

Jaipur Gems' Siddhartha Sacheti Shares Vision for the Future of Fine Jewellery

Published on 11 Dec 2025 | By IFI Correspondent



Under the leadership of Siddhartha Sacheti, Jaipur Gems — a multi-generation luxury jewellery house — is reimagining fine jewellery for a changing audience. With evolving consumer tastes and a growing global clientele, the brand is pivoting from traditional styles toward more contemporary designs and gemstone choices.

This transition reflects a broader shift in the jewellery world: moving from heavy gold pieces and conventional diamonds toward lighter, expressive, and more versatile designs that resonate with younger, style-savvy clients.

Coloured Gemstones & Subtle Luxury

A central pillar of Sacheti's vision is the increased use of coloured gemstones — especially pastel-toned stones and less conventional gems like rubellites, tourmalines, and spinels — as centrepieces. This creates jewellery that feels fresh and modern, yet elegant and wearable.

Sacheti notes that such gemstones add a “hint of drama” without the overt flash often associated with traditional diamond jewellery. He believes younger generations prefer this subtle, curated aesthetic.

These gemstone choices also allow for versatility — pieces that can elegantly accompany both traditional Indian attire and contemporary western outfits — bridging cultural tastes and global sensibilities.

Craftsmanship, Heritage & the Philosophy

Despite the fresh design instincts, Jaipur Gems remains deeply rooted in craftsmanship. Every design remains in-house — from the initial sketch to final polish — upholding a tradition of heritage jewellery-making.

Sacheti calls this approach “slow luxury”: jewellery created not for fleeting trends, but as heirlooms meant to be cherished for generations.

The brand's workshops, with hundreds of experienced artisans, preserve traditional techniques even as they adapt to contemporary tastes — blending legacy with innovation.

Global Expansion

In 2025 — the brand's golden jubilee year — Jaipur Gems expanded its footprint internationally with a new boutique in Abu Dhabi, signalling its ambition to capture global luxury jewellery markets.

Each store, according to Sacheti, offers a unique experience — tailored to the culture and expectations of the region. For instance, while their Dubai store is opulent and gold-rich, the new Abu Dhabi space emphasizes “quiet luxury” — a sophisticated, understated elegance.

This global push underscores a shift in luxury consumption: from ostentatious display to refined, personal expression; from local tradition to international lifestyle.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.