free insurance**.
- A **100% buyback and exchange guarantee**, giving buyers flexibility and confidence.
- Use of **recycled gold** and “LoveGrown” certified lab-grown diamonds — signaling a commitment to sustainability.
- **Flexible investment schemes** with small starting tenures — making diamond jewellery financially accessible.

In addition to ethical practices, Akoirah's design philosophy is rooted in minimalism and wearability. The brand's pieces lean toward geometric cuts, versatile silhouettes, and contemporary aesthetics — crafted for modern Indian women who want jewellery that moves with them, not constrains them.

Changing Perception — From Occasion to Everyday Wear

A big challenge for Namita was to break entrenched beliefs that diamonds are only for weddings or special occasions. Traditionally, diamonds have been viewed as “once-in-a-lifetime” purchases. With Akoirah, she aims to shift this mindset — encouraging consumers to see diamonds as wearable, everyday expressions of personal style, identity, and empowerment.

This reimagining resonates deeply with younger, value-conscious buyers. The response has been strong, especially among millennials and Gen Z — many of whom value sustainability and transparency as much as aesthetics.

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