

1 DAY

15TH SEPTEMBER 2021

SHOW DAILY

GJEPC INDIA

IIJS INDIA INTERNATIONAL JEWELLERY SHOW

PREMIERE 2021

15th - 19th SEPTEMBER

BIEC, BENGALURU

COVER STORY

India Reconnects At A Brand New IIJS Premiere

As the 2021 edition of IIJS Premiere goes live today, the impending sense of energy and excitement one feels on the first day of a trade show is even more intense, as the reinvigorated Indian industry congregates after months of pandemic-related uncertainty.

The official sanction for the show is reinforced by the presence of central and Karnataka state ministers at the inauguration.

Promising feedback from pre-registered visitors indicates that IIJS Premiere 2021 will send the revival of the domestic market into high gear!

Expect bridal sales to dominate order bookings along with exciting, new-age, lightweight jewellery as desired by millennials and Gen Z. GJEPC's publications - *IIJS Daily Newsletter* and *Solitaire*

International will make trend discovery an easy task, thanks to the previews of the latest collections shared by IIJS exhibitors!

Getting one's bearings on the new show floor will be easy with the assistance of the Interactive Floor Plan to guide your every move.

IIJS Premiere has always been about more than just business. The show has traditionally allocated a large display area for showcasing of traditional Indian jewellery crafts that are being actively preserved for posterity by the Gem & Jewellery Skill Council of India (GJSCI). This time in Bengaluru, the Crafts Pavilion will feature live demonstrations by artisans proficient in the techniques of Minakari, Chettinad and Thewa.

Fine design will be celebrated yet again at The Artisan

Awards stall where this year's winning pieces will take pride of place. The Design Gallery at IIJS offers budding designers, students from institutes, and women entrepreneurs an instant springboard to industry recognition and prominence.

Gain valuable insights on the current business environment from thought leaders at the IIJS Spectrum Seminars featuring action-packed sessions on the WGC's You Are Gold campaign and Retail Gold Investment Principles, the Future of Lab-grown Diamonds, Jewellery Industry's Digital Transformation, Data Analysis for Growth, Fundraising by Jewellery Start-ups, the Art of Business Storytelling and much more. Get ready for an IIJS unlike any other you've experienced before. Prepare to meet the industry's future!

5 Halls

1300+ Exhibitors

17000+ Pre-registered Visitors

Rough Supply Partners



Mumbai: +91 22 6702 0564
Chennai: +91 99625 99494
Hyderabad: +91 98851 52999
Ahmedabad: +91 99988 09388



Pride of the Peacock

The peacock themed collection draws a parallel between our muse's magnificent plumage and the sensuous and vibrant personality of a woman.

VISIT US: Hall 4, Booth # 4U043 I/II to 4U045 I/II

www.asianstargroup.com



A'Star Jewellery is a Division of Asian Star Co. Ltd. (India), a Sightholder of The De Beers Group. | SIGHTHOLDER™ is a trade mark used under licence from De Beers Group. | The ALROSA ALLIANCE logo is a trademark used under licence from PSC ALROSA.

MESSAGES



Colin Shah

Chairman,
GJEPC



IIJS Premiere will be the first Mega Gems & Jewellery Show to resume in its physical avatar since the onset of Covid-19, mainly due to the continued demand from all segments of the trade. The exhibition will be held at a completely different venue -- the Bengaluru International Exhibition Centre (BIEC) -- and

we are strictly following all SOPs set by the Central and Karnataka State Governments.

With the vaccination drive already in full swing in India, we expect that by September, the majority of people would be inoculated against Covid. And that is a huge relief!

IIJS Premiere will offer an opportunity for our visitors and buyers to restock their inventory for the upcoming festive and wedding season. The show will hopefully attract many first-time visitors from the interior regions of the nearby states of South India.

2020 was a washout for all of us, but despite the pandemic-related lockdowns, we still managed to achieve gem and jewellery exports worth \$25.3 billion from April 2020 to March 2021.

With the support of the Government and several initiatives taken by the Council, the gem and jewellery industry could sustain through this unprecedented crisis. I am sure IIJS Premiere would definitely help us to end 2021 on a high note.

I wish exhibitors and visitors a safe and successful show!



Vipul Shah

Vice Chairman, GJEPC



Collectively, the gem and jewellery industry stood tall in the face of the pandemic. We, at the Council, debuted virtual trade fairs and buyer-seller meets to keep the momentum going and the Q3 and Q4 reflected their success.

