



INDIA
INTERNATIONAL
JEWELLERY SHOW
2025

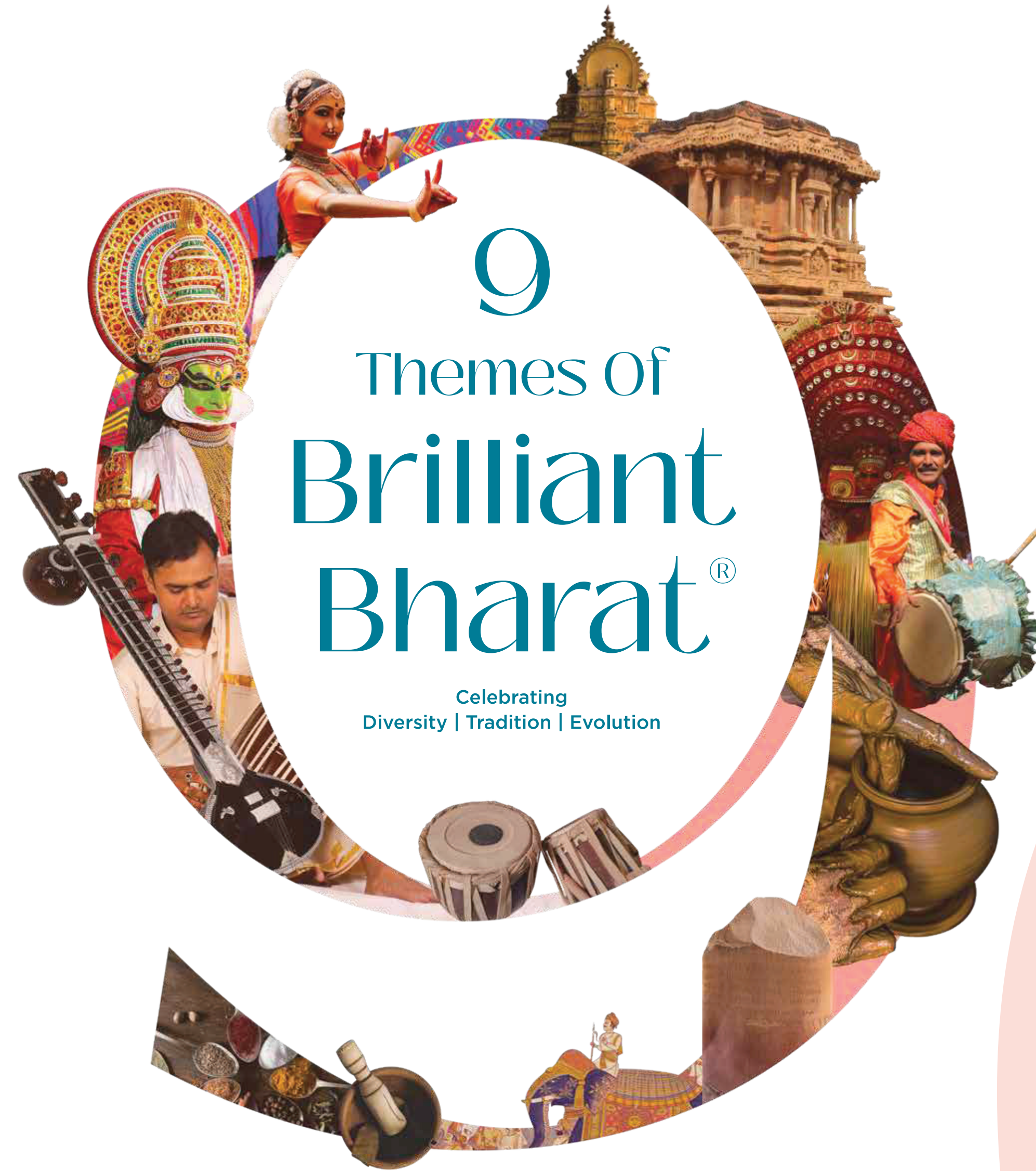
Concurrent Show



30th July - 3rd August, 2025
Jio World Convention Centre

31st July - 4th August, 2025
Bombay Exhibition Centre
MUMBAI

Concept & Elements



9 Themes Of Brilliant Bharat®

Celebrating
Diversity | Tradition | Evolution

- ✓ 1. TEXTILES
- ✓ 2. SCRIPTS
- ✓ 3. DANCE
- 4. ARCHITECTURE**
- 5. ART
- 6. FESTIVAL
- 7. MUSIC
- 8. HANDICRAFT
- 9. CUISINE



Celebrating Architecture of India

AN IIJS THEME

To create a **memorable and meaningful experience for visitors**, each exhibition hall will be uniquely represented by a significant and iconic monument of India. These monuments have been **thoughtfully selected** based on their **cultural, architectural, and historical importance**, aligning with the stature and character of each hall.

This concept aims to celebrate India's rich heritage while adding a **distinct identity to every hall**, enhancing **orientation, engagement, and storytelling within the exhibition space**.

THEME ICON

The Turtle Story

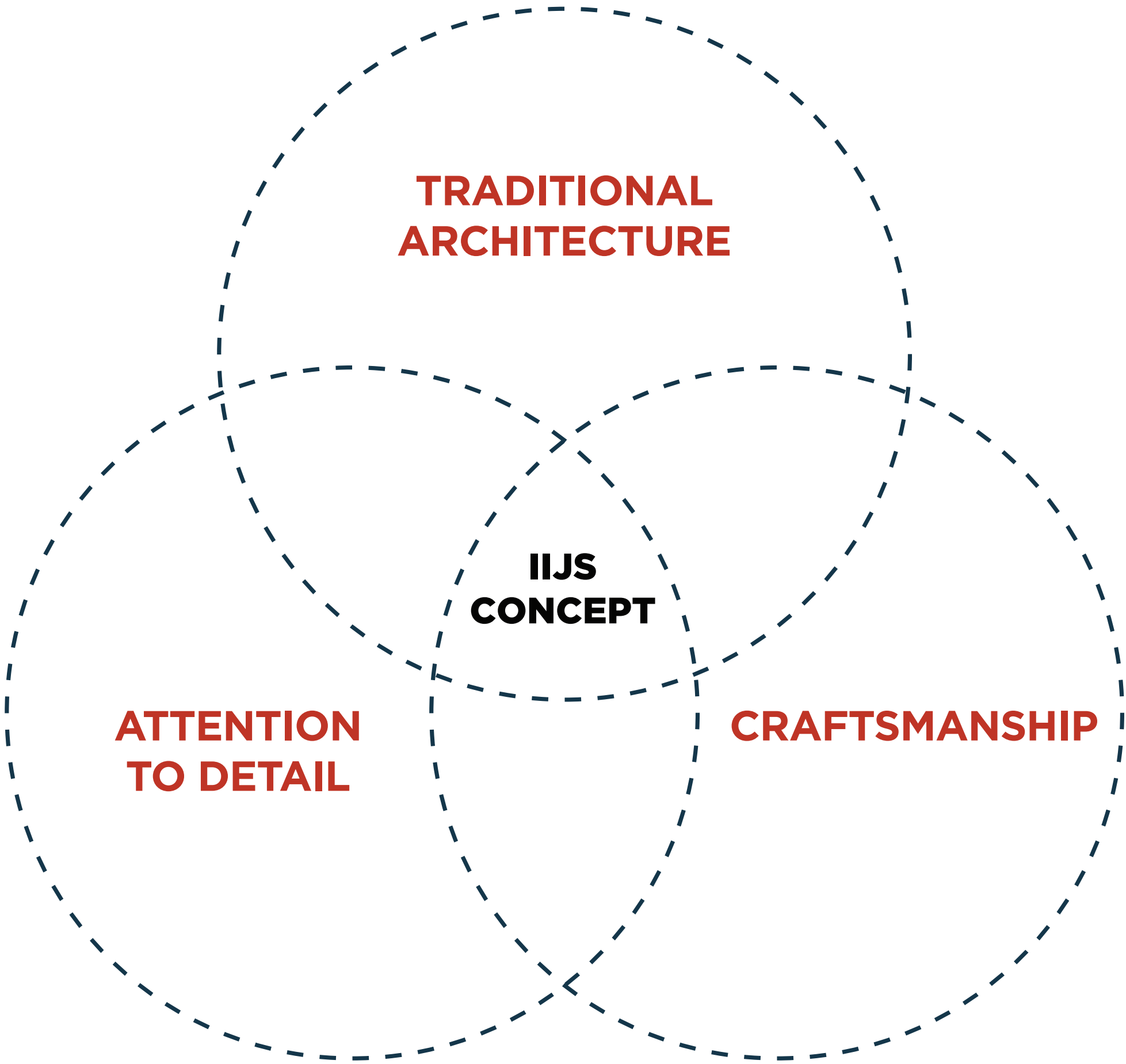


The wheel sculpture from the **Konark Sun Temple**, reimagined as an icon, symbolizes the eternal rhythm of time and craftsmanship—an apt emblem for the India International Jewellery Show, where the theme “Architecture of India” celebrates timeless design and cultural legacy.

We are integrating architecture as a central theme for **IJS Premiere**, drawing parallels between the **artistry of jewellery design** and the **elegance of architectural forms**, showcasing how both disciplines share a foundation in **precision, craftsmanship and timeless aesthetics**.

Concept Development

Traditional wisdom—rooted in sacred geometry, ornamental detail, and cultural symbolism. Like India’s architecture, it balances structure and spirit through precise forms, layered meanings, and expressive materials. Each element reflects identity, heritage, and a timeless dialogue between function and beauty.



