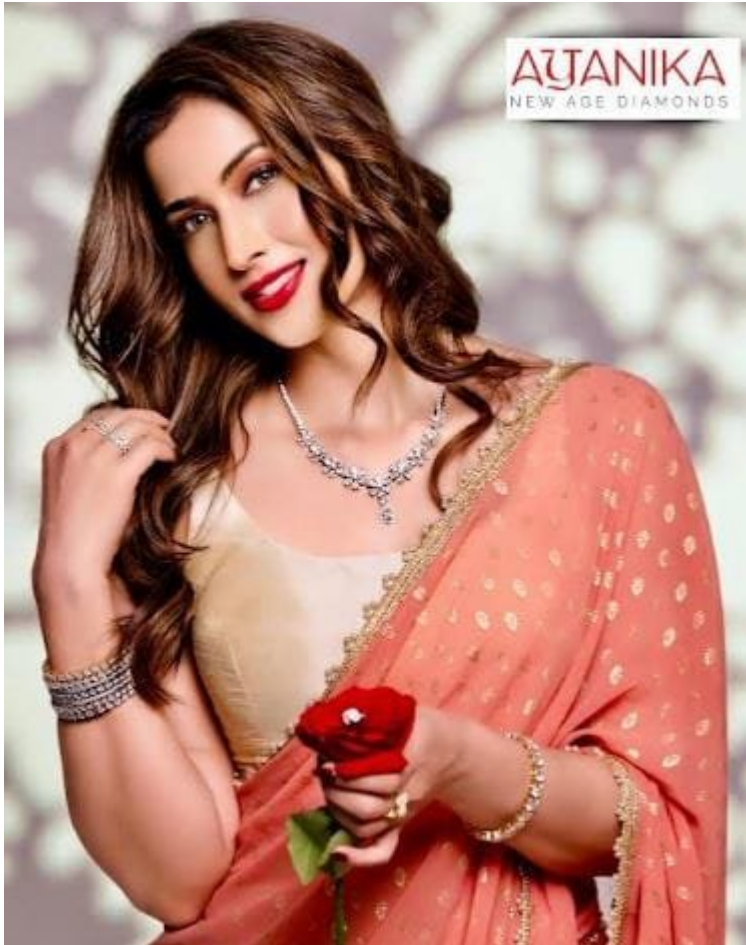


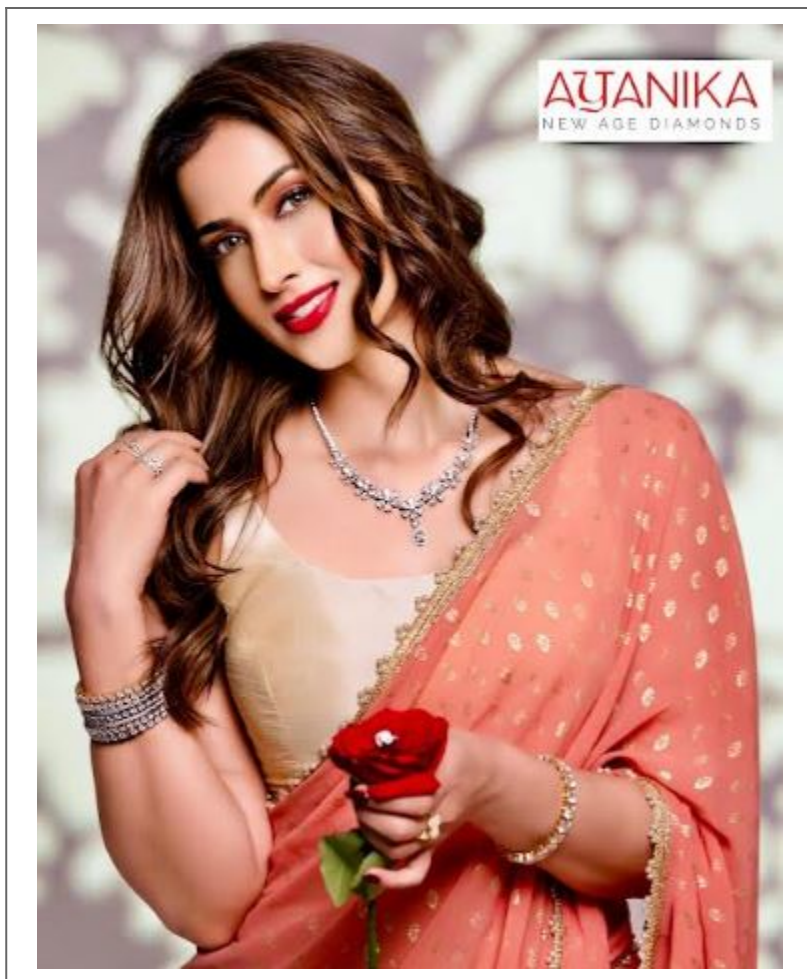
# Ayanika Opens its Flagship Store: An Era of New Age Diamond Jewelry

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](#).

