



**ASIAN STAR**

# SILVER & DIAMOND

Supporting Growth, Strengthening Partnerships



An agile offering designed to complement our gold & diamond legacy

# Built on Trust. Evolving with You.

For decades, our gold & diamond creations have shaped our identity – and yours.

Now, silver & diamond joins the portfolio. Not as a shift, but as a strategic layer of value. It supports growth with broader accessibility while staying rooted in trust and craftsmanship.

A timely response to changing demand, built to complement your core.



## Legacy at the Core

Our gold & diamond collections define our legacy and remain our core.

## Not a Shift, But a Step Forward

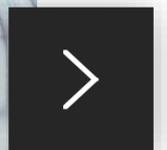
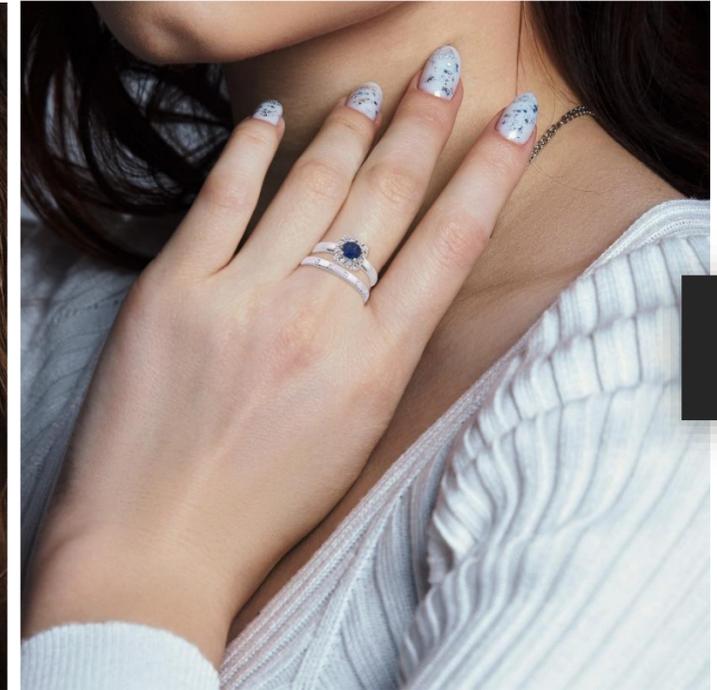
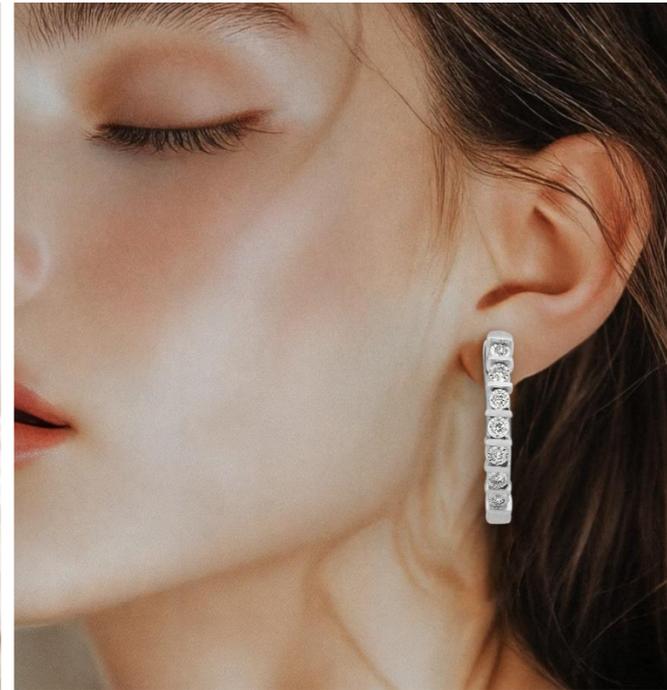
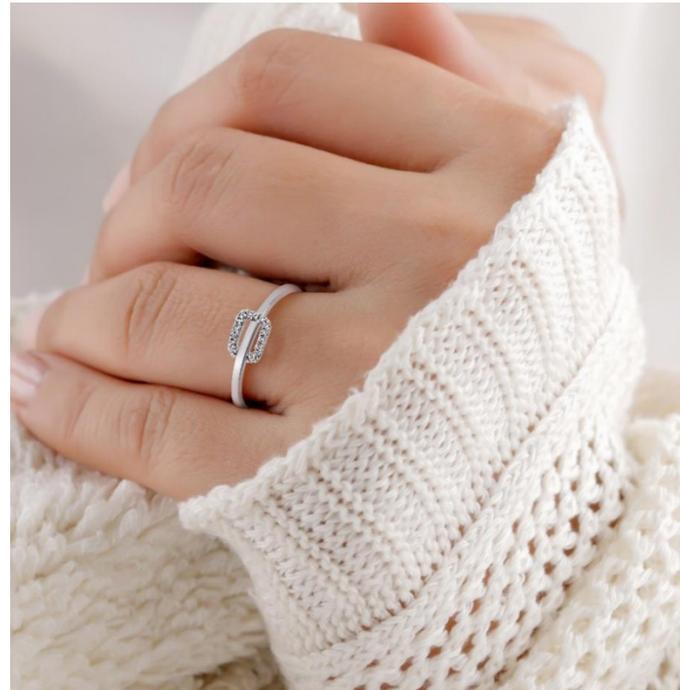
Silver & diamond is not a pivot. It's a practical add-on that respects your positioning.

