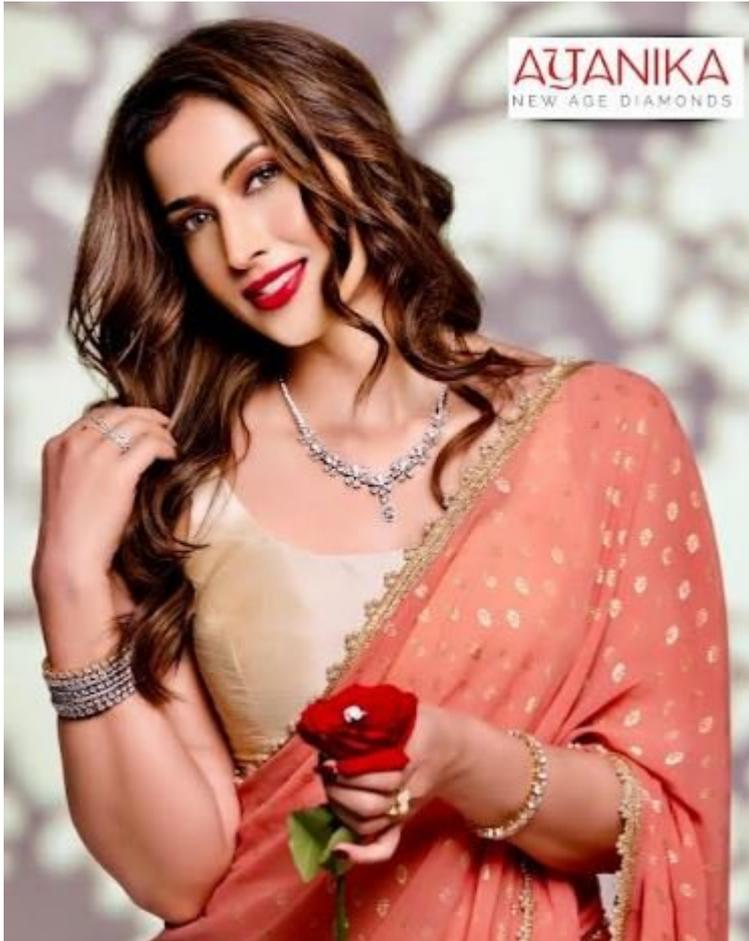


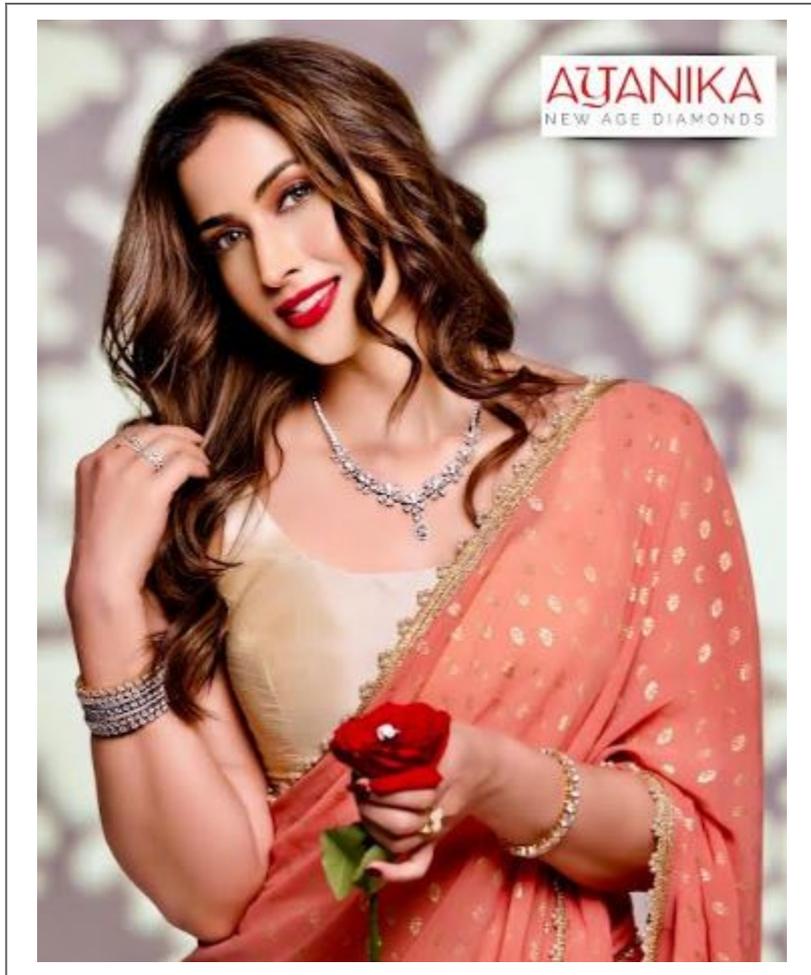
Ayanika Opens its Flagship Store: An Era of New Age Diamond Jewelry