While IIJS Virtual offered us a digital window to reconnect and check the pulse of the market, the physical show will help us to rekindle ties in person. IIJS Premiere will bring back the touch and feel factor when selecting gems and jewellery, which is always a prerequisite when placing bulk orders.

During the pandemic, the Government of India provided multiple relief measures for the industry. It goes without saying that the Government is keenly supporting and taking this sector to a new level. The Government has rationalised the import duty on gold, silver and platinum. It has also come up with the revamped Gold Monetisation Scheme and it's a win-win for all as it will unlock tonnes of idle gold in India. This will not only benefit the consumers, retailers and banks, but the nation as well.

As an industry, we should make sure that we take advantage of the conducive business environment created by the Government for the gem and jewellery trade.

I wish everybody a successful IIJS Premiere 2021.



Shailesh Sangani

Convener, National
Exhibitions, GJEPC



Get ready for this year's first mega gem and jewellery show IIJS Premiere 2021. The show is being held at the Bengaluru International Exhibition Centre, Karnataka, and is spread across 5 Halls with over 1,314 exhibitors and 2,535 booths.

GJEPC has taken all the precautionary measures against Covid-19. We have made the registration processes completely digital – registration is mandatory through GJEPC's online app, digital contactless badges will be issued (no physical badges), visitors and exhibitors have to compulsorily download the Aarogya Setu App. Moreover, for entry into the exhibition, visitors must have taken at least one vaccine dose.

In accordance with State and Central Government SOPs and guidelines, the social distancing norm of 3.25 square metres per person will be strictly adhered to.

I would like to thank our exhibitors and visitors for reposing faith in us to help organise IIJS Premiere 2021 in physical form. Best of luck!



Sabyasachi Ray

Executive Director,
GJEPC



GJEPC has always led the industry from the front. IIJS Premiere 2021 is an opportunity for us to reinstate our leadership by organising a show by following all the safety measures against Covid.

Over the last several months, GJEPC has not only been tapping new markets but also seeking new ways to do business for its members. The Council has been

working for a comprehensive e-commerce policy for the gem and jewellery industry. An MoU was signed with eBay to provide impetus to Indian gem & jewellery sellers on the global e-marketplace and explore potential business collaborations for facilitating sectoral growth.

The Council is also making sure that our trade members avail maximum benefits of the Government schemes available. GJEPC recently signed an MoU with the National Small Industries Corporation (NSIC), to enable our members, especially the MSME units, to avail their various schemes.

The Council continues to take a holistic approach for the sustainable growth of this industry. I am sure that IIJS Premiere 2021 will put our industry on a growth trajectory in terms of exports and domestic sales.



SMAARAGDHI



Perfection of Royalty which fulfills
your desire

EXHIBITOR SPEAK

Buyer Sentiment Continues To Remain High

Ashok Gajera, Managing Director, Laxmi Diamond Pvt. Ltd., informs about the intense preparation done by the group to unveil collections focussed on the bridal and lightweight categories to cater to buyers across India.

Covid-19 has been in our lives for a long time now, and we, at Laxmi Diamond, are excited that the physical show of IIJS 2021 is leading the way to the New Year for all of us. Since the buyer sentiments are high, we are also looking forward to a successful turnout and business opportunity for all.

Tell us about the jewellery collections that you will be presenting. What is the product type best suited for current consumer demand?

We have launched many new product categories and brands within the Laxmi Group and will be presenting those at IIJS.

Our collections are divided into four categories:

The Avant Garde collection is a high-end jewellery line using fancy diamonds and these are big ticket items.

We have a division of South Indian Bridal jewellery, especially for our retail partners in the southern region.

Many more lines have been introduced in our ever popular

lightweight, daily wear jewellery.

We will showcase a traditional gold jewellery with a modern twist.

All of these are best suited for the current consumer demand, as I said before, even during the pandemic, fine jewellery is being bought. Many buyers are compensating for the loss of travel — or just treating themselves. For the first time, jewellers are enjoying a festival and wedding season unburdened by competition from their No. 1 rival, travel. And this is just one way to explain the category's unexpected resilience during a year of crisis.

Are you focusing more on the Bridal jewellery segment?

Yes, we are largely focussing on the bridal jewellery segment. Since people now are realising that life is short, and 'why don't we get married?' As a diamond and jewellery industry analyst for many years, I think a large part of the wedding buying is now based on love, emotions, and the fragility of life.

