

Forevermark Opens De Beers Group's Largest Global Flagship Store in Mumbai

Published on 09 Jan 2026 | By IFI Correspondent



Forevermark Diamond Jewellery, the premium diamond brand from the **De Beers Group**, has officially launched its **largest flagship store in the world in Mumbai's Khar West**, marking a significant milestone in its global retail expansion and reaffirming India's importance in the luxury jewellery market. The store opened on **January 8, 2026** and spans nearly **5,000 square feet** at **Crest Link, Linking Road**, cementing the city's reputation as one of the world's key luxury retail hubs.

A Celebration of Craftsmanship and Luxury

The grand opening was celebrated with an exclusive evening event that brought together **industry leaders, jewellery connoisseurs, creative influencers, celebrities and tastemakers**. Highlights included immersive experiences showcasing the brand's *Mine to Finger* journey — from responsibly sourced diamonds to finished masterpieces — alongside **live music, a fashion showcase, interactive installations and AI-driven elements** that showcased Forevermark's universe of design-led luxury.

The flagship also introduced Forevermark's **Icon Collection**, a new range inspired by the North Star, symbolising clarity and confidence. The collection features versatile everyday diamond jewellery, striking statement pieces and high jewellery styles across rings, earrings, necklaces and bracelets — designed to celebrate life's meaningful moments with authenticity and elegance.

Celebrating Modern Indian Icons

The launch event featured prominent personalities who reflect contemporary Indian excellence. These included **Olympic medallist Manu Bhaker**, actor **Diana Penty**, designer-actor **Masaba Gupta**, and social entrepreneur **Princess Gauravi Kumari of Jaipur** — all featured in the brand's new *My Guiding Light* campaign. The campaign highlights personal journeys of confidence, direction and individuality, aligned with the spirit of Forevermark's diamond philosophy.

Strategic Importance of the New Flagship

Forevermark's expanded presence in Mumbai demonstrates the De Beers Group's long-term confidence in India's natural diamond market — one of the world's fastest-growing hubs for branded diamond jewellery. According to *De Beers* leadership, the Mumbai flagship reflects strong consumer demand and ongoing growth in luxury consumption, with plans to build a network of **100 Forevermark stores across India by 2030**.

Sandrine Conseiller, CEO of Brands & Diamond Desirability at De Beers Group, emphasised India's central role in the natural diamond category's future, citing strong demand and a deep cultural connection to meaningful jewellery. Shweta

Harit, Senior Vice President of De Beers Group and CEO of Forevermark, noted the store's design merges *international contemporary style with local sensibilities* to offer an immersive luxury experience for Indian consumers.

A Premier Destination for Diamond Lovers

The new flagship not only highlights Forevermark's commitment to craftsmanship and responsible sourcing but also elevates Mumbai's luxury retail landscape with a destination that brings together everyday, statement and high jewellery under one roof. As the brand continues its India expansion, the Mumbai flagship stands as a symbol of enduring desirability, innovation and global luxury leadership.

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