



SILVER ICONS OF INDIA



Amrapali
JAIPUR

Amrapali Jewels: A Timeless Legacy of Indian Craftsmanship

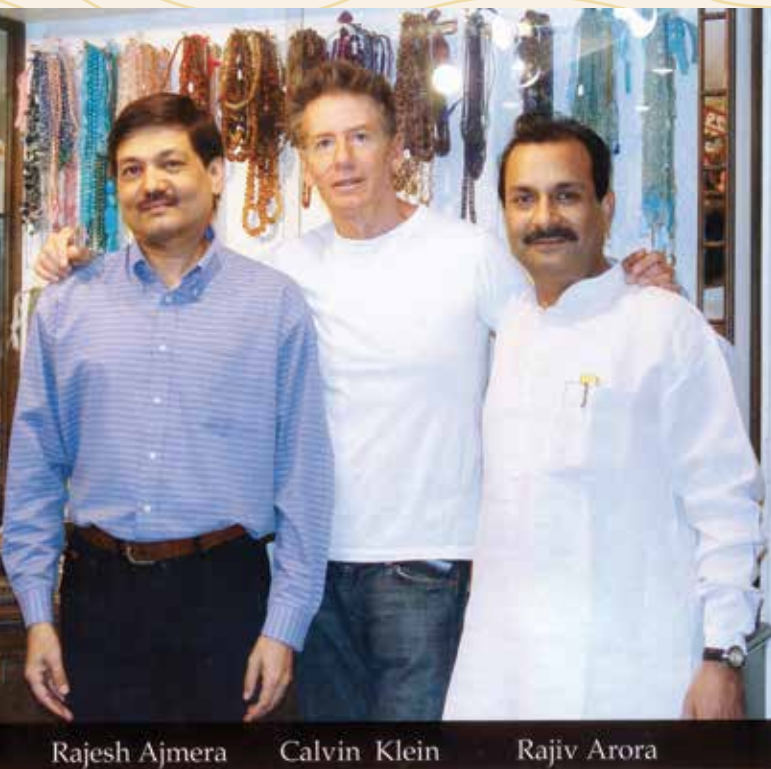
The inspiration behind the name of the brand is the famed Legend of Amrapali. The Royal courtesan said to live around 500 BC in ancient India, she is also the timeless symbol of Muse, on who brings you inspiration, intuition, & higher vision through her timeless beauty and grace. Amrapali extraordinary beauty and charm was also known far and wide. She is mentioned in the Old Pali and Buddhist traditions, particularly in conjunction with the Buddha staying at her mango grove. Amrapali Jewels, established in 1978 by the visionary duo Mr Rajiv Arora and Mr Rajesh Ajmera, has carved its name as a symbol of luxury, tradition, and innovation in the world of jewellery. Inspired by the legendary courtesan Amrapali, whose grace and allure were celebrated in ancient India, the brand embodies the spirit of timeless beauty and sophistication. From its origins in Jaipur, the cultural hub of India, Amrapali has grown into an internationally acclaimed name, revered for its unmatched craftsmanship and dedication to preserving India's heritage.



The Genesis of Amrapali

The journey of Amrapali began as a labour of love. During their college days, Mr Rajiv Arora and Mr Rajesh Ajmera embarked on a transformative journey across India, exploring its art, culture, and soul. They were captivated by the intricate jewellery worn by tribal communities and the unique objects traded in local markets. These treasures spoke of a deep-rooted cultural narrative, one that was slowly being overshadowed by modernity.

Determined to preserve and showcase this artistic legacy, the duo founded Amrapali Jewels in Jaipur. The city, with its vibrant history and artistic heritage, served as the perfect backdrop for their ambitious venture. They sought to bridge the gap between traditional Indian craftsmanship and contemporary design, creating jewellery that resonated with both Indian and global audiences.



Rajesh Ajmera

Calvin Klein

Rajiv Arora

Craftsmanship: A Tribute to Artisanry

At the heart of Amrapali's success lies its commitment to craftsmanship. The brand collaborates with master artisans and goldsmiths, many of whom hail from Rajasthan. These artisans, often from families where the craft has been passed down through generations, bring unparalleled skill and dedication to their work.

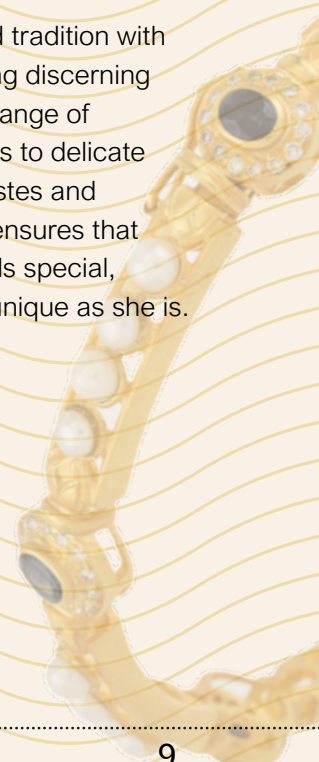
Amrapali's design philosophy is deeply rooted in the traditions of Indian jewellery-making. The brand has revived age-old techniques such as meenakari (enamel work) and kundan (stone setting), blending them with contemporary aesthetics to create a unique design language. Each piece is meticulously handcrafted, ensuring that no two creations are alike. This dedication to detail makes every Amrapali jewel a one-of-a-kind masterpiece.

