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BUSINESS OF JEWELLERY



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TAJ PALACE, NEW DELHI

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# HOW JEWELLERY STORES ARE REDEFINING LUXURY THROUGH EXPERIENCE

Luxury today isn't louder—it's slower. **Rahul Bansal, Partner at groupDCA**, explores how contemporary jewellery stores are using space, light, and movement to build trust and deepen connection.



Jewellery retail has always occupied a unique space in design. It is a hybrid of intimacy, aspiration, and trust. Unlike most commercial typologies, people don't enter jewellery stores impulsively. They arrive with memory, emotion, or anticipation, to celebrate milestones, pass on heirlooms, or create new ones. The architecture of such spaces, therefore, carries a responsibility beyond sales; it must stage an experience that resonates emotionally while reflecting the craft, heritage, and individuality of the brand.



### A SPATIAL JOURNEY THAT REDEFINES THE ACT OF LOOKING

In Ahmedabad's emerging commercial quarter, the Abhishek Zaveri Store stands as a meditation on movement and emotion. Conceived for a client known for his design-led craftsmanship, the store rejects the conventional glitter-box aesthetic. Instead, it unfolds like an art gallery or a linear sequence of spaces that guide the visitor through varying intensities of display and intimacy.



Abhishek Zaveri, Ahmedabad

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Over the last decade, I've felt a clear shift in how jewellery spaces are imagined. The old model of excess is giving way to more reflective spaces. Clients and customers alike are seeking calm. They want to feel authenticity, and not spectacle. When we began designing for jewellery brands across the spectrum, our intention was never to chase opulence; it was to choreograph experience. Light, rhythm, proportion, and texture became our materials as much as stone and wood. Each project became an opportunity to understand human psychology, details like how people move, pause, and engage with spaces.

The journey begins at a casual, open zone that disarms the visitor's sense of formality. A corridor resembling a museum gallery then draws them inward, each vitrine framing jewellery like a curated artefact. The spatial tempo slows deliberately, encouraging pause, reflection, and anticipation. At its heart, a mandir framed in antique grillwork becomes both a spiritual and spatial anchor, rare in a retail setting. Beyond it, semi-private counters and a lounge allow secluded interactions, culminating in a glass-walled designer's cabin that subtly supervises the entire flow. Materially, the design breathes in muted stone, natural wood, and soft paint finishes that absorb light. Lighting, therefore, becomes the true ornament. The showroom becomes

a narrative that invites customers to slow down, to feel, and to remember. The project's success lies in its emotional economy; how less visual noise creates more engagement. In doing so, the Abhishek Zaveri Store reframes retail as a form of storytelling.

### A SPACE THAT INVITES TOUCH, PRESENCE, AND TRUST

Where Ahmedabad's store champions intimacy, the Khanna Jewellers boutique in Gurugram celebrates legacy through material restraint, spanning 2,250 square feet. The interiors radiate richness using smoked walnut walls, grey-cream marble floors, and delicate gold foil accents. Here, luxury is felt in the tactility of every surface.

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The spatial composition mirrors the buying journey, from street-facing windows that spark curiosity, to linear display counters that draw customers deeper into the space, and finally to private lounges where conversations turn personal. Lighting is soft yet strategic, calibrated to reveal details. Brass display domes, plush seating, and deep-toned upholstery transform the store into an environment of belonging. In an age when digital luxury increasingly competes with physical experience, the Khanna Jewellers store reasserts the power of architecture to make touch and presence meaningful again.



Khanna Jewellers, Gurugram

### A STORE THAT WEARS ITS HERITAGE LIGHTLY

In Ludhiana, Khurana Jewellery House calls for a kind of grandeur that carries warmth. The family's legacy is profound and visible, but the space doesn't lean on it for drama; it builds its own confidence. The idea is to create richness that feels lived in and to let every detail speak softly but with purpose. A long gallery anchors the store, its proportions steady and generous. Vitrines line the edges in an easy rhythm, paired with upholstered seating that invites people to sit and pause. The floor, patterned in black and white marble,

Khurana Jewellery House, Ludhiana



recalls an older grammar of craft, while soft green walls, gold mouldings, and walnut cabinetry add depth and comfort. Art and portraits sync in the setting, giving heritage a presence that feels continuous. Light here behaves almost like a material and reveals different layers. Furniture stays close to human scale, allowing conversation to flow without effort. Every decision, the texture of a panel, the edge of a moulding, the placement of a chair, aims to make luxury feel effortless. The design understands when to draw attention and when to step aside.

### THE NEW DIRECTION OF JEWELLERY DESIGN

What connects these boutiques is a shared recognition that design directly influences how people shop, and, in turn, how a brand performs. The way customers move through a store, how long they linger at a display, or how comfortable they feel during a purchase has a measurable impact on engagement and conversion. When spaces are planned around these behaviours, the design becomes an active part of the retail strategy. In jewellery retail, where transactions rely as much on trust as on taste, this sensitivity changes outcomes. What I find exciting about jewellery retail today is that it's learning to slow down. Store owners are beginning to recognise that the most lasting impression is how people feel when they leave. When every element feels intentional, the space itself becomes part of the experience. It marks a definitive shift in jewellery design in building trust, emotion, and lasting value for the future of retail.

