

Solitario Unveils Tom & Jerry DC Universe Diamond Line

Published on 15 Jan 2026 | By IFI Correspondent



Luxury lab-grown diamond brand **Solitario** has announced a strategic partnership with **Warner Bros. Discovery Global Consumer Products** to launch exclusive jewellery collections inspired by two of pop culture's most beloved franchises — *Tom & Jerry* and the *DC Universe*. This innovative collaboration bridges iconic entertainment with premium ethical craftsmanship, offering Indian consumers a first-of-its-kind licensed fine jewellery experience.

The launch took place at an immersive event in **Mumbai's BKC**, where fashion, fandom and nostalgia came together for a vibrant evening celebrating creativity and craftsmanship.

Design and Craftsmanship: Luxury With a Playful Twist

Developed over six months, the **Tom & Jerry and DC Universe collections** feature more than **20 handcrafted pieces**. Each design blends pop-culture storytelling with high-end jewellery making — created using **18K vermeil gold, micro-pavé lab-grown diamonds**, advanced **3D character modelling**, and precision engraving techniques.

- The *Tom & Jerry* range captures the classic duo's mischievous spirit with **dual-motif earrings, miniature pendants, playful bracelets** and **stackable rings** perfect for everyday wear.
- The *DC Universe* line celebrates superhero legends with bold designs inspired by **Batman, Superman, Wonder Woman** and **The Flash** — including emblem studs, statement bracelets and accessories that echo their signature symbols.

Craftsmanship is at the heart of the collection, with each piece requiring **18–40 hours of meticulous work** by master artisans combining modern technology and traditional skills.

A Strategic Play for Gen Z and Millennial Shoppers

Solitario's Managing Director **Ricky Vasandani** highlighted how the collaboration represents more than a product launch — it's a fusion of **purpose, pop culture and sustainable luxury**. He said the brand aims to *democratize luxury with a clear conscience*, giving fans a guilt-free way to wear their passion for iconic stories and characters.

The launch event drew a mix of celebrities, stylists, influencers and entertainment figures, reinforcing Solitario's strategy to extend its appeal among **millennial and Gen Z consumers** who value both ethical credentials and expressive design.

Solitario's Growth and Vision

Founded in 2022, Solitario has quickly established itself as a leader in **lab-grown diamond jewellery** in India and beyond. The brand operates **20 flagship stores and 42 touchpoints** across major Indian cities, alongside an expanding international presence in markets including the **UAE, Spain and the Maldives**.

This partnership marks Solitario's **entry into the licensed pop-culture jewellery segment**, presenting traditional luxury with a fresh, character-driven narrative that resonates with both jewellery lovers and fandom communities.

Bridging Storytelling and Style

By aligning with Warner Bros. Discovery's beloved franchises, Solitario has delivered not just jewellery but *collectible pieces of cultural nostalgia* — elevating everyday wearables into thoughtful, story-rich accessories. As pop culture continues to influence fashion and lifestyle trends, this collaboration signals a growing appetite for products that celebrate meaning, personality and craftsmanship

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.