Category: Business

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[Ayanika](#), a brand renowned for its exquisite, concept-driven lab grown diamond jewelry collections, is proud to announce the grand opening of its flagship store at Laxmi Industrial Estate, Andheri. With a vision to redefine luxury, Ayanika blends artistry, craftsmanship, and personalization to offer customers a truly unique jewelry experience.



Samaira Sandhu

At Ayanika, each collection is inspired by distinct themes, ensuring that every piece tells a story, Ayanika's designs are a celebration of creativity, elegance, and craftsmanship. The brand takes immense pride in offering not just ready-to-wear designs but also bespoke lab grown diamond jewelry services, where clients can create their dream pieces based on their preferences, budget, and style.

“The way you dress is the way you get addressed” – Ayanika offers a wide range of jewelry to suit every occasion. From everyday wear pieces that add a touch of elegance to your daily life, to exclusive cocktail and evening wear that are perfect for making a statement at any special event, Ayanika's collections cater to diverse styles and tastes. Each piece is designed with meticulous attention to detail, ensuring a perfect balance of comfort and sophistication.

"We believe that jewelry is more than just an accessory – it's a reflection of the individual. Our flagship store provides a space where customers can explore not only our curated collections but also work with our designers to bring their visions to life through customization," said **Mr. Nishank Chatterjee, CMO of Ayanika.**

Ayanika is also proud to announce its collaboration with Samaira Sandhu, the brand's ambassador. A talented actor and author, Samaira's bold, stylish, and youthful persona perfectly aligns with Ayanika's vision of creating elegant, innovative jewelry. Recently crowned the Iconic Glamorous Diva 2024 by Mid-day, Samaira has graced the screen in five successful feature films and continues to inspire with her multifaceted career and powerful presence.

Her love for diamonds and appreciation for luxurious, timeless designs make her the perfect fit for Ayanika. Samaira expressed her excitement, saying, *"I've always been drawn to fine jewelry, and Ayanika's collections are truly special. They combine artistry with elegance, and I'm thrilled to partner with a brand that values individuality and sophistication."*

The new flagship store offers an immersive shopping experience, allowing customers to discover the rich stories behind each collection, explore a variety of precious materials, and design pieces that are one-of-a-kind. From [lab-grown engagement rings](#) to statement [pendants](#), Ayanika's expert designers are on hand to assist in crafting jewelry that aligns perfectly with every client's vision.

Join us at the Ayanika Flagship Store and step into a world of artistry, and personalized elegance. Whether you're searching for the perfect gift or a timeless addition to your collection, Ayanika invites you to experience the exceptional.

About Ayanika

The name "AYANIKA" holds a meaningful significance as it translates to "Gift of God" in Sanskrit. This emerging brand is the result of a collaboration among a group of professionals who have consistently placed emphasis on innovation in product design, business strategies, and customer services. With a foundation rooted in decades of experience within the realm of diamond-studded jewelry, AYANIKA is dedicated to serving both the national and international markets. Their commitment to innovation and expertise positions them as a dynamic force in the jewelry industry.

About Samaira Sandhu

Samaira Sandhu is an accomplished actor and author. Recently awarded the Iconic Glamorous Diva 2024 by Mid-day, Samaira has starred in five films and continues to make waves in the entertainment industry. She has been the face of many popular brands internationally. Owing to her popularity and huge respect for work ethics, she has holds the coveted position as a State Icon of Chandigarh appointed by Govt. of India. Known for her bold, stylish presence and her passion for fine jewelry, Samaira is the perfect ambassador for Ayanika's luxurious and unique collections.

