

‘Aham’: Senco Gold’s New Luxury Men’s Jewellery Line

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India’s well-known fine jewellery retailer **Senco Gold & Diamonds** has expanded its product portfolio with the launch of a new **men’s jewellery brand named Aham**, designed to cater specifically to the style aspirations of modern Indian men, particularly grooms and fashionable consumers.

The *Aham* brand offers a curated range of gold, platinum, and diamond jewellery pieces along with contemporary accessories such as minimalist cufflinks, reflecting evolving tastes in men’s fashion where the groom’s appearance is given equal emphasis alongside the bride’s.

A Contemporary Take on Traditional Jewellery

The debut collection, named the **Wedding Season Collection**, features **over 800 designs**, including kadas (bracelets), platinum wristwear, diamond-set rings, and two-tone fusion pieces. The launch aligns with the broader trend in Indian weddings where both partners showcase distinctive wedding styles. *Aham* jewellery is available across Senco’s pan-India brick-and-mortar stores, its online platform, and the Senco shopping app.

Brand Vision and Market Strategy

According to **Joita Sen**, Director and Head of Marketing & Design at Senco Gold & Diamonds, *Aham* draws inspiration from “the evolving equal relationships of modern Indian couples,” and aims to empower men to express their personal style as confidently as women on special occasions.

The introduction of *Aham* reflects Senco’s strategy to broaden its appeal beyond traditional bridal jewellery by building product lines that serve new customer needs. The brand has previously collaborated with high-profile ambassadors to boost visibility — including Bollywood actor **Kartik Aaryan**, who was named as *Aham*’s brand ambassador in digital and experiential campaigns.

Strengthening Men’s Jewellery Category

Jewellery industry analysts note that men’s jewellery is a growing sub-segment within the broader jewellery market, as younger consumers increasingly embrace statement accessories and personalised styling options. With over **175 stores nationwide**, Senco’s established retail presence positions it well to capitalise on this trend.

The launch of *Aham* underscores the brand’s commitment to offering **bespoke and trend-aligned designs** for men while reinforcing Senco Gold & Diamonds’ reputation as a full-spectrum jewellery house catering to diverse customer preferences.

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