Typography

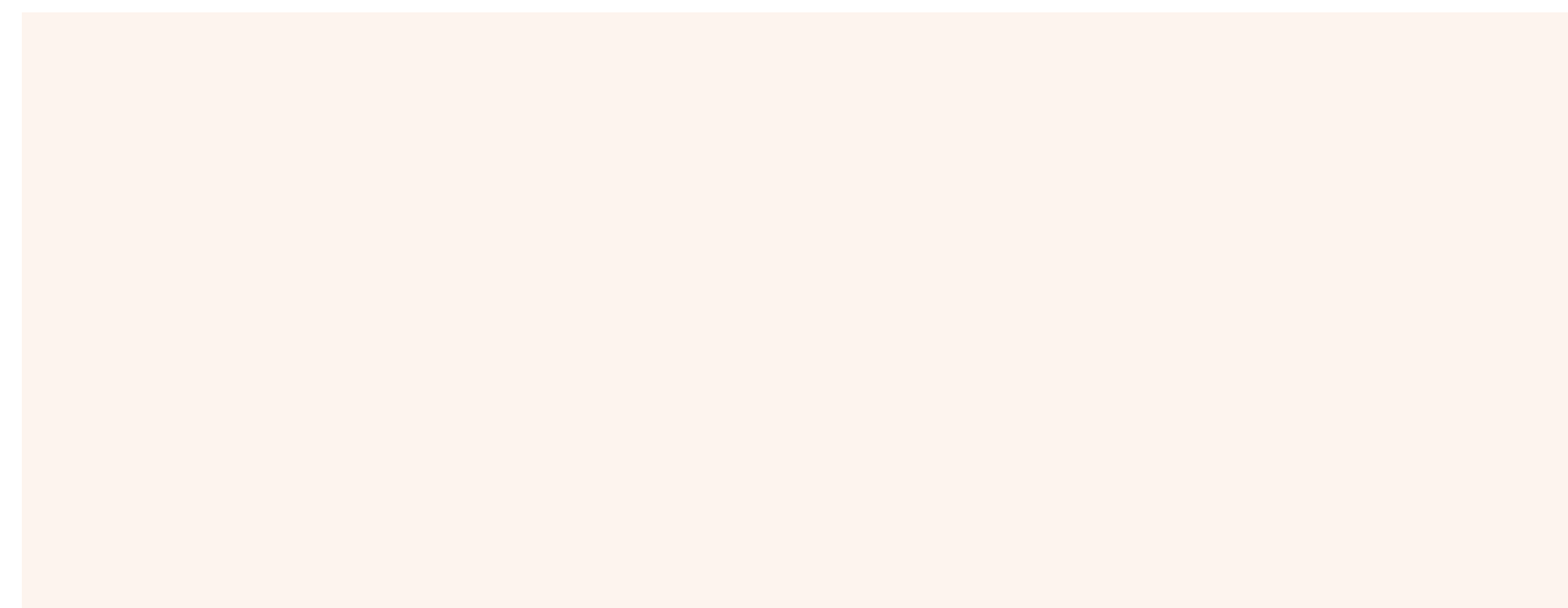
Aa

Aa Bb Cc

GOTHAM

GOTHAM

COLOUR
PALETTE



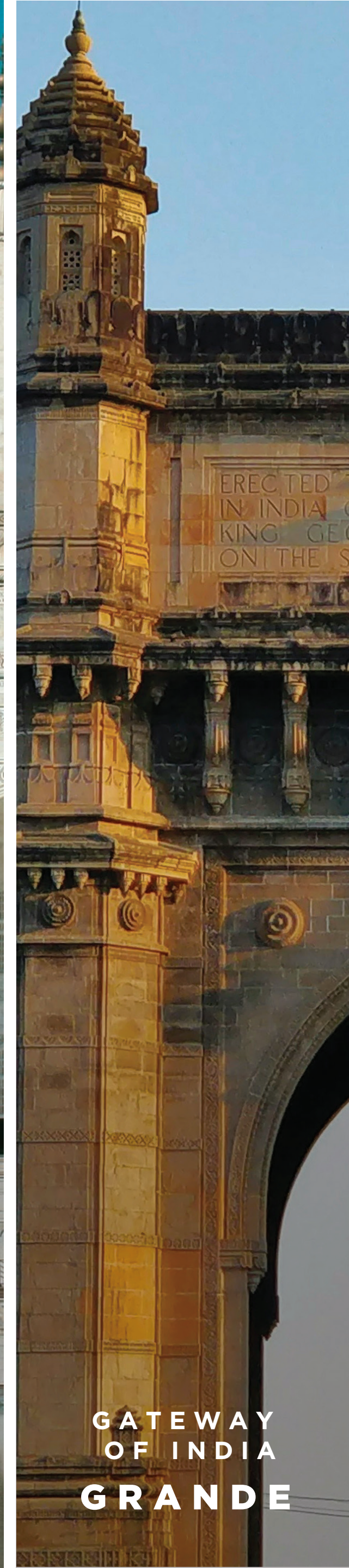
The Turtle Story

IJS Premiere 2025

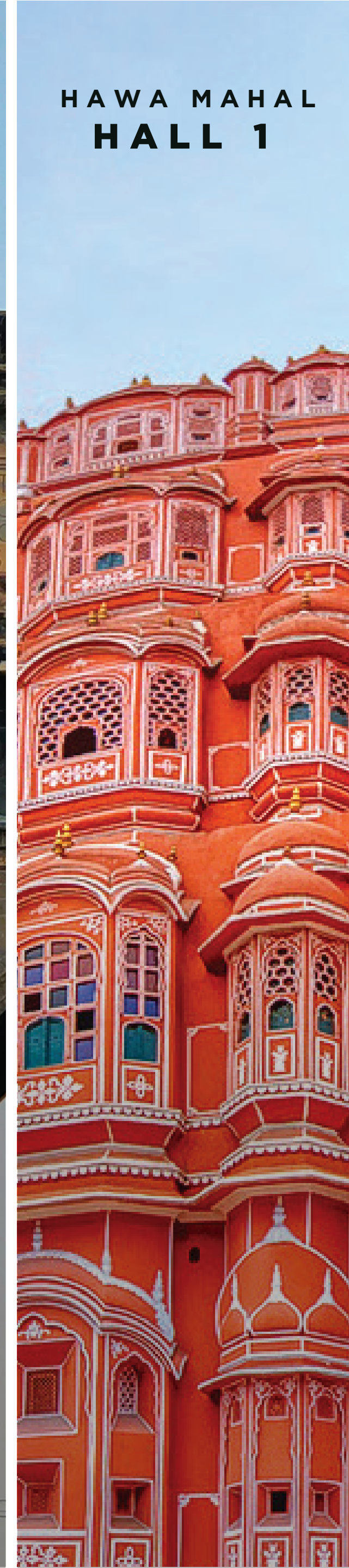
N E S C O



TAJ MAHAL
MAIN GATE



GATEWAY
OF INDIA
GRANDE



HAWA MAHAL
HALL 1



KONARK
SUN TEMPLE
HALL 2



MEENAKSHI
TEMPLE
HALL 3



RED FORT
HALL 4



HAMPI
HALL 5



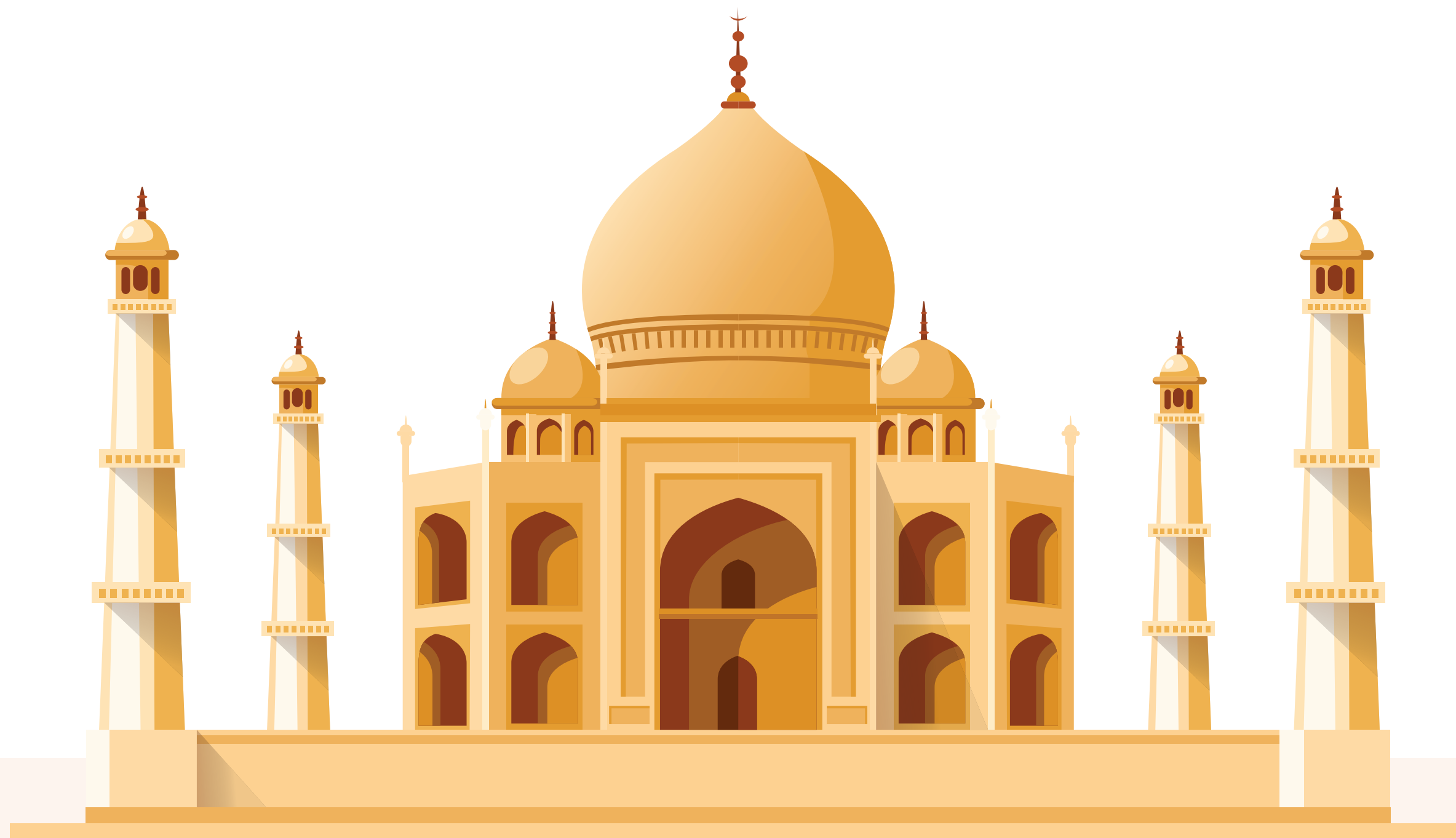
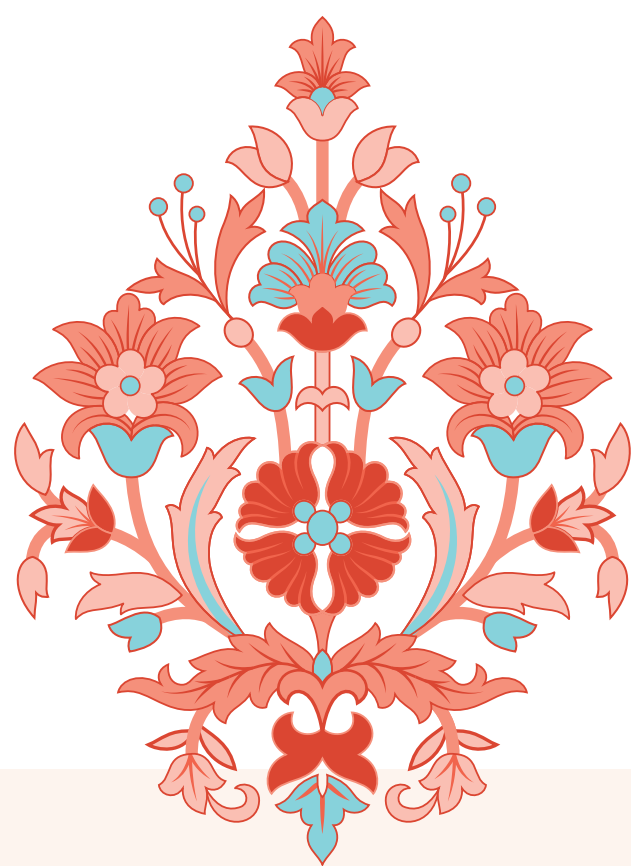
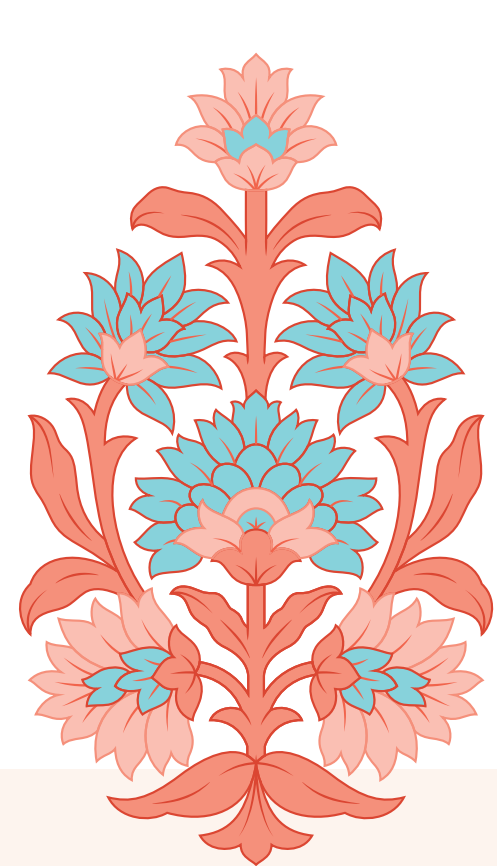
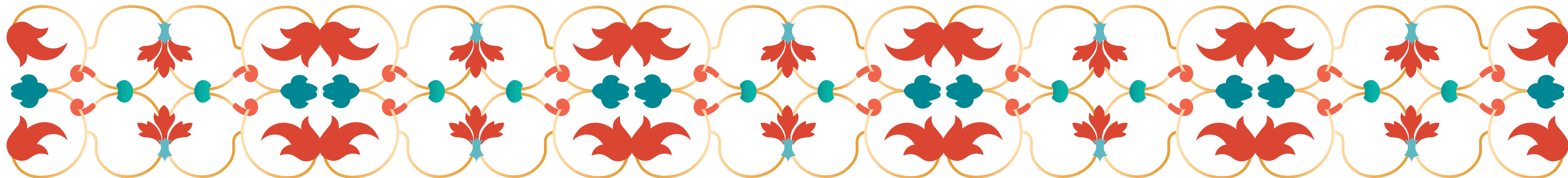
JANTAR
MANTAR
HALL 6



