

Date	Day	Post Type	Caption	Hashtags	Image/Visual Idea	Platform
01-07-2025	Tuesday	Brand Intro	Welcome to the world of Veloura – where elegance meets tradition.	#VelouraJewels #SouthIndianElegance #JewelryLove	Logo animation + tagline on golden background	Instagram, Facebook
02-07-2025	Wednesday	Product Highlight	Meet "Anika" – The timeless temple necklace for every goddess.	#TempleJewelry #VelouraJewels #DivineDesigns	Close-up of "Anika" necklace on silk backdrop	Instagram, Pinterest
03-07-2025	Thursday	BTS	Crafting gold dreams – a peek into our design studio.	#HandcraftedJewelry #VelouraJewels #JewelryBTS	Video of artisans working in studio	Instagram, YouTube
04-07-2025	Friday	Customer Story	"I wore Veloura on my wedding day & felt royal!" – A Veloura Bride	#VelouraBride #BridalJewelry #JewelryStories	Bride wearing Veloura pieces on her big day	Instagram, Facebook
05-07-2025	Saturday	Styling Tip	Pair jhumkas with an off-shoulder blouse for a bold ethnic look.	#JewelryTips #EthnicStyle #VelouraJewels	Model showing style tip	Instagram, Threads
06-07-2025	Sunday	Inspirational Quote	"Jewelry is the most transformative thing you can wear."	#JewelryQuote #VelouraJewels	Elegant quote card with jewelry overlay	Instagram, Facebook
07-07-2025	Monday	Product Launch	Launching "Meera" – our new antique gold choker set!	#NewLaunch #MeeraByVeloura #JewelryGoals	Studio photoshoot of Meera collection	Instagram, Pinterest
08-07-2025	Tuesday	Reel/Shorts	Watch how our stone setting magic happens.	#JewelryProcess #VelouraJewels	Reel showing artisan setting stones	Instagram, YouTube
09-07-2025	Wednesday	Trivia Post	Did you know? The mango motif signifies fertility in temple jewelry.	#JewelryFacts #SouthIndianJewelry	Illustrated fact post	Instagram
10-07-2025	Thursday	Festive Feature	Glow this Aadi month with gold that tells stories.	#AadiMonth #VelouraGold	Model in traditional wear celebrating Aadi	Instagram, Facebook
11-07-2025	Friday	Giveaway Post	WIN a signature pendant! Tag 2 friends & follow us to enter.	#VelouraGiveaway #JewelryLove #ContestAlert	Pendant photo + rules overlay	Instagram
12-07-2025	Saturday	Testimonial	"Unmatched detail & shine!" – A happy customer shares her joy.	#HappyClient #JewelryReview	Smiling client selfie with product	Instagram, Facebook
13-07-2025	Sunday	Moodboard	This month's vibe: Gold, maroon, temple bells & jasmine.	#JewelryMood #VelouraVibes	Collage moodboard of textures and tones	Pinterest, Instagram
14-07-2025	Monday	Reel Tutorial	How to style layered necklaces with silk sarees	#StyleGuide #VelouraTutorial	Reel with 3 looks explained visually	Instagram, YouTube
15-07-2025	Tuesday	Throwback Post	Revisiting our classic "Bhavan" bridal set – a forever favorite.	#TBT #VelouraLegacy	Archive bridal photo with jewelry spotlight	Instagram, Facebook
16-07-2025	Wednesday	Influencer Collab	Styled by @IniyaTrends – "Chola Grace" earring drop.	#VelouraXIniya #InfluencerStyle	Influencer posing with earrings	Instagram
17-07-2025	Thursday	Gold Facts	Why gold purity matters: 22K vs 18K demystified.	#Gold101 #VelouraJewels	Infographic explaining gold purity	Instagram, Facebook
18-07-2025	Friday	Poll/Engagement	Which design do you prefer: Nakshi or Kundan? Vote now!	#JewelryPoll #VelouraVoice	Side-by-side image of both styles	Instagram Stories
19-07-2025	Saturday	Behind-the-Name	The story behind our name – Veloura, meaning 'Velvet & Aura'.	#BrandStory #Veloura	Illustrated story post	Instagram
20-07-2025	Sunday	Testimonial Video	Hear from real clients why Veloura is their trusted choice.	#CustomerLove #VelouraJewels	Video testimonials montage	Instagram, YouTube
21-07-2025	Monday	Product Close-up	The detailing on "Sita" bangles is all about heritage & precision.	#JewelryDetails #VelouraDesign	Macro close-up shot of bangles	Instagram, Pinterest
22-07-2025	Tuesday	Repost Love	Reposting @brideonfire with her Veloura wedding glow.	#VelouraBrides #JewelryInspo	User-generated content	Instagram, Facebook
23-07-2025	Wednesday	Mythology Post	Inspired by Lakshmi's grace, our pieces evoke timeless blessings.	#MythInspired #LakshmiVibes #VelouraJewels	Lakshmi deity art + jewelry overlay	Instagram
24-07-2025	Thursday	Staff Highlight	Meet Radhika – our lead artisan behind every handcrafted beauty.	#MeetTheTeam #VelouraMakers	Portrait + quote from staff member	Facebook, Instagram
25-07-2025	Friday	Product Teaser	Something divine is coming... Can you guess?	#ComingSoon #VelouraSneakPeek	Dark, dramatic teaser with partial glimpse	Instagram
26-07-2025	Saturday	Festive Style Post	Raksha Bandhan edit – pick the perfect rakhi gift for her.	#RakshaBandhan #SisterGift #VelouraPicks	Sibling-themed post with jewelry gift sets	Instagram, Facebook
27-07-2025	Sunday	FAQ Post	"Do you ship worldwide?" Yes, and with free gift wrapping too!	#VelouraFAQ #JewelryHelp	Carousel FAQ design	Instagram
28-07-2025	Monday	Reel Transformation	Watch a bride transform with Veloura jewels – magic in 15 secs.	#BeforeAfter #VelouraBridal	Timelapse bridal transformation	Instagram Reels
29-07-2025	Tuesday	Thank You Post	Grateful to our 10K followers – you are our sparkle!	#VelouraThanks #10KStrong	Thank-you card with jewelry sparkle animation	Instagram
30-07-2025	Wednesday	Highlights Recap	July was golden – catch up on our favorite looks this month!	#MonthlyRecap #VelouraMoments	Video montage or carousel of best posts	Instagram, Facebook