

Riya Roy Unveils the Vision Behind Raare By RN: Building a Global Lifestyle Brand Beyond Jewellery

Founder Riya Roy outlines a long-term vision to transform Raare By RN from a premium artificial jewellery label into a globally recognized lifestyle brand spanning fashion, home décor, handcrafted products, and curated living.

kolkata, West bengal Aug 18, 2026 ([IssueWire.com](https://www.issuewire.com)) - Entrepreneur Riya Roy, Founder of Raare By RN, today shared the long-term vision for her growing brand, positioning it as more than an artificial jewellery label. While the company currently specializes in premium artificial jewellery, its future roadmap is focused on evolving into a globally recognized lifestyle brand that brings together fashion, home, gifting, and everyday living under one trusted name.

Raare By RN was founded with the belief that luxury should be accessible, elegant, and meaningful. The brand currently offers thoughtfully curated artificial jewellery collections designed to combine premium aesthetics with affordability, helping women express confidence and individuality through timeless designs.

According to Founder Riya Roy, jewellery is only the beginning of a much larger journey.

“Raare was never created with the intention of remaining only a jewellery brand. My vision has always been to build a global lifestyle brand that becomes part of people’s everyday lives. From premium artificial jewellery to handcrafted decorative soaps, artisanal candles, home and kitchen décor, curated gifting collections, and many more lifestyle categories, I want Raare to represent creativity, quality, trust, and accessible luxury. My dream is to build an Indian brand that proudly earns recognition across international markets.”

As consumer preferences continue to shift toward curated lifestyle experiences, Raare By RN is developing a long-term expansion strategy that will gradually introduce carefully selected product categories while maintaining consistent quality and design standards. The company’s future portfolio is expected to include handcrafted decorative soaps, scented candles, home décor, kitchen décor, gifting collections, festive essentials, and other lifestyle products designed to complement modern homes and personal lifestyles.

Every new category introduced under the Raare brand will reflect the same values that define its jewellery collections—premium craftsmanship, thoughtful design, affordability, and customer satisfaction.

Riya Roy believes that successful brands are built by solving everyday lifestyle needs rather than focusing on a single product category. This philosophy continues to shape the company’s growth strategy as it prepares for the next phase of expansion.

With digital commerce creating new opportunities for Indian entrepreneurs to reach global audiences, Raare By RN aims to strengthen its presence across India before gradually expanding into international markets through strategic partnerships and online retail channels.

About Riya Roy

Riya Roy is an Indian entrepreneur and the Founder of Raare By RN. She founded the company with the

ambition of creating a globally respected lifestyle brand that originates from India and reflects innovation, quality, elegance, and customer trust. Her long-term vision is for Raare to become a household name across multiple lifestyle categories—not only in fashion jewellery but also in handcrafted home essentials, décor, gifting, and other premium lifestyle products.

Media Contact

Riya Roy
Founder, Raare By RN
Kolkata, West Bengal, India

Email: raarebyrn@gmail.com
Phone: +91 9903562197
Instagram: @raarebyrn

Media Contact

Raare

*****@gmail.com

<http://raaregroup.in>

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