TAJ MAHAL

MAIN GATE

Agra, Uttar Pradesh
Marble mausoleum known for its
symmetrical design, intricate inlay work



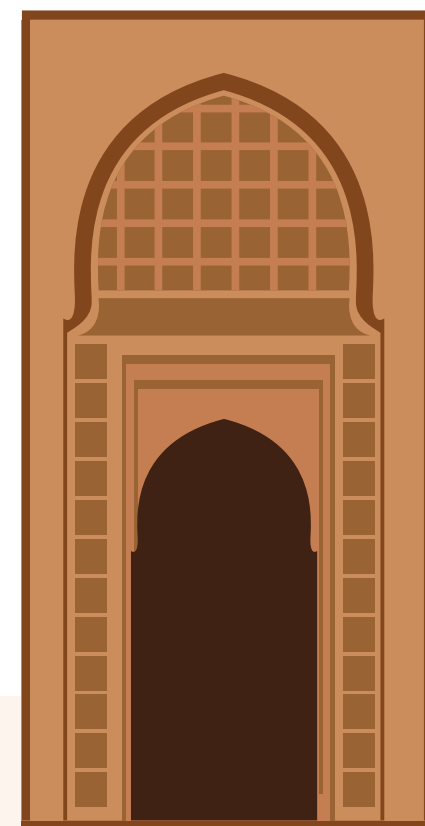
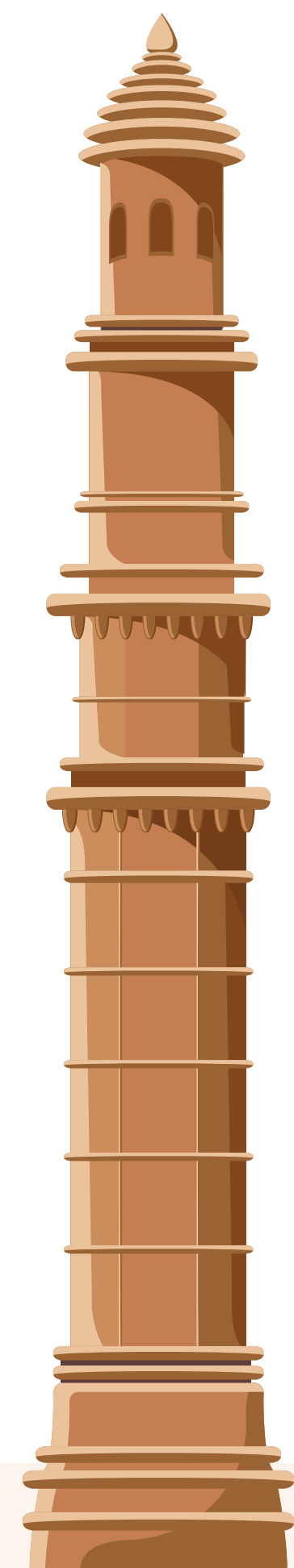
The Turtle Story

ERECTED TO COMMEMORATE THE LANDING
IN INDIA OF THEIR IMPERIAL MAJESTIES
KING GEORGE V AND QUEEN MARY
ON THE SECOND OF DECEMBER MCMXI

GATEWAY OF INDIA

GRANDE

Mumbai, Maharashtra
Iconic Indo-Saracenic style; majestic
grandeur in every detail.

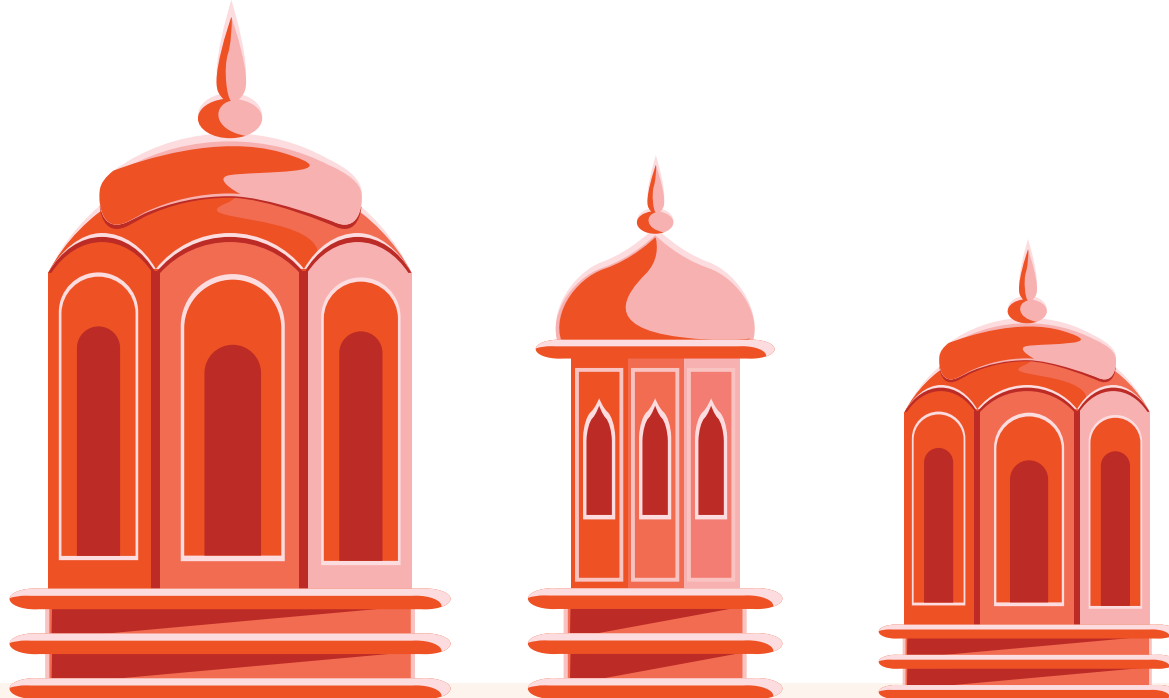
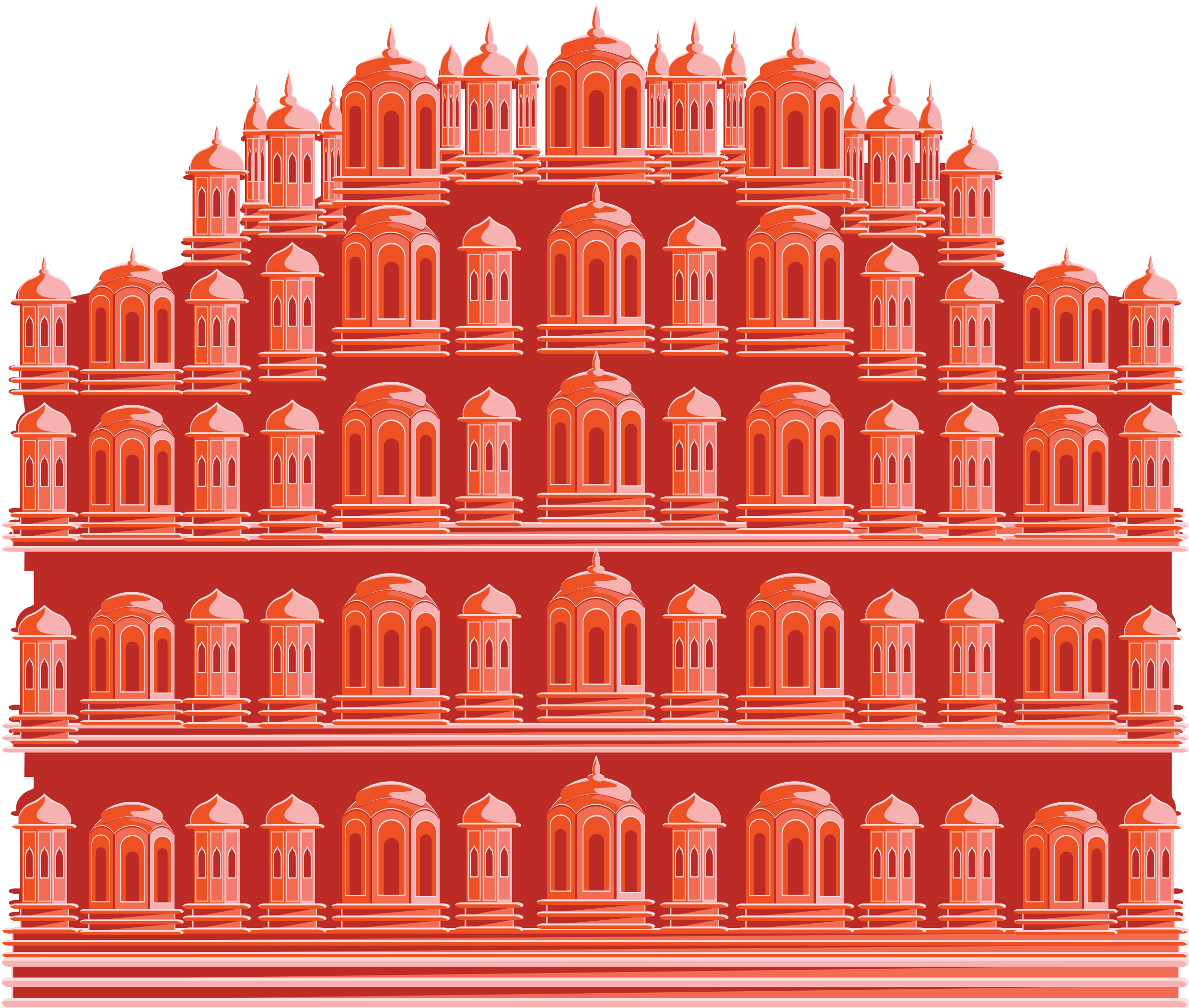


HAWA MAHAL

Jaipur, Rajasthan
Iconic facade of pink sandstone
with hundreds of jharokhas.

