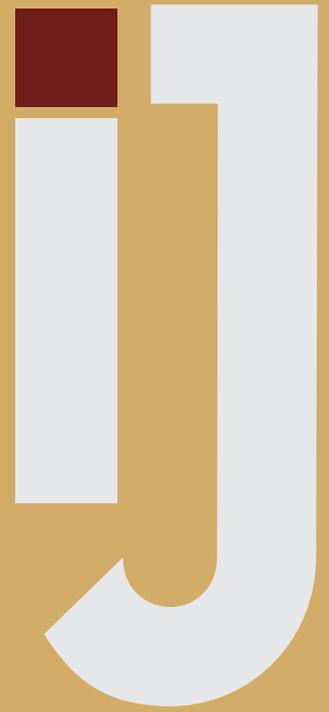




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INDIAN JEWELLER

THE FACE OF THE INDIAN JEWELLERY INDUSTRY

Vol. 9 Issue 2 October-November 2018 ₹ 300



**COOLEST
 JEWELLERY
 STORES OF
 INDIA**

Redefining the 'Cool' Factor



KK Jewels,
Ahmedabad

**Sohna by
 Sawansukha,**
Kolkata

**Motisons
 Jewellery,**
Jaipur

DP Abhushan,
Indore

**Chosen by Tejpal
 Ranka,** Pune

Dass Jewellers, Nagpur

**AS Motiwala
 Fine Jewellery,**
Mumbai



**Engagement Rings
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Epicenter of Exquisite
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Harvish Jewels, Vadodara

THE JEWELLERY DESTINATION

Harvish Jewels, a premium jewellery studio in Vadodara, reflects its founders' Harvish & Vaishali Soni's love for modern art and traditions. The studio is one of the most sought after jewellery destination, known for its exemplary artistic designs, wide collection of jewellery, impeccable service and unconventional approach. By Kavita Parab

Harvish Jewels, a complete jewellery destination, is the brainchild of founder duo Harshad and Vaishali Soni. In fact the studio name is inspired from the founders Harshad (HAR) and Vaishali (VISH) which gave birth to "Harvish Jewels". The store was opened in the cultural capital-Vadodara of Gujarat on 3rd October 2014.

Led by the passion of its founders whose fondness for modern art and tradition gave birth to this marvellous jewellery studio which is the finest reflection of Vadodara's unmatched

Jewellery traditions and workmanship. The premium jewellery studio aspires to create unique, elegant Jewellery designs with a touch of tradition.

If one has to point out special qualities that sets this studio apart from its counterparts then it has to be its exemplary artistic designs, wide collection of jewellery, impeccable service and unconventional approach. This sets apart, Harvish Jewels from any of its counterparts giving it a leading edge and preference from its customers.

The studio right from day one has generated fabulous response in the first

week establishing itself as one of the most sought after premium jewellery studio when it comes to buying of exquisite diamonds, gemstones, bridal and gold jewellery in the whole of Gujarat.

The studio has wide acceptance and preference among the youth, senior citizens and famous personalities belonging to the state. They are also a pioneer for spearheading the revolution of a studio model in the cultural capital of Gujarat.

The new store is located in the buzzing hub of Race Course, Vadodara (Baroda). It has a wide carpet area



of approx 3000 sq.ft. The store is equipped with every possible things that a proper luxury brand store needs. The interiors are plush and lavish.

The studio opens to a large entrance which paves the way for wide jewellery display area with comfortable plush seating arrangements for a great shopping experience. It is centrally air conditioned with hi-tech testing machines, billing counter, pantry, strong room and founder's cabin. "The interiors of the store are done in plush veneer wood to give it a contemporary and classy look which is sure to create a pleasurable ambience of peace and luxury for a delightful shopping experience," says Ms. VaishalSoni.

Customer Policy

Warmth and hospitality with personalised attention is an integral part of guest experience at Harvish Jewels. The founders believe in giving all their customers a hassle free shopping experience of lifetime.

The founders believe in

consolidating computerized designing and certification with an eye for detail to match client requirements. The brand's eccentric range of designs combined with best quality gemstones helps in providing maximum satisfaction enhancing the overall customer experience at our end. The studio intends to provide superior and premium service to all



Harshad & Vaishali Soni



without any discrimination of sex, caste, creed or stature.

The studio team under the valuable guidance and able leadership of Harshad Soni constantly strives to engineer craftsmanship by redefining the art of jewellery. The prime most parameter for the firm is to keep value for money and elegance factor intact helping to produce a jewel which will last for generations in a family with its intricacies and



fineness and at the same time making the consumer feel proud. The studio has direct association with DTC (Diamond Trading Company) and offers certifications from GIA and IGI.

Vaishali and Harshad Soni, have a common vision and policy in regard to their dream venture, “Our mantra is always to stay on the top of the curve, devote personalised attention to all our clientele. Our vision is to expand the eponymous label in accordance with our ancestors design philosophy to international markets and continue to innovate and strive for new benchmarks in quality, creativity, design and customer satisfaction.”

“Every customer at Harvish is treated like a family member, who expects a long standing relationship combined with customer experience



of lifetime. All these parameters will be instrumental ahead in building strong and lasting relationship between our firm and all its customers,” adds Vaishali Soni.

Jewellery

For the last 28 years, Harshad and Vaishali have been actively involved with sourcing, trading and manufacturing of gold, gemstones, diamond jewellery from Vadodara including Mumbai and other parts of India. The best part is that customers get to see a lot of traditional gold, gemstones and diamond designs on

display curated by some of the best artisans from across the country. The jewellery is manufactured using hi-tech equipment and undergoes stringent quality checks and parameters in line with the global standards.

Talking about jewellery Harshad Soni says, “In today’s world, we are constantly seeking ways to express ourselves as unique individuals, the jewellery choices we make are led by the desire to highlight our nuanced



individuality rather than conform to the idea of traditional ‘fine’ jewellery. Each of the jewellery featured offers a dynamic contemporary alternative to the traditional heirloom, responsive to our changing lifestyles while remaining timeless in the face of the shifting aesthetics of our contemporary lives.”

He further adds, “Jewellery is an art of constructive crafting of your ideas, imaginations and desires into solid articles. Appraising the expectations of our customers, we at Harvish Jewels will not only focus on creation of value for money ornaments but will also focus specifically on value for thoughts, creativity and expectations.”

Future Plans

Currently, the studio is only operational in the city of Vadodara (Baroda) but the company is contemplating the idea of massive expansion across major cities of Gujarat and Maharashtra. ■