

Attrangi: How Two Young Founders Made Contemporary Indian Jewellery Affordable

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Born from a shared love for jewellery, fashion and design, **Attrangi** has become one of India's most talked-about contemporary jewellery brands — known for its unique blend of traditional aesthetics and modern flair. Co-founded by **Saloni Shah** and **Vidushi Jain**, the brand has successfully carved a niche in a competitive market by offering handcrafted, stylish jewellery at accessible prices.

A Vision Rooted in Passion and Creativity

Attrangi was conceptualised by Saloni and Vidushi, who were united by their passion for jewellery and a desire to create pieces that resonate with modern fashion sensibilities. The brand's name, which loosely translates to “unique” or “extraordinary,” reflects its ethos — to design jewellery that stands out and tells a story.

Saloni brings expertise in jewellery design, while Vidushi's background in marketing and advertising has helped shape the brand's voice and outreach. Together, they infused Attrangi with both artistic vision and strategic business acumen from day one.

Bridging Tradition and Trend

Attrangi's jewellery collections showcase a **fusion of India's rich cultural heritage with contemporary elegance**. Whether it's pieces designed for destination weddings, everyday wear, or a stylish vacation look, the brand offers a wide spectrum of designs that appeal to a diverse and modern audience. Each piece is **handcrafted with quality stones and meticulous workmanship**, balancing traditional charm with current fashion trends.

The founders emphasise versatility: “Whether you're looking for something western, Indian with a modern twist, or jewellery that elevates your destination wedding look without breaking the bank — Attrangi has it all.” — **Saloni Shah**.

Growth Through Design and Accessibility

From an initial home-grown business to a well-recognised brand with a strong online presence and physical studios in cities like **Mumbai, Chennai and Surat**, Attrangi has expanded rapidly. Its success stems from a combination of **trend-led design, quality craftsmanship and affordable pricing**, which has widened its appeal, especially among younger shoppers.

The brand's emphasis on **accessibility** — by making premium designs available at reasonable price points — has helped it establish a loyal customer base across India. Its pieces are handcrafted to make bold fashion statements while remaining wearable in everyday life.

Recognition and Market Impact

Attrangi's rising popularity is reflected in its vibrant social media presence and glowing customer reviews. As a brand that speaks directly to fashion-conscious women, its jewellery complements both ethnic and Western outfits, making it a one-stop destination for contemporary jewellery needs.

In addition, the brand recently appointed **Apurv Singh** as a Strategic Consultant, signalling its move toward structured growth and a sharper marketing strategy as it scales further.

A Brand With a Future Vision

Attrangi continues to evolve by aligning traditional craftsmanship with modern design trends. In the bridal jewellery space, co-founders Saloni and Vidushi have emphasised creating pieces that brides can cherish long after their celebrations — reflecting their commitment to both **style and utility**.

Today, Attrangi is more than a jewellery label — it is a brand that represents **self-expression, individuality and accessible elegance**, built on the passion and vision of its founders. With an expanding footprint and a clear focus on innovation and customer connection, Attrangi is poised for sustained growth in the Indian jewellery landscape.

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