HALL 1



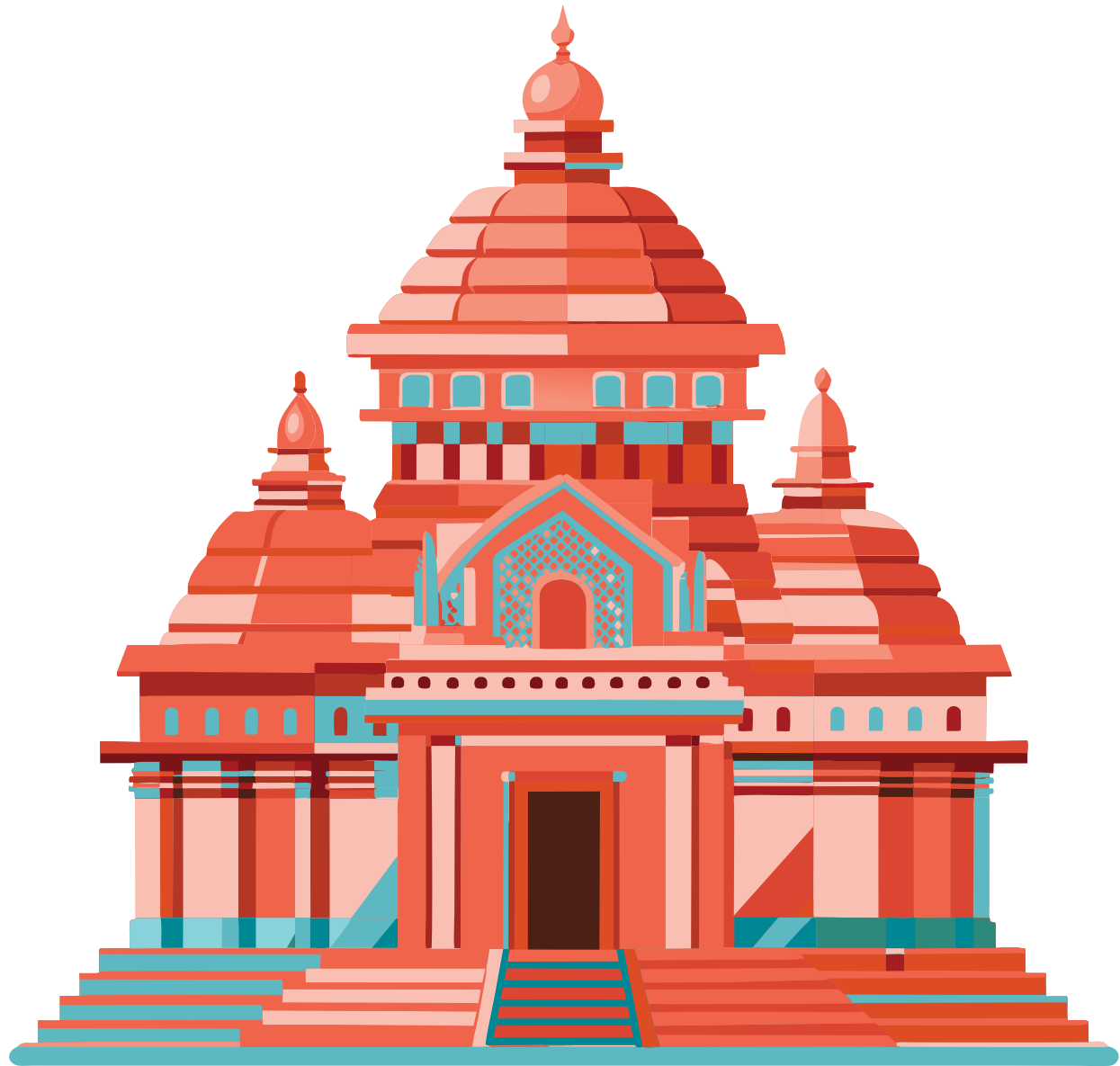
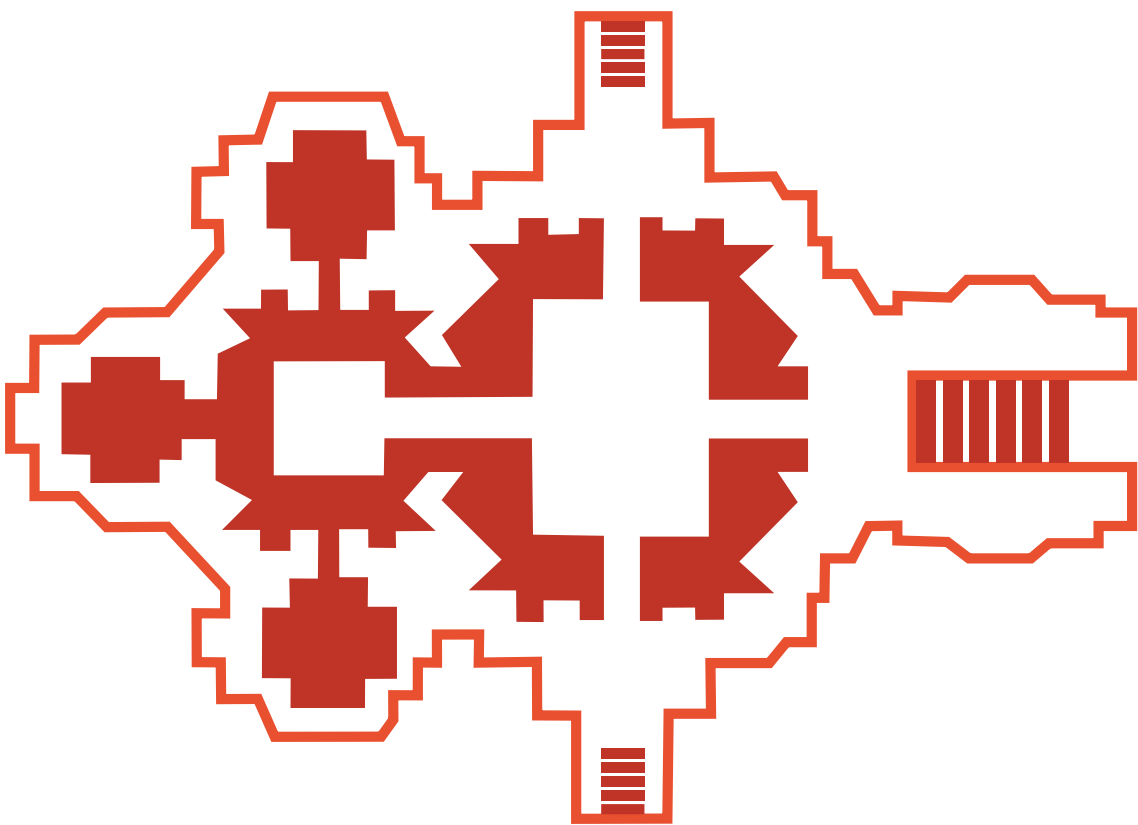
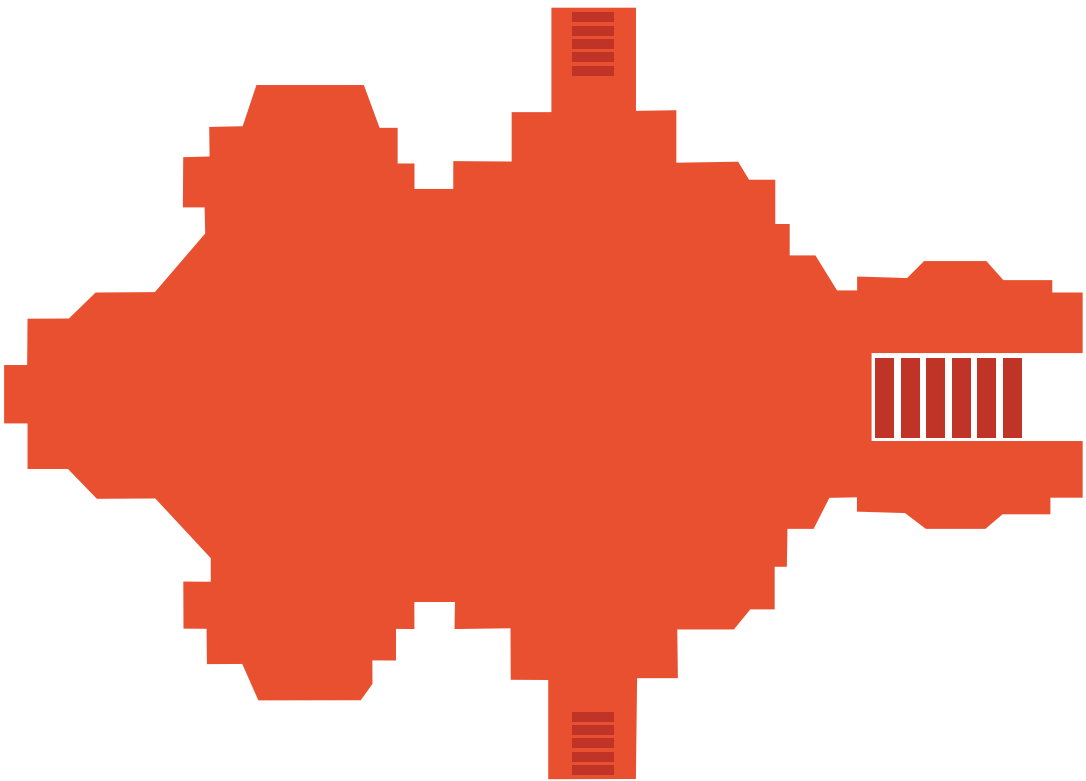
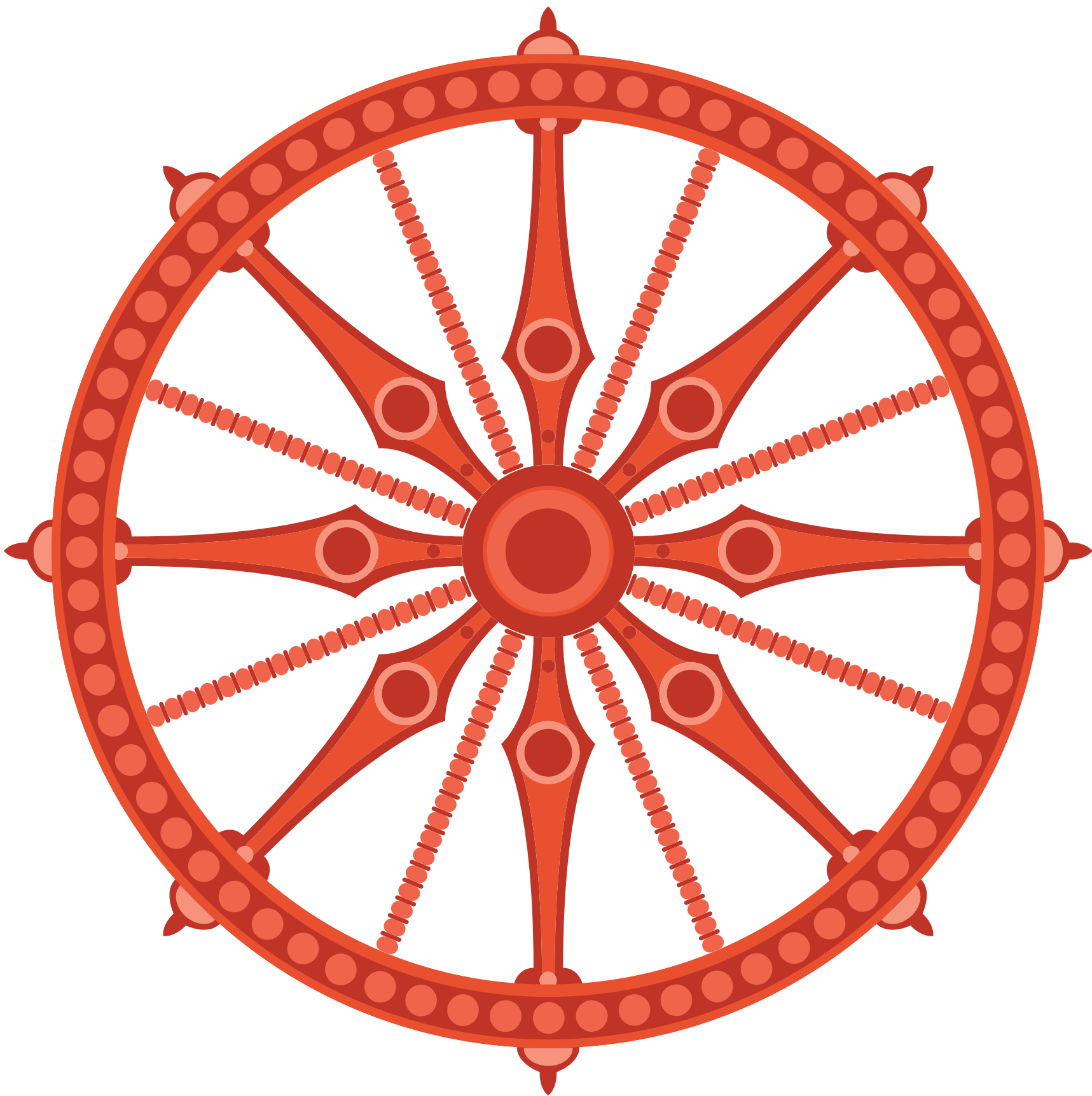




KONARK SUN TEMPLE

Odisha
Chariot-shaped temple with celestial
carvings; UNESCO heritage.

