

Indian Luxury Brand Sabyasachi Debuts Digital Jewellery Boutique

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Renowned Indian fashion house **Sabyasachi**, led by designer **Sabyasachi Mukherjee**, has made a landmark entry into the digital luxury market by launching its **first online fine jewellery boutique** in partnership with **Tata CLiQ Luxury**. This strategic move marks a new chapter in the brand's evolution, expanding its reach beyond traditional boutiques and making its handcrafted jewellery more accessible to customers nationwide.

A Digital Milestone for a Heritage Brand

On **August 21, 2025**, Sabyasachi Fine Jewellery went live on **Tata CLiQ Luxury**, one of India's leading premium e-commerce platforms. This debut allows luxury shoppers across the country — including in **Tier 2 and Tier 3 cities** — to explore and purchase Sabyasachi's exquisite jewellery pieces online without needing to visit physical stores.

The collection features **18-carat gold and gemstone creations**, including iconic lines such as the **Royal Bengal Heritage Gold Collection, Royal Bengal Diamond Collection, Royal Bengal Pearl Series, and Shalimar and Tiger Eye designs**. Each piece reflects the brand's deeply rooted craftsmanship, cultural storytelling, and heritage design philosophy.

Bridging Luxury with Accessibility

Speaking about the launch, Sabyasachi Mukherjee emphasized the importance of **digital accessibility** in today's luxury landscape. By collaborating with Tata CLiQ Luxury, the designer aims to connect with a broader audience without compromising on the brand's **timeless craftsmanship and refined aesthetics**. The online boutique is positioned to offer both traditional and contemporary jewellery styles tailored to modern luxury shoppers.

Tata CLiQ Luxury has also positioned the initiative as part of its ongoing efforts to expand its fine jewellery portfolio and elevate the online luxury shopping experience. The platform provides **personalised shopping services** and in-depth expertise to help customers choose pieces that resonate with their tastes and occasions.

Luxury Meets E-commerce Trends

Sabyasachi's digital jewellery debut reflects a broader trend in the luxury segment, where prestigious brands increasingly embrace **e-commerce as a key growth channel**. As Indian consumers become more digitally savvy and luxurious shopping options expand beyond metro hubs, such online collaborations are redefining how high-end products are discovered and purchased.

By taking its jewellery line online, Sabyasachi not only enhances convenience for existing loyal customers but also paves the way for new demographics to experience Indian luxury craftsmanship — from classic gold motifs to elaborate

gemstone?set pieces — at the click of a button.

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