

CaratLane and Xperia Group Roll Out the Red Carpet for National Flight Attendant Day

Category: Business

written by International Khabar | June 11, 2025



In a first-of-its-kind celebration, **CaratLane**, India's leading omnichannel jewellery brand-teamed up with experiential advertising experts Xperia Group to honour the dedication and grace of flight attendants on National Flight Attendant Day, May 31st. The occasion saw the unveiling of CaratLane's new "Runway" Collection-dedicated to the service and sacrifice of women in flight crew.



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To mark the day, Xperia Group transformed the Delhi airport into a glamorous stage, laying out an exclusive red carpet experience for flight crews as they prepared to board. Adding a dash of star-studded excitement, life-sized mannequins equipped with automated cameras acted as paparazzi, capturing candid moments and elevating the atmosphere to one of true celebrity glamour. The flight attendants were treated to a dazzling, immersive welcome that celebrated their tireless service and commitment.

Shaifali Gautam, Chief Marketing Officer at CaratLane, added, *"CaratLane – A TATA Product, has recently unveiled a groundbreaking new jewellery collection, Runway, celebrating the spirit, ambition, and elegance of women in aviation. We introduced Runway at major airports through a unique red carpet campaign to pay our tribute to the trailblazers who make our skies safer & smarter every single day. The overwhelming response encourages us to keep celebrating these*

[everyday stars."](#)

Mr. Saibal Gupta, Managing Director of Xperia Group, shared his enthusiasm: *"We are fully aware that flight crew are an integral part of modern day travel. May 31st is declared as the National Flight Attendant Day. Hence to recognise the unfaltering service and sacrifice of flight attendants who ensure safety, comfort and handling even emergency like situations, we needed to make them feel special and recognise their efforts. The campaign caught the fancy of all at the airport and immensely delighted the flight crew who gave a thumbs up". Additionally, a whole lot of banners and branding etc were put up to create visibility of the CaratLane brand."*

The collaboration also included vibrant banners and brand activations at key airport touchpoints, amplifying visibility and engagement with CaratLane's fresh offering. Customers intrigued by aviation, travel, and such bold designs can explore the collection [online](#), or in select stores across India.

About CaratLane

CaratLane – A Tata Product, India's first omni-channel jewellery brand, was founded in 2008 by Mithun Sacheti and Srinivasa Gopalan with a simple but courageous objective – to make beautiful jewellery accessible, affordable and forever wearable. The driving force behind all of CaratLane's efforts is its purpose of helping people express their emotions. Through its unique, youthful, and contemporary designs and innovative technological interventions, it aims to be a meaningful part of every celebration in the modern woman's life.

As a part of the Tata Group, CaratLane proudly follows the Tata Group's legacy of excellence and trust. CaratLane aims to work towards its mission-to offer customers beautiful jewellery and a distinctive shopping experience that fits

today's values and lifestyles-enabling CaratLane to grow as India's 21st-century jewellery brand.

CaratLane is also known for its signature jewellery-buying experience across all platforms. Along with the website, which is India's largest online jewellery destination, CaratLane now has 320+ brand stores across the country and one international store in New Jersey. CaratLane has also pioneered unique features like CaratLane Live-an online live shopping experience and Try at Home-where customers can book an appointment to try their favourite jewellery designs in the comfort of their home, with no obligation to buy. Facilitating the diamond-buying experience in India, CaratLane stores also include a Solitaire Lounge personalised with a highly skilled team to assist diamond buyers in finding the perfect solitaire jewellery.