HALL 2

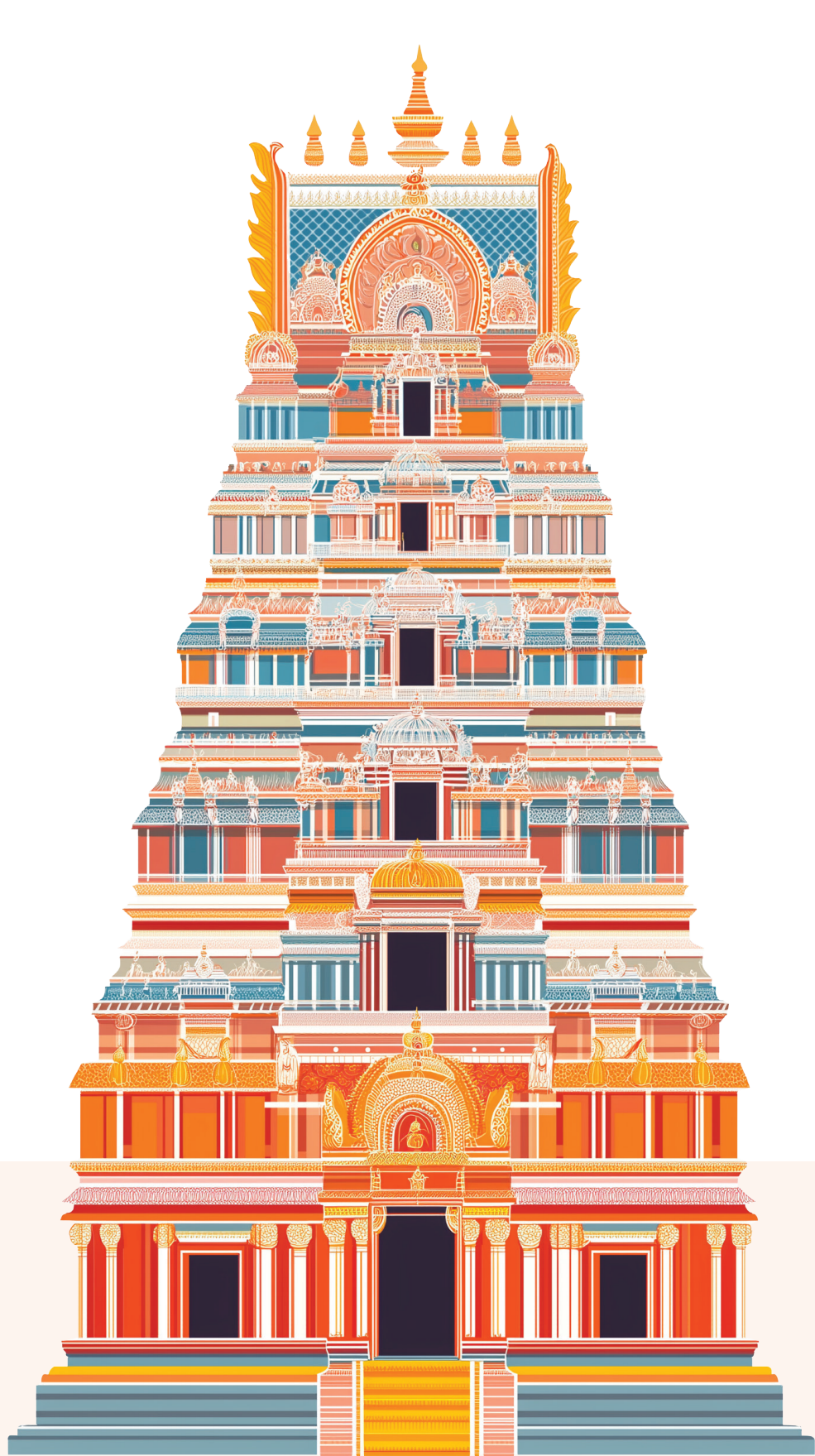




MEENAKSHI TEMPLE

Madurai, Tamil Nadu
Vibrant gopurams, endless corridors, and sculptural finesse.

HALL 3

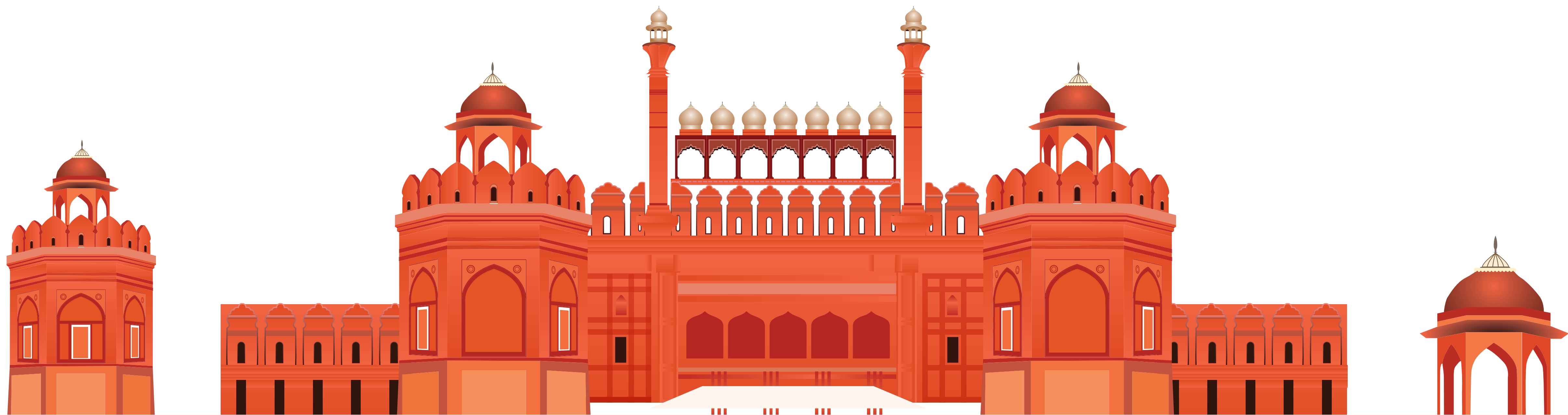




HALL 4

RED FORT

Delhi
UNESCO site; iconic Mughal fort
with red sandstone ramparts.



Karnataka

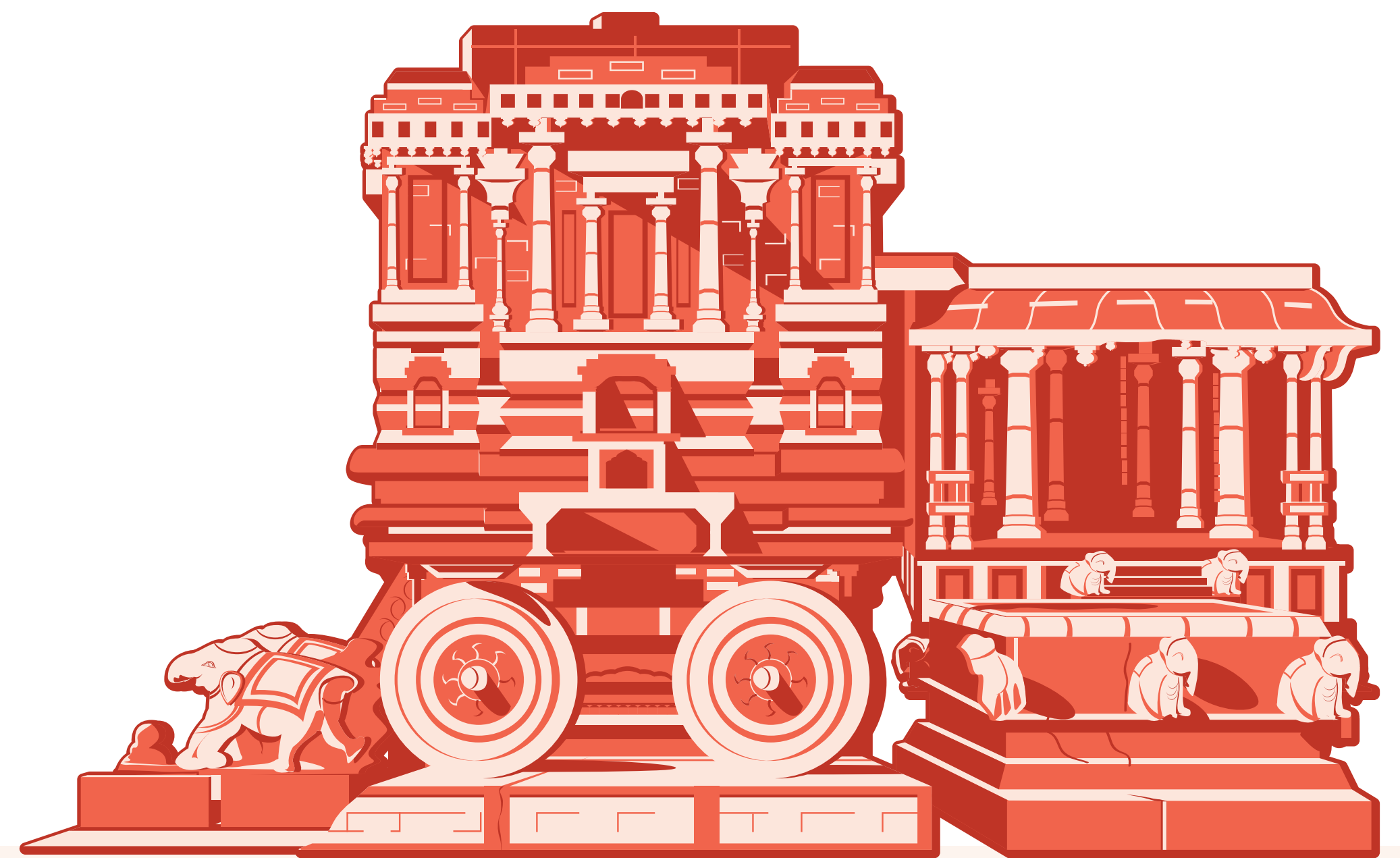
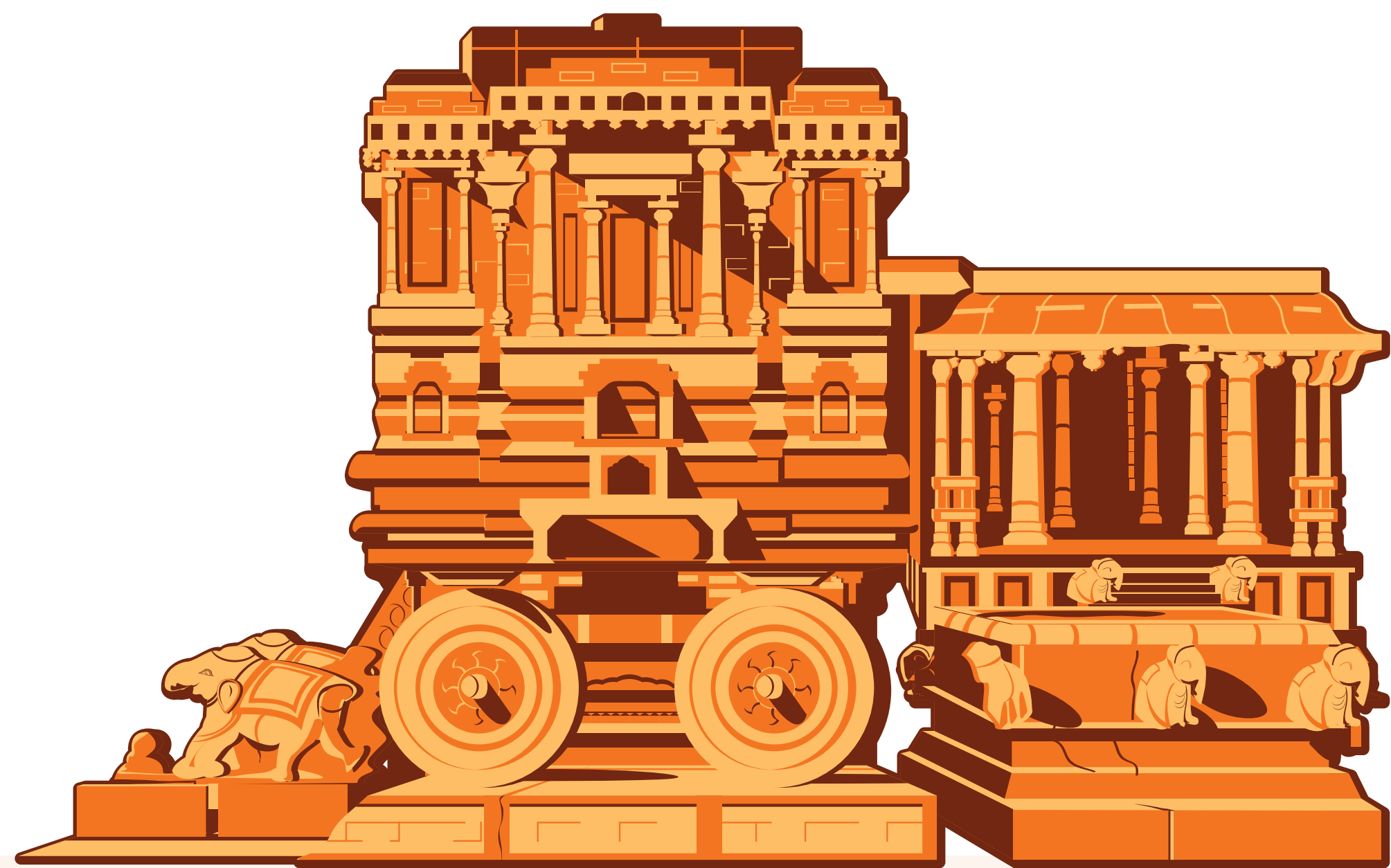
The Turtle Story