The brand's focus on heritage does not stop at design. By supporting cottage industry artisans, Amrapali has played a pivotal role in sustaining traditional crafts and providing livelihoods to artisan communities. This approach not only ensures the survival of these rare skills but also fosters a sense of pride among the craftsmen.

Design Philosophy: Where Heritage Meets Modernity

Amrapali's designs are a celebration of India's rich cultural tapestry. Drawing inspiration from mythology, royal traditions, and everyday life, the brand creates jewellery that tells a story. Whether it's a necklace inspired by the intricate patterns of a temple carving or earrings reflecting the vibrancy of a tribal festival, every piece is imbued with meaning.

The brand's ability to seamlessly blend tradition with modernity has made it a favorite among discerning customers. Amrapali offers a diverse range of collections, from bold statement pieces to delicate designs, catering to a wide array of tastes and occasions. The focus on individuality ensures that every woman who wears Amrapali feels special, adorned with a piece of art that is as unique as she is.





A Star-Studded Journey: Collaborations and Global Recognition

Amrapali's creations have graced the screens of some of the most iconic films, adding a touch of authenticity and grandeur to their narratives. Collaborations with movies such as Baahubali 2: The Conclusion, Manikarnika: The Queen of Jhansi, Ramleela, and even Hollywood's Troy have showcased the brand's versatility and appeal across cultures. These partnerships have not only elevated the films but also highlighted the universal charm of Indian jewellery.

Beyond the silver screen, Amrapali's jewels have adorned global dignitaries, royals, and celebrities. From Melania Trump to Kate Middleton, and from Queen Ashi Wangchuck of Bhutan to Princess Benedikte of Denmark, the brand's creations have found admirers in the highest echelons of society. These moments of global recognition underscore Amrapali's position as an ambassador of India's rich artistic heritage.



Prime Minister of Israel
Shimon Peres & Mr. Rajiv Arora

Expanding Horizons: Retail Presence and Tribe Amrapali

Amrapali's journey from Jaipur to the world is marked by strategic expansion and innovation. The brand operates over 29 outlets in major cities, including New Delhi, Mumbai, Bangalore, and Kolkata, as well as at luxury locations like the Taj Khazana stores. Its presence at international airports, such as Indira Gandhi International Airport and Mumbai's Terminal T2, ensures accessibility to a global clientele.

In March 2013, Mr Tarang Arora, CEO and Creative Director of Amrapali Jewels, and Ms Akanksha Arora, CEO of Tribe Amrapali, pioneered a revolutionary retail concept. Their vision was to create a futuristic and accessible shopping experience that preserved the essence of their heritage. This led to the launch of Tribe Amrapali, a sub-brand that redefines jewellery retail for a modern audience. Through their collaborative efforts, they are shaping the future of the industry.

The launch of Tribe Amrapali marked the beginning of a new chapter, introducing a contemporary and experimental design philosophy that offers affordable luxury in silver and fashion jewellery. By combining Amrapali's essence with innovative design, Tribe Amrapali creates contemporary and affordable pieces in silver, gold-plated silver, and fashion jewellery. Drawing inspiration from India's tribal artistry and folklore, Tribe Amrapali resonates with modern customers seeking a connection to their cultural roots in a dynamic and diverse world.



A Vision for the Future

As Amrapali continues to evolve, it remains steadfast in its commitment to preserving India's artistic heritage. The brand's upcoming international stores and innovative collaborations signal a bright future, one that promises to expand its global footprint while staying true to its roots.

The founders' vision of making Indian jewellery a global phenomenon has not only been realized but has also inspired a new generation of designers and craftsmen. By blending tradition with innovation, Amrapali has created a legacy that transcends time.



Preserving Heritage: The Amrapali Museum

In 2018, Amrapali unveiled the Amrapali Museum in Jaipur, a project that had been years in the making. Conceptualized by the brand's founders, the museum is a tribute to India's silver jewelled arts. Housing over 4,000 artefacts, it is one of the largest silver jewellery museums in the world.



The museum offers a unique glimpse into India's cultural history, with exhibits spanning two floors. The ground floor showcases silver and gold jewellery from different regions, focusing on pieces associated with rites of passage. The basement explores the inspirations behind Indian craftsmanship, displaying a range of silver objects and offering an audio-guided tour in both English and Hindi.

The museum serves as a haven for scholars, students, and connoisseurs, fostering a deeper understanding of India's artistic traditions. Upcoming publications by renowned authors, including Dr Usha Balakrishnan and Mr Devdutt Pattanaik, promise to further enrich the narrative of the museum's collection.



Conclusion: A Jewel in India's Crown

Amrapali Jewels is more than just a jewellery brand—it is a celebration of India's heritage, culture, and craftsmanship. From the bustling markets of Jaipur to the grand stages of Hollywood and Buckingham Palace, Amrapali's journey is a story of passion, artistry, and perseverance.

Every piece of Amrapali jewellery is a testament to the brand's dedication to excellence. With its unique designs, commitment to sustainability, and focus on individuality, Amrapali continues to enchant the world, proving that true beauty lies in the stories we tell and the traditions we preserve.

Amrapali Jewels: A timeless legacy, where every creation is a masterpiece.