Will you be offering lightweight jewellery? If yes, could you kindly provide technical details on the technology/methods used to reduce gold weight.

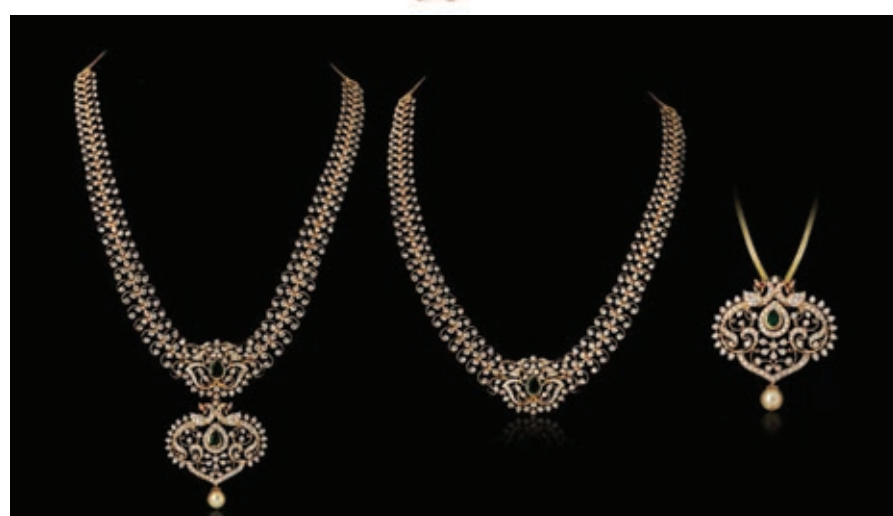
Yes, we will. Laxmi Diamond as a brand is known for lightweight diamond jewellery over the years. That being the core of our business we will always continue to explore and expand. We are using modern technologies and innovation to reduce the metal weight and making diamond jewellery more affordable to the masses.

What is trending in India in terms of diamond jewellery (cuts, colour, clarity, carats, etc.)?

Indian market has been very fluid in the last few years; in fact, the newest trend is how to make jewellery more affordable. Hence a lot of retailers in the different parts of the countries are now open to using various diamond qualities depending on the product types along with fashion trends.

How are you addressing the jewellery preferences of Millennials and Gen Z?

Millennials are a "generation of experience and not of possession". This shows that understanding their preferences, values, lifestyle, tastes, and desires is essential for the segment of jewellery business that could grow exponentially through the digital medium. Relatively affordable diamonds



and mid-range pricing is what we are focussing on for Gen Z; knowing their taste and desire and building a proposition around it is how we choose to address their preferences. Also, the younger consumer groups are involved in social and environmental issues and are concerned about ethical trading. This is where we, as Laxmi Diamond, have always been a pioneer and leader.

Any other comment you would like to share.

A regeneration is underway as we are looking towards the IIJS 2021, a physical show after almost two years to take to the fore and create distinctive category trends for the upcoming seasons. Customers will, and do, purchase jewellery, and the key is to create a seamless customer journey that conveys the narrative of each piece.





Roma Gupta.

Loving daughter, now worthy heir.

*Every moment that makes you **YOU**,
deserves to be celebrated with gold.*



You are gold.



WORLD
GOLD
COUNCIL

www.youaregold.in

SUPPORTED BY



GEM TALK

From Russia With Love

Here's a lowdown on **Russian emeralds** that glow from within and come in various shades of green.

By Richa Goyal Sikri

Emeralds from Russia are today valued for their unique colour and their 'lit from within' glow. The pale hues of commercial quality Russian emeralds work well in large tumbled beads and cabochon cuts, complementing traditional Indian necklaces, and holding their green colour under dim lighting. These qualities have resulted in voracious Indian consumption of Russia's mineral gift to the world

Formation: Geologists estimate Russian emeralds are approximately 255 million years old, with their formation connected to the Urals (the oldest mountains in the world). The Urals formed due to the collision of two proto-continent, absorbing the ancient sea that separated them. The resulting tectonic movement generated extreme heat and pressure, altering the rocks' very nature (physical and chemical), creating emeralds. Similar geological events have formed emeralds in Zambia, Brazil, Ethiopia and Madagascar.

Colour: Russian emeralds come in various hues, with colours as rich as any other source. Their chemical composition is a key factor. While emeralds from multiple sources are all coloured by trace elements like chromium and vanadium, Russian emeralds additionally have less iron and

more lithium than gemstones from Brazil, which contain more iron and less lithium.

