

CIBI CHAKRAVARTHI

‘WE ARE SELLING AN ARTISTIC DREAM’



CIBI CHAKRAVARTHI, managing director of Vairra, Tirupur, is a farsighted man. A third-generation jeweller, whose father runs the 30-year-old Cibi Diamonds showroom in the city, Cibi was keen on selling an experience, an artistic dream.

The by-appointment-only boutique offers a unique dimension to selling designer diamond jewellery. It also sells paintings and offers value-added services such as organising the entire wedding event, including designing invitation cards, decorating the venue, photography and more.

The tastefully done up one-year-old boutique houses two lounges – Oscar and Divine. Customers can book a day-long appointment at the Divine lounge and shop for diamond jewellery at leisure. Most often, the grooms and brides-to-be and their families spend the entire day selecting and customising high-end jewellery for the two main functions – the reception and the muhurtam or the actual wedding. Cibi, a GIA-trained gemmologist and jewellery designer from California, and an MBA graduate, personally attends to such customers and gives his inputs by way of sketching new designs and jewellery styling tips.



Others can book for two hours or more to check out designer jewels at the Oscar lounge and get the front-counter experience.

The minute a new customer walks in, she is greeted warmly and taken to the Knowledge Centre lounge where she gets to know more about the 4Cs of diamonds.

What's more, there's an Art Gallery displaying works of different painters on sale as well. "We are selling artistic designs and art to connoisseurs. I think all of this falls under the luxury selling space. So, my love for paintings and artistic renditions of diamond jewellery take predominance at Vairra.

"I did a lot of thinking through before starting Vairra (meaning diamond in Tamil, and incidentally, it is also his daughter's name) to give a new scale to selling diamond jewellery. I travel extensively and follow fashion trends and seek inspiration from fashion boutiques. So, I decided to do up the boutique in an exclusive way. In a gold-centric land, selling diamond jewellery is a tricky proposition. We were fortunate to have a good, loyal clientele because of the presence of our Cibi Diamonds showroom. At that store, 90% of our stock consisted of gold jewellery and only 10% constituted diamond jewellery. Today, at Vairra, it is the exact reverse – only 10% of our stock constitutes gold jewellery.



Cibi notes that times have changed, and it is a norm for brides these days to wear diamond jewellery, especially at their receptions. "Gradually, with high design elements being included in the wedding jewellery, and the incorporation of nagas and nakshi work set with diamonds, we are also seeing sales for diamond-accented jewellery for the wedding ceremonies."

At Vairra, should the customer want a break from shopping, she can savour scrumptious cookies or chocolate-laden brownies at the store. To sweeten the experience, once she is done with her diamond jewellery shopping, she gets an extra box of brownies as a takeaway. ■