## Built for Today

Designed to offer accessibility, responsiveness, and relevance to modern consumers.

An Addition, Not A Shift.

# The Need for Smart Adaptation



## Gold Prices Are Redefining Buying Patterns

Historic highs are impacting consumer confidence in heavier purchases.

## Need for Real but Affordable Jewellery

Younger customers want fine jewellery that fits changing lifestyles and frequent styling.

## What Retail Really Needs Now

Partners need flexibility, category diversity, and pricing agility. Not just product.

Retailers now need flexible product categories that can respond to price sensitivity, while still delivering value and style.

# Silver & Diamond: Real Jewellery, Real Opportunity



Accessible luxury that helps you expand your customer base.



Lighter price points. Real materials. Higher purchase frequency.



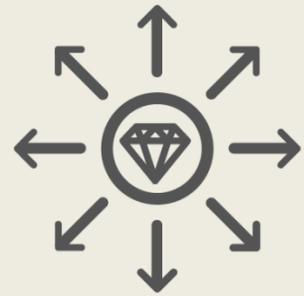
Ideal for fast-moving, seasonal, and entry-tier collections.



No compromise in craftsmanship or integrity.

A category that supports your margins, expands your base, and stays true to your brand.

# What Silver & Diamond Means for Your Business



## Lightweight Expansion

Ability to increase assortment  
without heavy investment



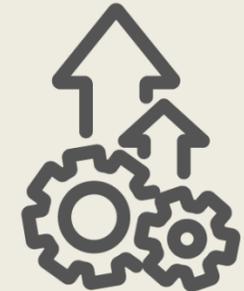
## New-Age Buyers

Capture younger and first-  
time customers



## Everyday Appeal

Serve everyday wear and  
gifting occasions better



## Retail Agility

Faster launches and flexible  
MOQs.

Designed to move fast, sell smart, and support your margins.



Protecting  
Your Core.  
Powering  
Your Growth.

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Supports retail momentum during high gold volatility

# Our Silver & Diamond Range



Designed for Today. Crafted for Growth.

# Product Catalogue

AJR23323



AJR34462



AJR34782



AJR34786



# Product Catalogue

AJR34798



AJR35043



AJR35321



AJR36776



# Product Catalogue

AJR37313



SAR02130



SAR02802



SAR05835



# Product Catalogue

SAP02119



SAP02128



SAP02705



SAP03833



# Product Catalogue

AJP12206



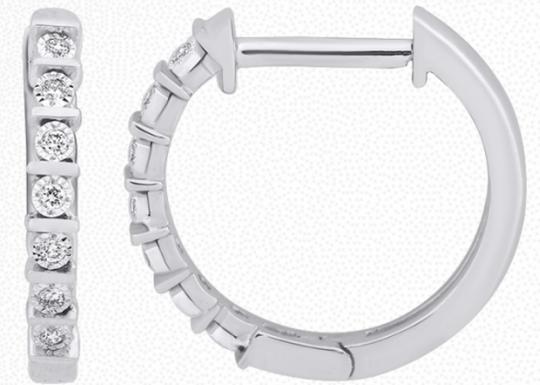
AJP12207



AJP12208



AJE09363



# Product Catalogue

AJR35158WG



AJR35659WG



AJR36899WG



AJR37302WG



# Product Catalogue

SAR02119WG



SAR02128WG



SAR02800WG



SAR02800WG



# Product Catalogue

SAR04866WG



AJR34838C WG



SAE04870WG



SAE05553WG



# Product Catalogue

SAR05553WG



SAP05553WG



SAP05573WG



SAR05573WG



Let's build forward deliberately and together.  
With gold, diamond, and now, silver.