On 11th December 1719, the Russian emperor, Peter the Great, created a department called Gokhran. The division's objective was to take stock of Russia's wealth, mineral resources, gem and jewellery collections accumulated through purchase or conquest. Over time, the entity started

undertaking gem mining, processing ore and rough gems. The discovery of emeralds in Russia in 1830 led to the development (by Gokhran) of grading and training protocols for emeralds.

Cutters had to undergo seven different levels of training. They invested numerous years learning theoretical aspects related to the orientation, faceting and polishing, and

invested long hours in practical training with gem material provided by the government. Each cutter had to clear monthly exams with strict passing criteria.

The Gokhran grading system has been in place for decades and is consistently followed across Russia and beyond. For example, if you send a stone to a gem lab in Russia, beyond the standard information, the lab will also specify the grade of the emerald as per the Russian formula.

Here's how it works:

- Rough emeralds = 3 grades of clarity and colour
- Faceted emeralds = 3 clarity grades + 5 colour grades
- Cabochon emeralds = 2 clarity grades and 5 colour grades

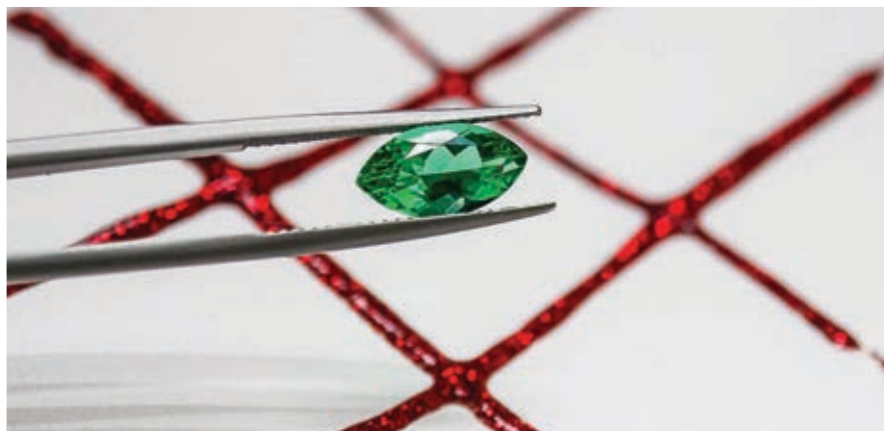
1 is the highest rating. A stone with a 1/3 would mean good colour, but poor clarity.



A grand necklace composed with Russian emeralds featuring floral polki and pearl motifs. By Rosentiques Fine Jewellery



Top-grade Russian emerald by Tsarina Jewels. Image courtesy, Richa Goyal Sikri



Top grade Russian emerald by Tsarina Jewels



CHHANDA JEWELLERS

IN HOUSE DIAMOND JEWELLERY MANUFACTURER EXPORTER & WHOLE SALER

STALL No- 4V128 I & 4V130 I



MANUFACTURING UNIT - Singur, West Bengal, Pincode - 712 223

OFFICE- 26, Barttala Street, 1st Floor, Kolkata- 700 007

&

18 Sir Hariram Geonka Street, 3rd Floor, Kolkata- 700 007

100% Certified by International Standards

Diamond Certified By



IGI



9830810681 | 7449817463.

BRAND WATCH

Head Turners

Awesome Sparklers presents a dazzling diamond-studded collection of rings, bracelets, earrings and more. The line is populated with fancy-shaped diamonds in bezel and claw settings in polished, satiny rose gold. Rubies and emeralds are used cleverly to complement some pieces. The jewels grab your attention for their contemporary designs. Priti Bhatia, founder and creative head of the firm, says, "If you are bold enough to be experimental and dig edgy designs, then our exclusive collection Anokha is the perfect fit for you. Each jewel is a singular manifestation of a concept and is one off."



Golden Temptations

These lightweight 22-karat gold jewellery necklace sets from Bariki Jewels are a sure way to add drama to your overall look. Single line necklaces festooned with decorative motifs look sensational with a sprinkling of colour in the form of corals, rubies, emeralds, pearls and more. Employing traditional crafts such as filigree, engraving, granulation and various textures, the latest collection is perfect for the modern bride, who upholds tradition but celebrates minimalism.



