

## Amrapali Jewels: From Jaipur Roots to Global Luxury Icon

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In the heart of Jaipur — India’s historic gem and jewellery capital — a visionary dream took shape in 1978. What began as a shared passion between two friends has today evolved into one of India’s most iconic luxury jewellery brands.

**Amrapali Jewels**, founded by **Rajiv Arora and Rajesh Ajmera**, stands as a powerful example of how tradition, artistry, and entrepreneurship can create global success.

### The Founders’ Vision: Preserving India’s Jewellery Legacy

Rajiv Arora and Rajesh Ajmera shared a deep admiration for India’s ancient jewellery traditions, tribal art forms, and royal aesthetics. At a time when modern jewellery was gaining dominance, the duo chose a different path — to **revive and celebrate traditional Indian craftsmanship**.

Their vision was not just to sell jewellery, but to **tell stories through design**, drawing inspiration from temple art, Mughal architecture, tribal motifs, and historic royal collections.

### Jaipur: The Perfect Foundation

Establishing Amrapali in Jaipur was a natural choice. The city’s centuries-old expertise in gemstones, enamelling, and handcrafted jewellery became the backbone of the brand. By working closely with skilled local artisans, Amrapali helped preserve dying art forms while providing sustainable livelihoods to craftsmen.

This strong artisanal foundation allowed the brand to stay authentic while scaling globally.

### A Signature Style

Amrapali Jewels quickly gained recognition for its **distinctive bold designs**, use of uncut gemstones, silver-gold combinations, and intricate detailing. Unlike conventional luxury brands, Amrapali embraced imperfection as beauty — making every piece feel timeless, soulful, and rooted in culture.

The brand successfully bridged the gap between **heritage jewellery and contemporary fashion**, appealing to both traditional connoisseurs and modern global audiences.

### Global Recognition and Celebrity Patronage

Over the years, Amrapali Jewels has adorned international celebrities, royalty, and fashion icons. The brand has been featured on global platforms and worn at prestigious events, red carpets, and fashion weeks.

Its collaborations with international designers and presence in luxury markets across **India, Europe, the Middle East, and the US** have positioned Amrapali as a true global ambassador of Indian jewellery.

### Innovation Without Losing Identity

While deeply rooted in tradition, Amrapali has consistently evolved. The brand introduced contemporary lines, experimental designs, and even launched **Tribe Amrapali**, a diffusion label that brought heritage-inspired jewellery to a younger audience at accessible price points.

This balance of innovation and authenticity has been key to its longevity and relevance.

### **A Lasting Legacy in Indian Luxury**

More than four decades since its inception, Amrapali Jewels remains a symbol of **Indian craftsmanship, cultural pride, and entrepreneurial vision**. From a modest beginning in Jaipur to becoming a globally celebrated luxury house, the brand's journey is a testament to the power of staying true to one's roots while dreaming beyond borders.

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