AMAZE, a brand which has already amazed its customers with their vivacious creations. Abhishek Kumar, along with his wife Varsha jain are the founder directors of “Amaze’ and designers for the brand . In spite of coming from a non Jewellery background, they dared to break the rules and create a different image of Diamond Jewellery in front of the World.

Abhishek further says, “The dazzle of jewelry is something that no woman can avoid. The sheer pleasure of owning a piece of exquisitely crafted jewellery that is the envy of others cannot be described in words. Therefore, we at Amaze focus at designing high end jewellery.

The Launch was well attended affair in Andheri w lokhandwala street it was a buzzing affair as the anticipation for Ayushman Khurana's Visit was at its peak Ayushmann tried few diamond rings and some bracelets too and shopped for a bracelet of diamonds ..he loved the designs and found them unique .

Abhishek Kumar Was dazzling in a white and black outfit with wife varsha complimenting in white outfit too both were excited at the outstanding response they received for the collection which was amazing indeed ,and looked after the guests The first one to walk in was Amy billimoria looking chic dipti bhatnagar,vidya malvade walked in together and did shop too for some pretty necklaces ,both came dressed in sarees

Ali merchant and jatin shah bonded well Jyoti sharma, Nandish Sandhu,twinkle bajpai too spent some quality time Abhishek kumar already had great sales on the first day Ramji gulati was in a nice combination of red and blue

Guest attended launch : Ayushmann Khurrana, Deepti Bhatnagar, Vidya Malvade,Amy Billimoria ,Vivek Mishra , Twinkle Bajpai,Jatin Shah,Ali merchant ,Ramji gulati,jyoti sharma, Sushant Singh Rajput, Ankita Lokhande, Rashmi Desai Sandhu, Nandish Sandhu, Aditya Rediz, Natasha Sharma, Tina Dutta, Arjun Bijlani,