IIJS

INDIA INTERNATIONAL
JEWELLERY SHOW

PREMIERE 2021

15th-19th SEPTEMBER

BIEC - BENGALURU

Hall No.: 4

Stall No.

RO 62/64/66



S K SETH JEWELLERS[®]
MOHANLAL SETH

BRAND WATCH

Bold Statements

Haritsons Designs Pvt. Ltd. offers gem-set and jadau jewellery that showcases Indian artistry in all its splendour. The pieces retain the charisma and character of kundan-meena jewellery, but the design treatment gives it a simpler, striking appearance. Each piece is a statement. Uncut diamonds, rare carved emeralds, ruby, tanzanite and beautiful Jaipuri meenakari are all meticulously detailed to create a melodious narrative of grace and grandeur.

The bold cuff features floral kundan elements on carved gemstone on one side and vivid meenakari work on the other. The underside of the cuff is ornamented with beautiful floral engravings in gold making it a sight to behold. The coral beaded necklace is juxtaposed against a scalloped, multi-strand pearl necklace that is interspersed with polki encrusted lion heads. Another lighter necklace features carved emeralds and generous polkis with pearl finials offering an understated, glamorous appeal.



A Flamboyant Affair

Gehna's latest diamond jewellery collection, Amaira, embodies the grace and beauty of a princess. Each piece is evocative and mesmerising. The long sweeping shoulder dusters, the statement cocktail rings, pendant sets and even the classic chokers use linear and radial lines as well as circles to create visually striking designs. These symmetrical forms crafted in rose gold are further enhanced with baguettes, brilliant-cut diamonds, marquise, and pear diamonds, which lend an aura of flamboyance to the baubles.



We at
 E M E R A L D
cordially invite you to

IIJS INDIA
INTERNATIONAL
JEWELLERY SHOW
PREMIERE **2021**

15th - 19th September

Bengaluru International Exhibition Centre

We've gone the extra mile to bring
you a host of exemplary jewellery
designs under one roof

An exciting amalgamation of
artistic designs and cutting edge
technology brings us closer
to our goal of
"Staying Ahead"

&

The most precious thing we
cherish is your honoured presence

We are waiting to host you at

Hall Number **3A**

• 3NO19 I & II • 3LO20 I & II
• 3NO21 I & II • 3LO22 I & II

STAY
AHEAD 
WITH  E M E R A L D

BRAND WATCH

Trousseau Treasures

Kulthiaa Jewel showcases their latest bridal polki collection called Taraash. It is a celebration of meticulously handcrafted jewels accented with gold, uncut diamonds and the fine art of meenakari. Resplendent jhumkis, chaand balis, chokers and long haars dominate the collection. Polki jewellery has a timeless element to it and represents the past, present and future. Each piece has been skillfully crafted to reflect an old world charm, yet modern enough for a bride to wear it on her wedding day and carry it with her into her bright future.



Design Confluence

Sangeeta Boochra is a brand to reckon with in the silver jewellery segment. Her collections are inspired by different crafts and techniques from across India and the world to highlight handmade craftsmanship. In her Inlay collection, she combines the inlay work from Afghanistan, kundan setting from Jaipur and piroi silver beads from Kolhapur.

The Bikaner Himachal collection is an amalgamation of kundan work from Bikaner and glass work from Himachal resulting in unique pieces. The collection Face features the heads of animals such as tigers, elephants and bulls across earrings, pendants, and cuffs. The brand will also showcase silver hairbands made by master craftsmen from Orissa.





A GOLDEN OPPORTUNITY FOR JEWELLERS



ACCESS TO
CRORES OF CUSTOMERS



MULTIPLY YOUR REVENUE



ZERO INVESTMENT

BECOME OUR GOLD MITRA TODAY?

For more details



www.augmont.com



9090906867



goldmitra@augmont.com

AUGMONT
GOLD FOR ALL

IN THE NEWS

Hallmarking Issues That Need Clarifications

Precious metal analyst, **Sanjiv Arole**, puts forth his views on mandatory hallmarking, highlighting several issues that need clarification for it to function seamlessly.

Victor Hugo's famous quote, "Nothing is more powerful than an idea whose time has come" aptly fits the current hallmarking scenario more than anything else. In fact, this has been an issue that has been pending for over 20 years.

Hallmarking was first introduced on a voluntary basis in 2000 and then compulsory hallmarking first mooted in 2007. Since 2013, the hallmarking notification has been postponed several times.