Ruins of Vijayanagara Empire;
blend of temple and royal architecture.

HALL 5

HAMPI MONUMENTS



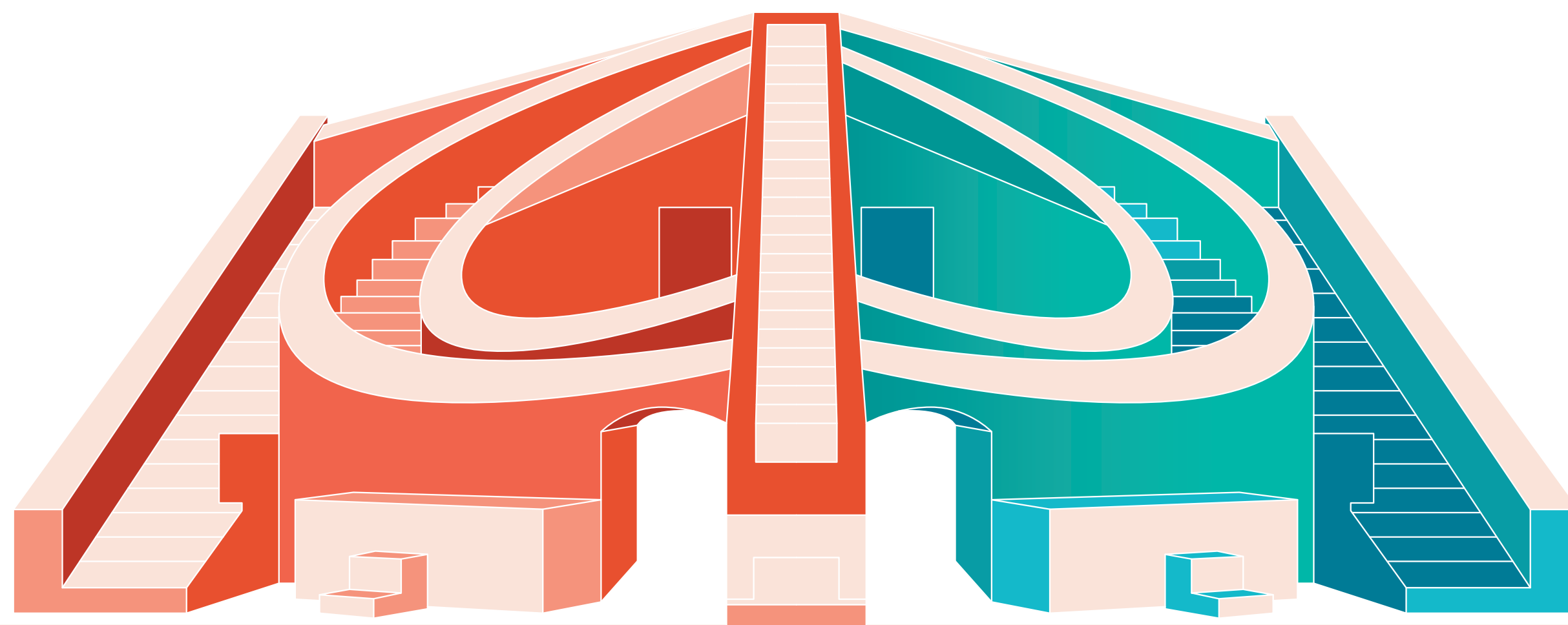
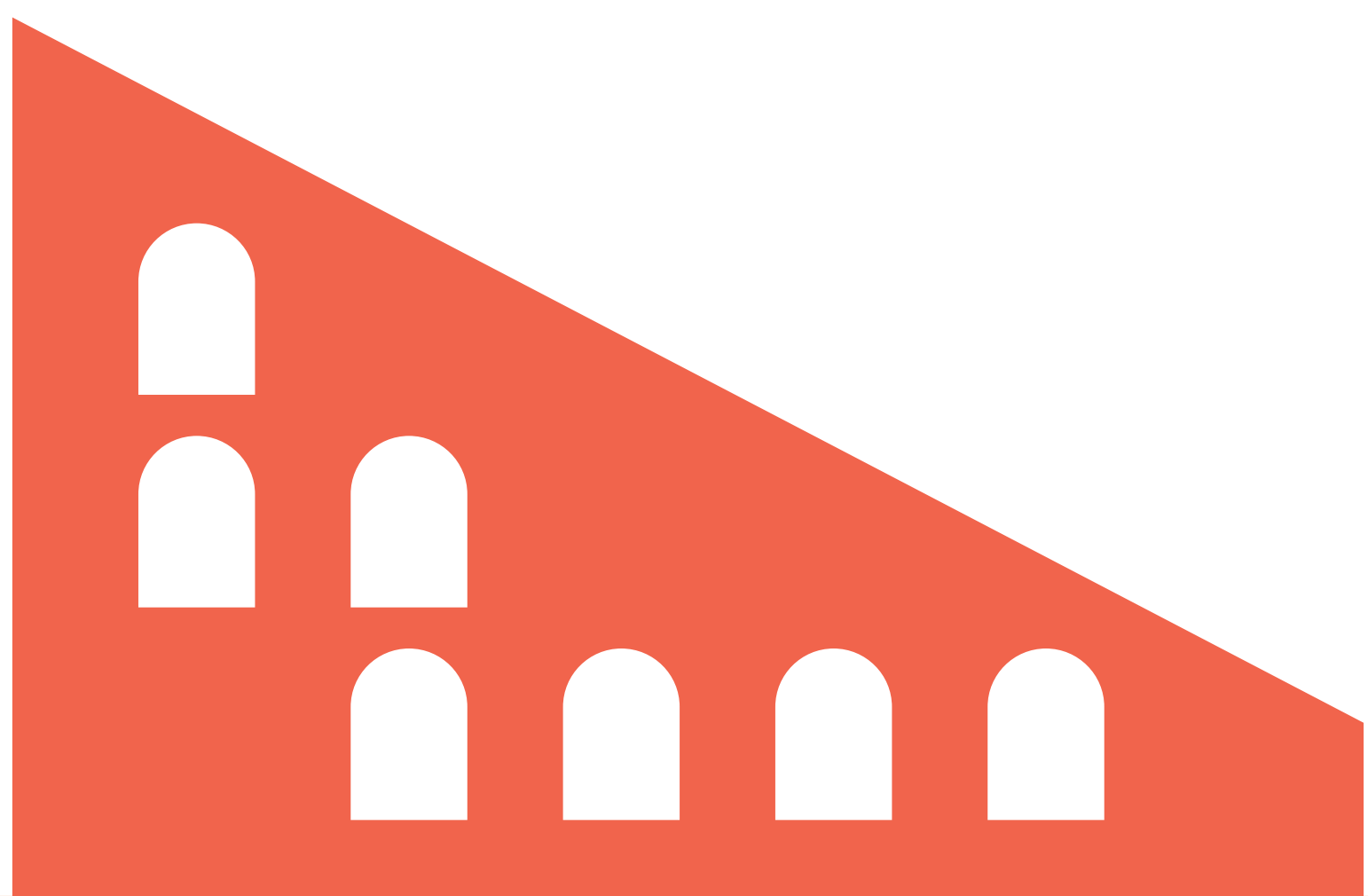


