

# Tanishq presents ‘Nav-Raani’ collection; royal jewellery for modern day queens



*As the festive season draws near, Tanishq – India’s premier jewellery brand under the Tata umbrella—proudly unveils its latest creation: the Nav-Raani Collection. This stunning line pays homage to the modern queen, celebrating her essence with a perfect blend of bold innovation and timeless elegance, ideal for festive occasions.*

*The Nav-Raani Collection is inspired by the grandeur of royal courts and majestic palaces, redefining traditional jewellery by merging intricate craftsmanship with contemporary design. It features high-brilliance Kundan set in Badhroom-style settings, vibrant Kundan with an ombre effect, and exquisite glass enamel work. Delicate Jaali patterns and*

*traditional techniques like Ras Rava and Partaj complement motifs such as Chandak and Kalgi, resulting in pieces that radiate both regality and modernity. Enhanced by 3D laser-cut beads and carefully casted stamps, each item showcases true opulence. From statement neckpieces to intricately designed earrings, every piece captures the essence of royal jewellery, tailored for today’s discerning woman.*

*This collection transcends mere adornment; it embodies the royal spirit inherent in every woman. While she may not wear a crown daily, the festive occasion of Diwali allows her inner queen to shine, exuding warmth and elegance. The Nav-Raani Collection*



Image Courtesy - Tanishq Website

*serves as a tribute to her strength, grace, and the unique aura she brings to special moments*

*Revathi Kant, Chief Design Officer at Titan Company Limited, remarks, "We take great pride in presenting the Nav-Raani collection, which reflects the intricate craftsmanship inspired by regal heritage. Each piece is carefully designed, showcasing our artisans' exceptional skills in marrying traditional techniques with modern aesthetics. This collection tells a story of strength and elegance, honoring modern women who navigate life with confidence. At Tanishq, we've created jewellery that harmonizes the old-world charm of royal courts with contemporary sensibilities, making Nav-Raani a true celebration of a woman's spirit during festive times."*

*Perfect for Diwali gifting, the Nav-Raani Collection is a stunning representation of festive spirit, embodying both tradition and modernity. With options for every discerning woman at various price points, it makes luxury accessible to all. This collection is crafted for those who appreciate the beauty of heritage and the elegance of today.*

*Tanishq also launched a film directed by renowned filmmaker Mira Nair, marking her debut in Indian television commercials. Conceptualized by Lowe Lintas, the festive campaign beautifully portrays women who may not wear crowns but embody strength, beauty, and elegance. The exquisite designs of the Nav-Raani Collection highlight each woman's unique qualities, offering jewellery crafted with unparalleled artistry to celebrate her regal spirit.*