Finally, on 16th June 2021, mandatory hallmarking was formally introduced in 256 districts across India. Although over one crore gold jewellery pieces have been hallmarked till recently under the new system of hallmarking, one cannot say that hallmarking is up and away. For, with huge trust deficit between the trade on one side and the Government on the other, there are quite a few issues that need to be sorted out before the hallmarking system could set sail into the high seas.

The Government on its part did give several concessions to the trade to set the ball rolling on hallmarking. However, total mistrust, misinformation and lack of communication led to sections of the trade to go on a one-day strike in August. The Government hardened its stand even as fissures appeared within the trade itself. There was also confusion over some of the new proposals by the government and changes and clarifications sought by the trade. Things could clear out once notifications come out.

There are a number of issues that need clarification. Some of these are enumerated below:

(a) The Rs.40 lakh turnover exemption limit for jewellers/retailers from mandatory



hallmarking in the 256 districts. However, there is some confusion as there is news in circulation that it also implies for those with a turnover of less than Rs.40 lakh cannot sell hallmarked jewellery. In short, to sell hallmarked jewellery one must register with The Bureau of Indian Standard (BIS). A clarification or notification required to clear the air on the matter.

(b) Some in the trade feel that hallmarking is being diluted and that it could defeat the purpose for which it was introduced. Initially, it was stated that the HUID (hallmark unique identification number) would be only at the accredited hallmarking centres. This HUID was supposed to be non-transferable. Now it seems HUID could go down to the retailer's level as well. This could lead to more confusion and dilute the hallmarking process. Then, it seems that the BIS is actively encouraging jewellery business houses to set up hallmarking centres so that

more such centres come up. But, then what happens to independence of hallmarking centres. Would it not defeat the very purpose for which it was introduced in the first instance? A notification is needed here.

(c) Recently, it was reported in a section of the press that hallmarking was postponed by 3 months. However, this postponement is only restricted to declaration of old stock.

(d) There are many in the trade who do not want more categories of purity standards as they feel that unscrupulous in the trade would take advantage of multiple levels and sneak through jewellery of lower purity. Then, there is a growing demand to include coins, bars and even artefacts to be included in hallmarking. For, here, too, purity standards have been compromised. They aver that whenever hallmarking is made mandatory for silver even bars, coins, etc., it should be included in hallmarking. In silver, purity

levels are abysmal and mandatory hallmarking a must as soon as possible. The number of pieces in silver could be humongous.

(e) Once upon a time, cadmium was very popular in jewellery making as a replacement for lead as it added mass and shiny finish to the piece. It was also seen as a sign of purity in jewellery pieces. However, since the last 20-odd years when it became universal that cadmium was not only toxic but a suspected carcinogen as well, the world shunned it. However, India continues to use it. Many feel that not only should cadmium not be permitted in jewellery its imports too should be banned.

So, we have the Government wanting to impose its will on erring jewellers, retailers and even hallmarking centres (BIS found a number of hallmarking centres not operating under the new specifications) and accelerate the hallmarking process. It is impatient to govern and regulate the gold trade and earn revenue. On the other hand, a few unscrupulous in the trade used to old system of purity in gold jewellery are willing to try any trick in the book and beyond to try and postpone, disrupt or stall the hallmarking process. The hallmarking system once made mandatory all over India could see a consolidation in the trade and some not willing to conform to purity standards fall by the wayside. There should no remorse for few such entities.

Finally, the customer/consumer of jewellery who should central to the whole hallmarking process appears nowhere in the picture. Is customer really the king?

Disclaimer: The views expressed in this article are those of the author.



SND GROUP
SINCE 1951

MJ

MEENAKSHI JEWELLERS

HYDERABAD

Exclusive **Studded Jewellery** appreciated
Locally & Globally

Visit Us At
Hall No. 4
Stall No. 4V 103/ 105 / 107



iijs

Premiere Show
15th - 19th
September 2021

#1 Studded Jewellery Manufacturer & Exporter

www.mjw.ooo

8-2-682/1, 3rd Floor Landmark Banjara, Rd Number 12, Banjara Hills,
Hyderabad, Telangana 500034