JANTAR MANTAR

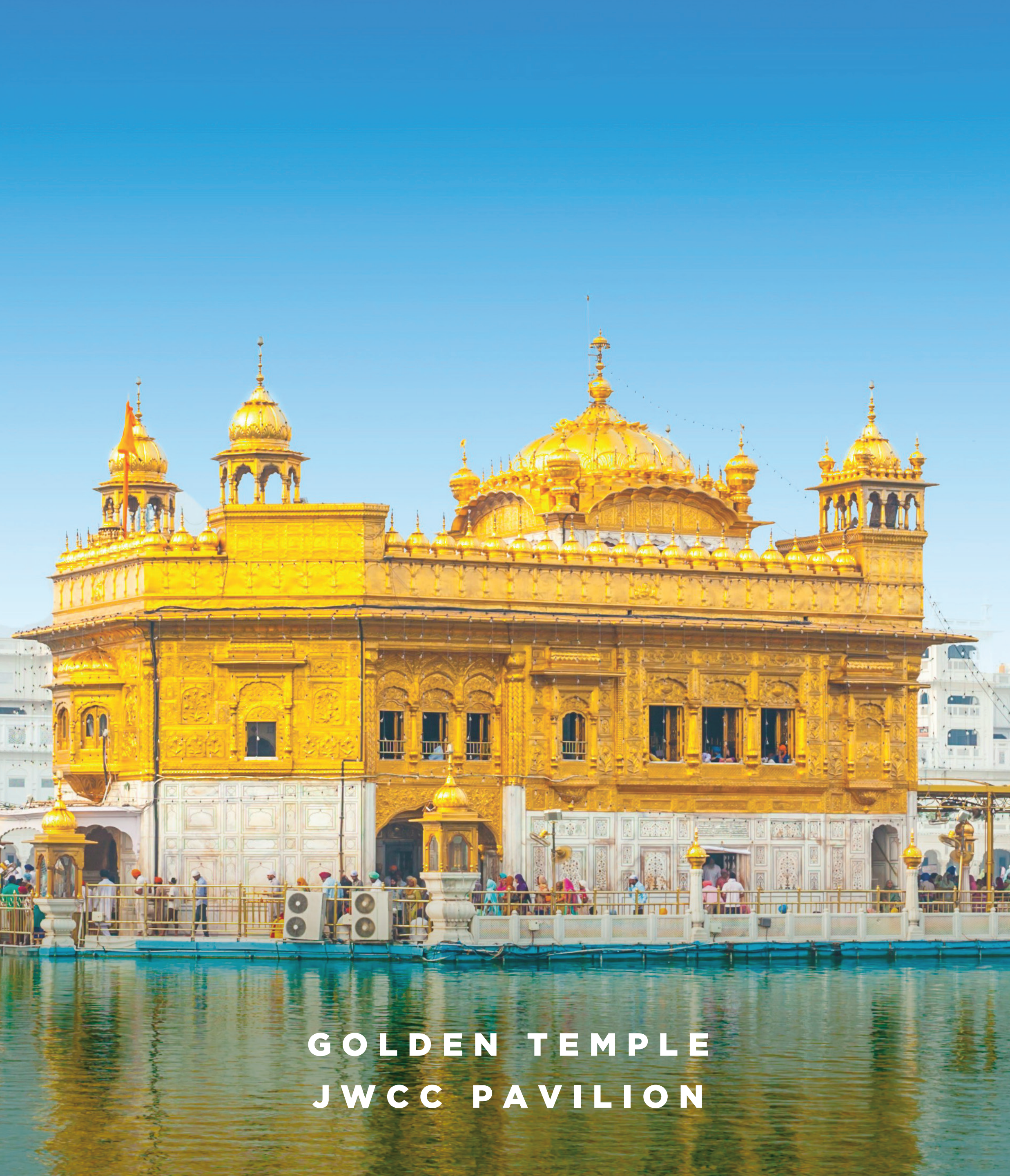
HALL 6

Delhi, India

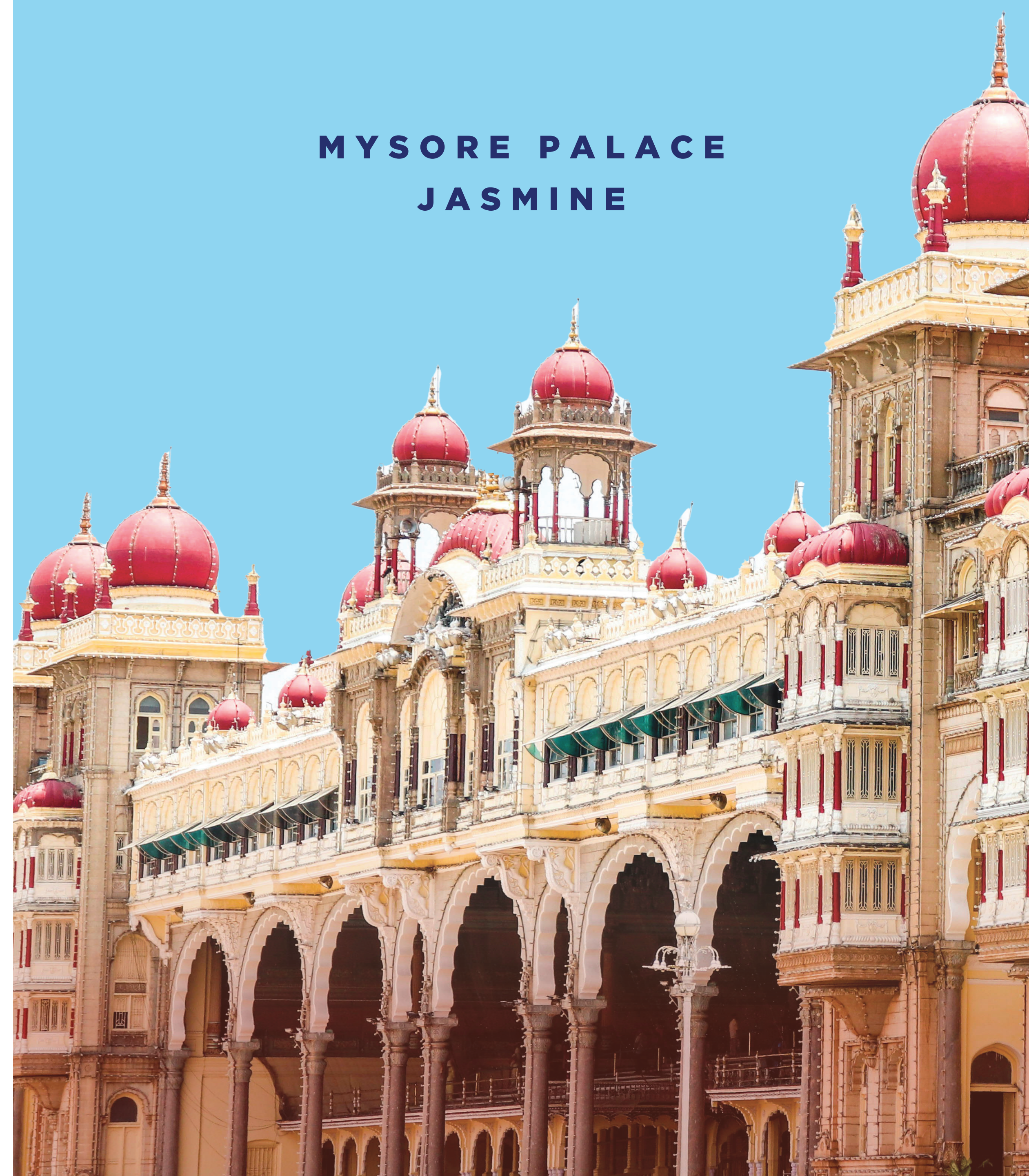
Innovative astronomical design;
timeless grandeur in every detail.



J W C C



**GOLDEN TEMPLE
JWCC PAVILION**



**MYSORE PALACE
JASMINE**

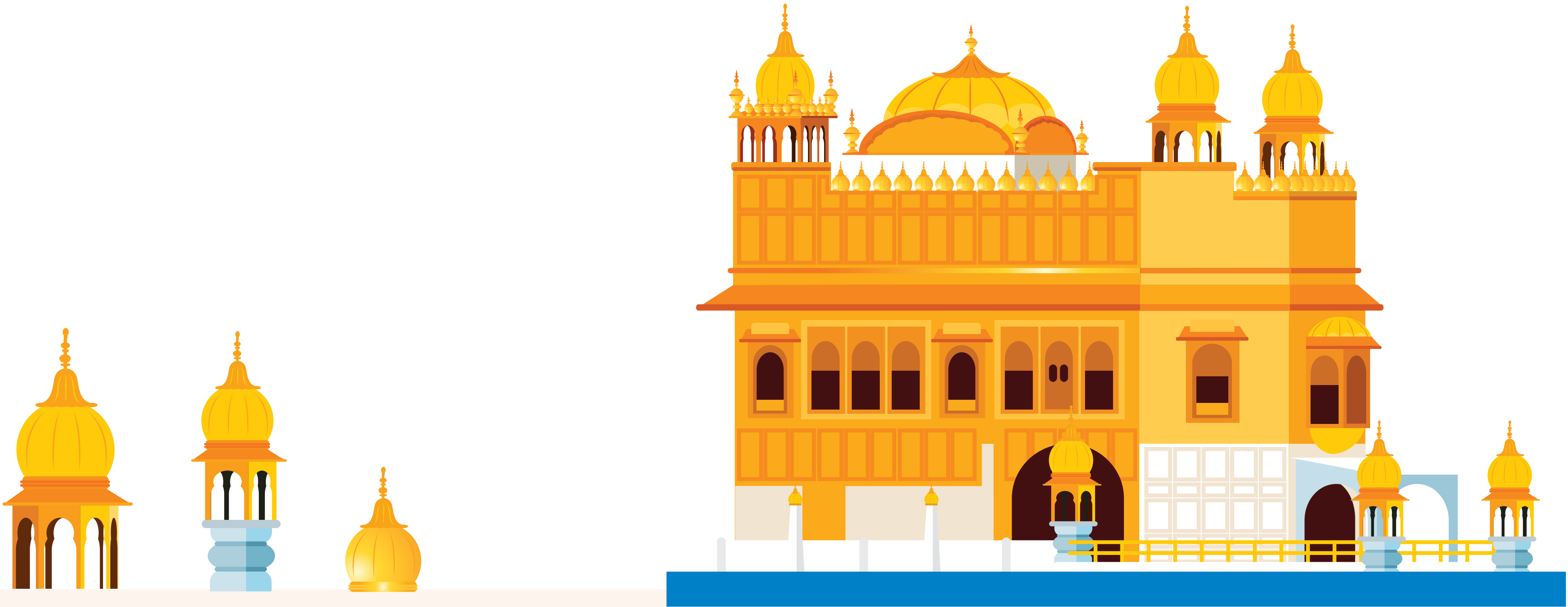
GOLDEN TEMPLE

Amritsar, Punjab

Magnificent Sikh architecture;
spiritual grandeur in every detail.

JWCC PAVILION





MYSORE PALACE

Mysuru, Karnataka

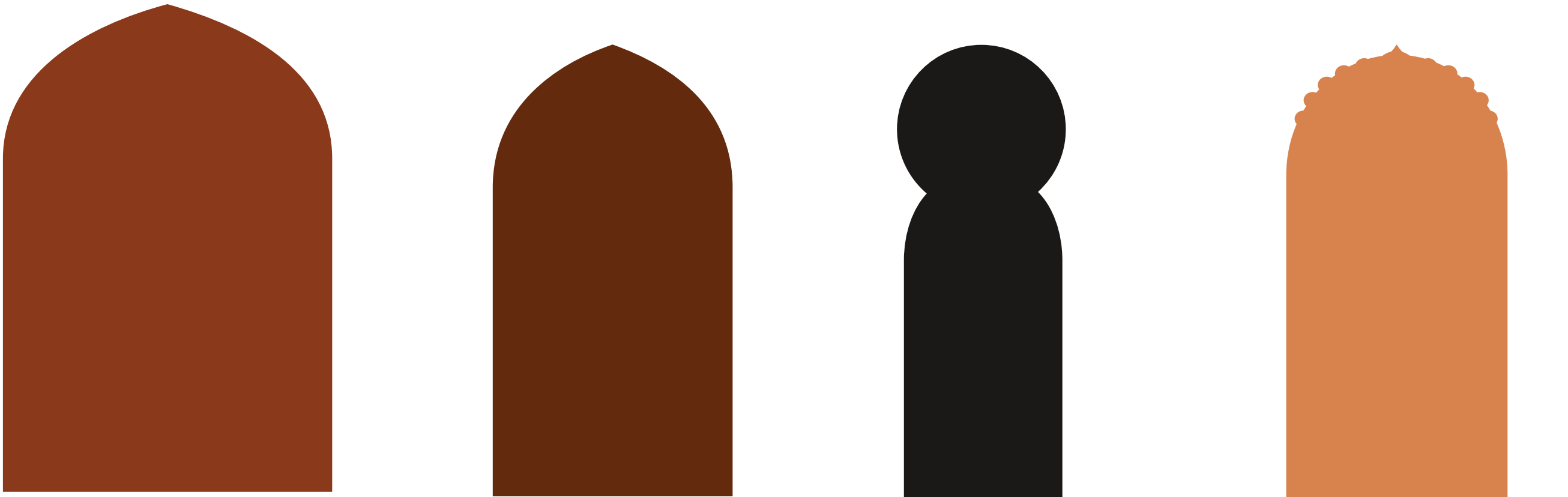
Stunning Indo-Saracenic style;
grandeur in every detail.

