

Venus Jewel Unveils New Brand Identity at JCK Las Vegas

Venus Jewel, the globally acclaimed leader in solitaire, unveiled its new brand identity at the JCK Las Vegas Show 2024



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The much-anticipated reveal transpired a month back when a teaser video made rounds across media. The teaser announced that a surprise was to be revealed at the Venus Jewel booth (#8037) at the JCK Vegas show.

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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. 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.

A Distinguished Visit:

On a momentous occasion, His Excellency, the President of the Republic of Botswana, Dr. Mokgweetsi Eric Keabetswe Masisi, visited the Venus Jewel booth. He witnessed our exquisite collection of diamonds with a brief story presented by Devansh Shah and Samveg Shah, Partners at Venus Jewel.

"We were delighted and thankful to see many of our customers from the US & neighbouring areas visit our booth and witness the new logo. It was a proud moment for all of us," says the 3rd generation partner, Devansh Shah.

Celebrations at Mumbai Headquarters:

The brand-new identity was also revealed during a special lamp-lighting ceremony, followed by a heartfelt testimonial from senior members, marking the 55+ years' journey of Venus Jewel. The event witnessed the esteemed presence of Shri Ramniklal Shah (Founding Partner) and Shri Rajesh Shah (Partner).

This close-knit gathering underscored the company's deep-rooted values and the collaborative spirit that drives Venus Jewel forward.

Statements from Venus Jewel Partners:

"At Venus, our conduct and tone reflect our brand and values. How we treat others is a testament to our integrity and excellence."

— Shree Ramniklal Shah, Founding Partner.

"Our ethics, pioneering vision, unending innovation, and customer-centricity are the pillars of our evolution. These elements guide us as we redefine the boundaries of excellence in the solitaire realm," commented Rajesh Shah, Partner at Venus Jewel.

"As our company continues to evolve and expand its products, services, and global reach, it is essential that our identity also keeps pace with these changes. After months of meticulous detailing and creative exploration, we are excited to unveil this new chapter in our visual identity," said Devansh Shah, 3rd Gen partner at Venus Jewel.