Call : 9505505916

BRIDAL TRENDS - GOLD

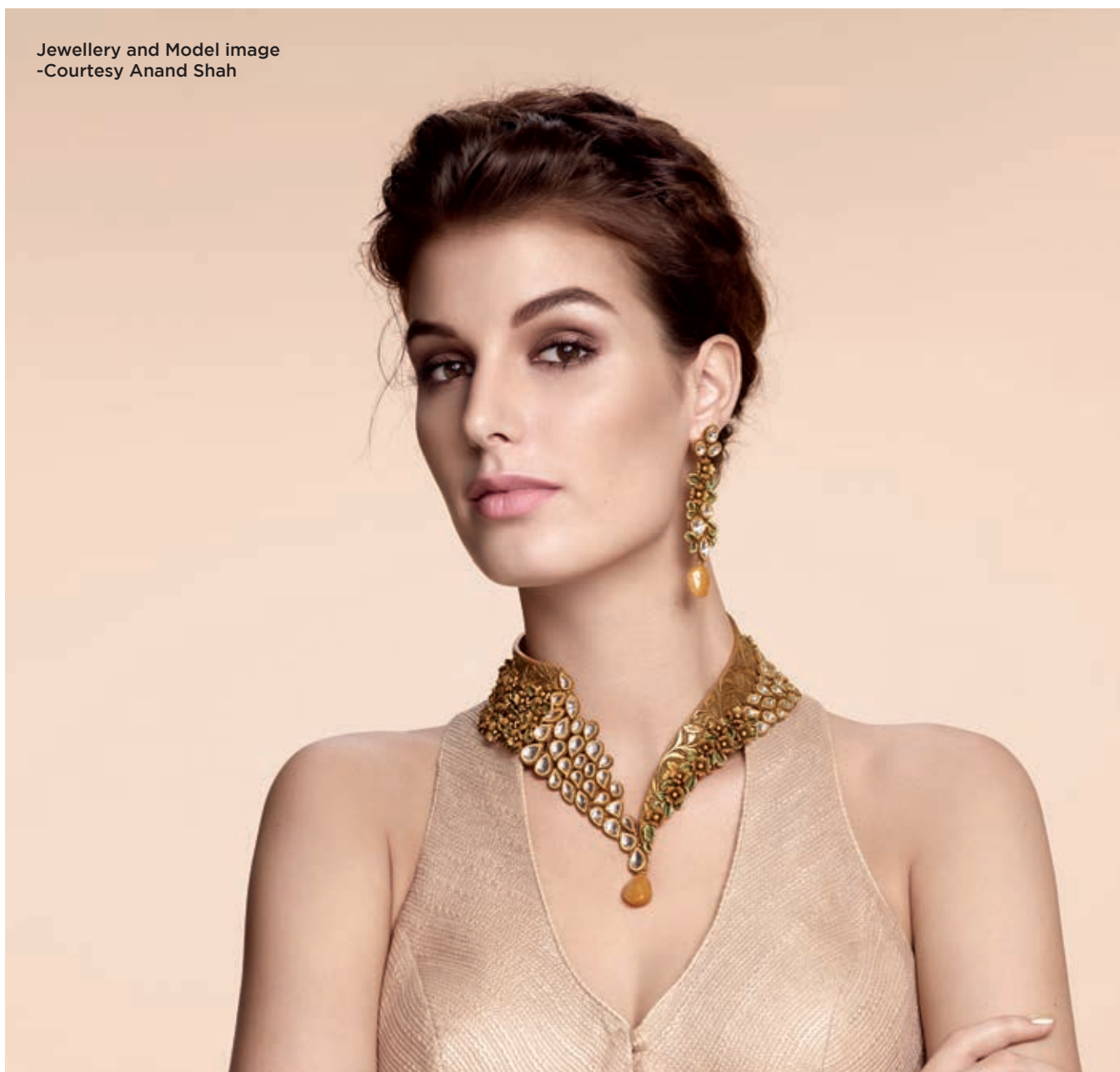
Gold Takes Centre Stage

Bridal jewellery is expected to be the top selling category at IIJS Premiere 2021. The pent-up demand for jewellery is ready to soar in the coming months as many consumers have pushed their previously planned weddings to the current year.

With Bengaluru being the host city for the Gem & Jewellery Export Promotion Council's leading trade show, there is an added spotlight on the yellow metal that is much loved in Southern India.

Exhibitors are presenting innovative designs while highlighting India's rich legacy of intricate craftsmanship in filigree, beadwork, meenakari and more. The pieces are encrusted with a smattering of diamonds, polkis and gemstones to enhance the appeal of the overall piece. Here are a few statement necklaces to get the gold frenzy going.