JASMINE

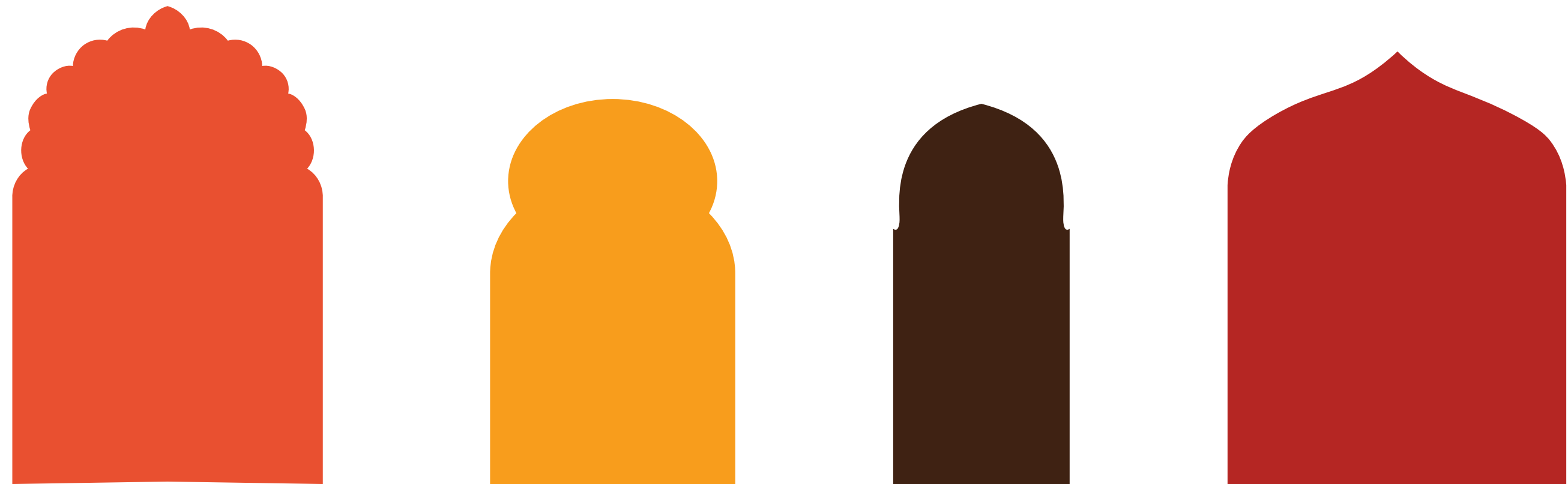




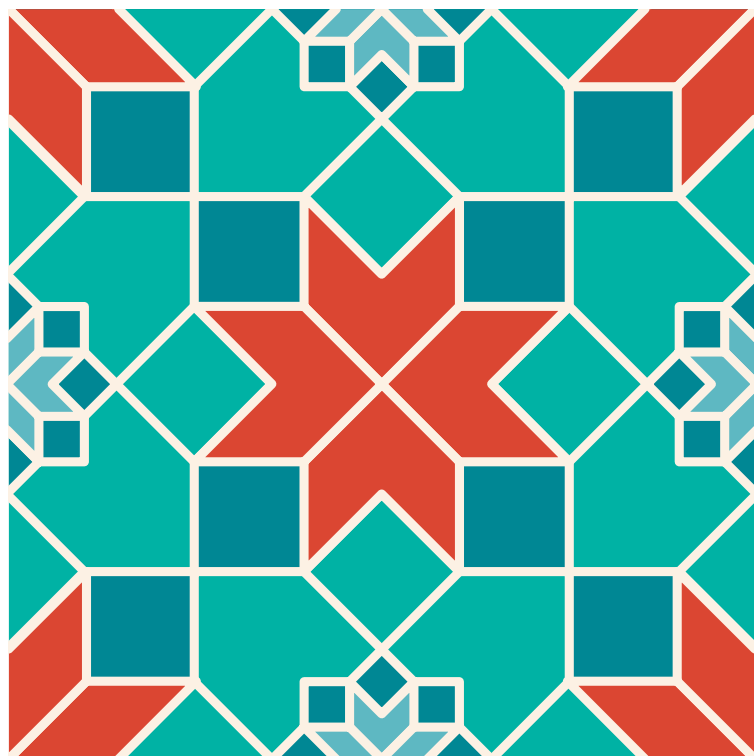
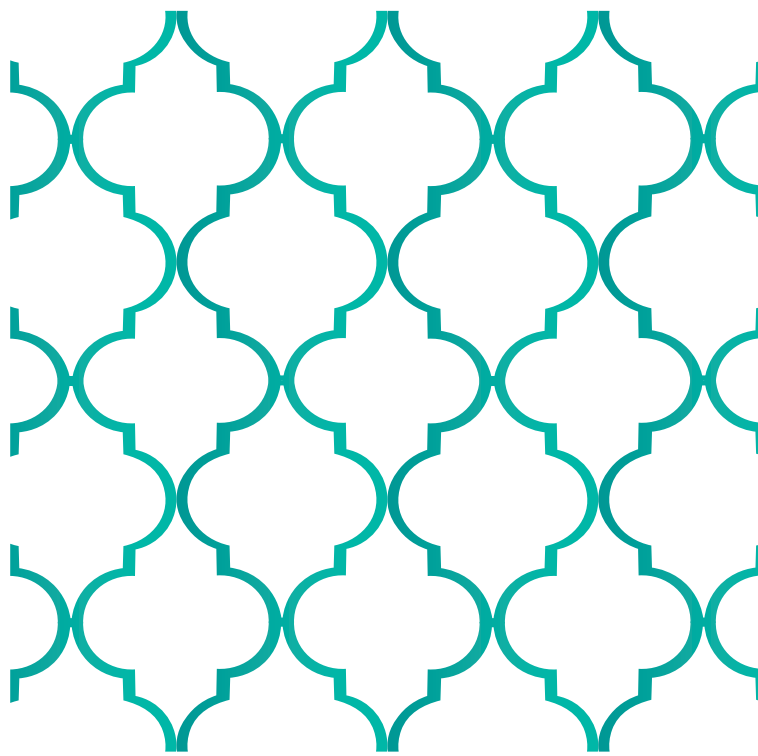
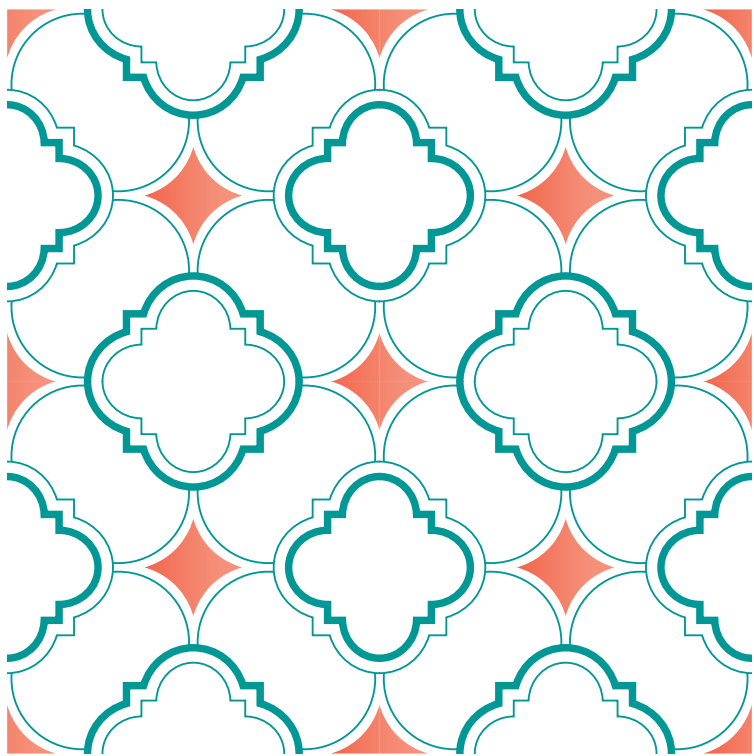
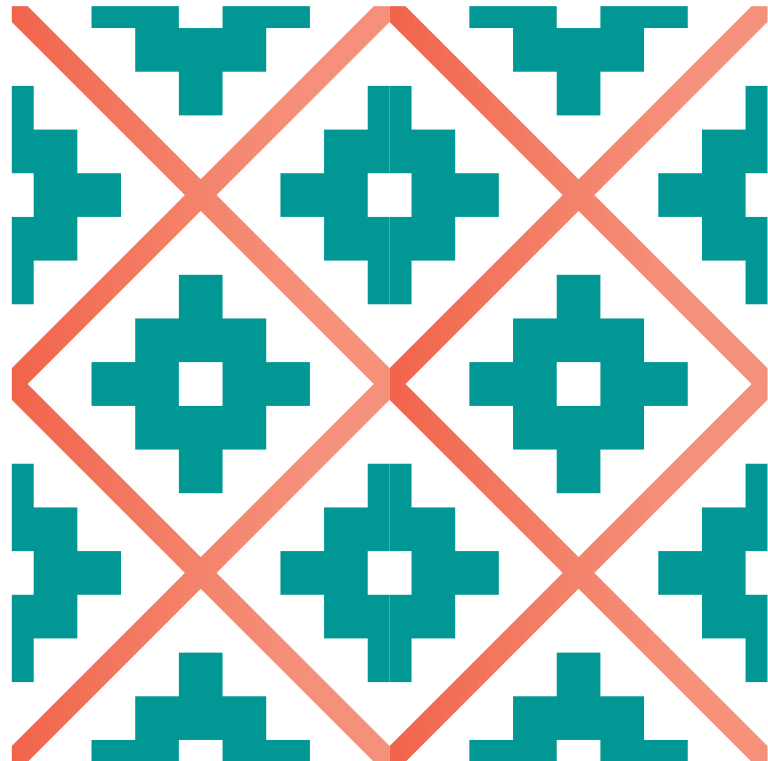




ARCHES



DERIVED
PATTERNS



“DID YOU KNOW?”

As part of the ‘Architecture of India’ theme, **“Did You Know?”** series brings to life fascinating yet lesser-known facts about Indian architecture—placed across the venue to spark curiosity, conversation, and a deeper appreciation for our rich design heritage.



DID YOU KNOW?

The Meenakshi Temple in Madurai features a musical marvel—pillars in the **1000 Pillar Hall** that produce different notes when struck, crafted with precision centuries ago.



DID YOU KNOW?

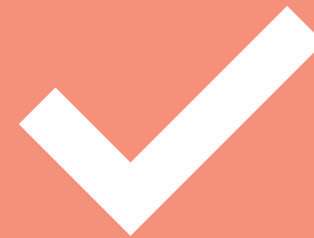
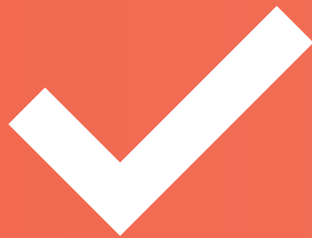
The Lotus Temple in Delhi is made of **27 free-standing marble petals** and is one of the most visited temple in the world, blending modern design with deep-rooted symbolism of purity and unity.



DID YOU KNOW?

Jantar Mantar in Jaipur is not just a tourist site—it's a **300-year-old open-air observatory**, and its **sundial can tell time with an accuracy of 2 seconds.**

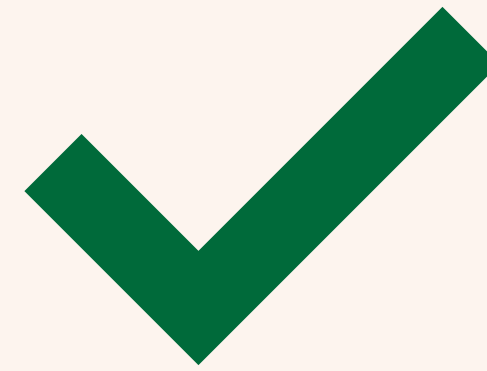
LOGO DO'S AND DONT'S



LOGO DO'S AND DONT'S



LOGO DO'S AND DONT'S





The Turtle story

B 309 , Centrum Business Square Near Lotus IT park Road No 16,
Wagle Estate Thane, Mumbai, Maharashtra 400604

Contact: +91 99874 44015
Email: hello@theturtlestory.com