



OLD IS ALWAYS GOLD

THE LEGACY BEHIND EVERY JEWEL

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There's an old saying we've all grown up hearing—"Old is Gold." And in today's fast-paced, ever-evolving luxury world, I'm finding it to be truer than ever.

Recently, while curating our **Luxury Jewellery Edition**, I had the privilege of interacting with a cover story personality who runs a boutique fine jewellery brand. What struck me

wasn't just her design finesse or brand philosophy—it was her unwavering commitment to **preserving old jewellery pieces instead of melting them into new ones**. In an era where instant trends dominate and old often means obsolete, her perspective was refreshingly rooted in heritage, legacy, and emotional intelligence.

WHY SHOULD WE PRESERVE OLD JEWELLERY?

Jewellery is not just metal and stone. It is emotion, memory, and legacy—often passed down through generations like whispered stories of the past. An old necklace might have seen your grandmother's wedding, or a ring may have carried your father's love for decades. These pieces are **time capsules**, not just ornaments.

In business terms, this is what I'd call a **high-value intangible asset**—priceless to its owner, irreplaceable in the market.

From a branding perspective, I see a larger shift in luxury where **emotional resonance outweighs market trends**. Consumers today—especially millennials and Gen Z—are not just looking for style; they're searching for meaning. And when a designer preserves the essence of an heirloom while adding a modern touch, they're not just customising jewellery—they're **co-creating heritage**.



THE BUSINESS SENSE BEHIND RESTORATION OVER RECREATION

Let me share a simple truth I've learned over the years—in **luxury, exclusivity sells**.

Every restored heritage piece is a **one-of-one**. It cannot be replicated. There's immense value in that uniqueness. As entrepreneurs and decision-makers, we talk about sustainable innovation—this is that principle, expressed in gold and diamonds. The cost of remanufacturing, redesigning, and customising old jewellery is often far lower than building an entirely new piece with fresh materials. Moreover, the emotional connection clients have with their existing jewellery builds brand loyalty and word-of-mouth referrals like no marketing budget can buy.

This approach is not just emotionally rich—it's also **financially sound and sustainable**.

A NOD TO SUSTAINABILITY AND CONSCIOUS LUXURY

As the luxury world leans toward conscious consumption, the idea of

preserving heritage jewellery aligns with global values of sustainability. We're seeing top-tier brands now offering services to refurbish, remount, or reimagine vintage pieces.

According to industry insights, more than 40% of luxury jewellery buyers in India today are **looking for customisation services**. They don't want to buy just another showroom piece—they want their story engraved in gold. Preserving and enhancing heirloom pieces is not just a stylistic decision—it's a **cultural and environmental responsibility**.

REVIVING TRADITION IN THE BOARDROOM AND BEYOND

As business leaders, we often speak about "legacy" in the corporate world—legacy businesses, legacy leadership, and legacy values. So why not extend this ideology to personal possessions?

A beautifully preserved necklace, a reimaged maang tikka, or a vintage ring with a modern twist is a statement. It says, I know

where I come from, and I carry it with pride into the future. When a woman walks into a boardroom wearing her grandmother's bangle, reimaged with contemporary finesse, it sends a message of strength, continuity, and timeless elegance. It's not just style—it's **strategy**.

MY TAKEAWAY FROM THE LUXURY JEWELLERY EDITION

In curating this edition, I've realised something deeply personal yet universal—**Luxury isn't about buying something new. It's about owning something meaningful**. And for entrepreneurs, CEOs, and leaders navigating an ever-evolving world, that idea resonates deeply. We build legacies not just in business but also in the personal artefacts we pass down. Jewelry is one of the most intimate reflections of that.

So, the next time you look at an old, slightly worn, yet emotionally rich piece of jewellery—pause. Don't melt it. Rethink it. Restore it. Revive it. Because **Old is not outdated. Old is Gold**.