



Blogs: Supplier News

Supplier News: Week of July 1

Venus Jewel Revamps Brand Identity

By Brittany Siminitz | July 01, 2024



Mumbai-based diamond company Venus Jewel debuted a new look at last month's JCK Las Vegas, after releasing social media teasers leading up to the show. In addition to its booth presence, the company was honored with a visit during JCK from Botswana president Mokgweetsi Masisi.

"The new logo and brand identity symbolize the essence of Venus Jewel's evolution, setting the stage for an exciting new chapter in the company's illustrious history," the company said in a statement. "This transformation reflects the brand's dedication to maintaining its pioneering vision, unending innovation, and customer-centricity while redefining the boundaries of excellence in the solitaire industry."

Venus celebrated the new identity and its 55-plus-year journey with a special lamplighting ceremony at its Mumbai headquarters.