Jewellery and Model image
-Courtesy Anand Shah



The 22-karat striking bib is highlighted partially with Benaras meenakari bordered by rows of leafy polkis and an etched gold stem. The choker extends into a bib with dense textured floral bed adorned with pearls, and fringes of emerald and ruby beads. By Anand Shah



A handcrafted 22-karat gold bib shows off intricate detailing of openwork motifs. By Senco Gold & Diamonds



The long yellow gold necklace articulated in 22-karat gold is composed of textured paisleys accented with bezel-set rubies. It features an intricate circular pendant garnished with bezel-set rubies and emeralds is topped with two engraved peacocks. By MRK Gold



The unique fan-shaped 22-karat gold choker features textured elements, including filigreed scrolls. The highlight of the choker is a central openwork motif which is patterned with oval bezel-set polkis. By N. M. Karel & Sons



SK Seth Jewellers

The gorgeous 22-karat gold choker is decorated with a sculptural composition of repoussé florets and vines. By SK Seth Jewellers



The antique finish 22-karat gold necklace displays a unique composition of carved florets and temple structures articulated with granulation and filigree work. The piece is further lined with bezel-set gems. The earrings mimic the design elements of the necklace. By Mehta Gold





A stylised take on temple jewellery, the 22-karat antique finish necklace features Goddess Laxmi. By Swarndeeep



A two-row coin necklace
in 22-karat gold featuring
Goddess Lakshmi. By
Meenakshi Jewellers



A medley of graceful triangular motifs and scrolls forms the base of this gorgeous 22-karat gold choker which is lined with a row of emeralds and alternated with bunches of textured beads. By Bariki Jewellery



Inspired by temple architecture, the haram and earrings are made up of carved temple motifs and a pendant with Ganesha, Laxmi and Saraswati. By MEHTA GOLD



The 22-karat yellow gold bib featuring intricate detailing is accented with azure colour minakari work. By Hasmukh Parekh Jewellers

BVC[®] ValSHIP

BVC[®] iValSHIP

Secure Logistics In
10,000+ Pincodes & 130+ Countries



- ★ Over 60 Years Of Experience
- ★ Trusted By 21,000+ Clients
- ★ Delivery Within 24 Hours
- ★ Fully Insured Service
- ★ Late Evening Pickups
- ★ Door-to-Door Solution
- ★ 24 x 7 Customer Service

BVC[®]
LOGISTICS

Official Logistics Partner

☎ 1800 123 2711

✉ care@bvclogistics.com



WITH TECH ENABLED SECURITY OF
SEQUEL247 ALL YOUR SHIPMENTS ARE
DELIVERED ONLY TO AUTHORIZED
RECEIVERS AFTER OTP VERIFICATION



To register your mobile number, please contact us at

sales.secure@sequel.co.in | +91 901 902 4444 | www.sequelglobal.com

SPOTLIGHT

Fancy Colour Diamonds Sought Across All Jewellery Categories

Darshit Hirani, Director, P. Hirani Exports, talks about the growing popularity of fancy colour diamonds in the domestic market.

This year at IIJS Premiere, P Hirani Exports will be showcasing a wide variety of natural Fancy Colour diamond jewellery ranging from daily wear to spectacular, one-off jewellery pieces.

The company is the first of its kind in India, showcasing signature pieces set with custom-cut, perfectly calibrated yellow diamonds, enabling them to create modern designs that are unmatched in quality.

Moreover, the firm also has an exquisite collection of pink,

blue, green, orange, and yellow diamond jewellery masterpieces of unrivalled beauty.



Darshit Hirani, Director, P. Hirani Exports, notes: "For the fancy colour diamonds, we are currently witnessing two trends. Demand for goods in the lower price bracket in this category is popular among consumers who are making impulsive, last-minute purchases and are eager to pick up exciting, design-oriented pieces. Fancy

colour diamonds play an important role over in mid-ticket items which are dictated by fresh designs. Retailers in India have done a fantastic job in educating end consumers about colour diamonds, and buyers are excited to learn about their rarity and colours on offer.

"In the high-end market, consumers around the world want the best. Consumers today are knowledgeable and thanks to the digital explosion, they are aware of top jewellery brands, who do have an inventory of exceptional pieces set with fancy colour diamonds. This has inspired even consumers in the domestic market to venture into this category. There is a lot of interest and excitement about fancy colour diamonds, and demand for one-off pieces is only rising."





NITIN JEWELLERS

Origin of Elegance

HYDERABAD - THRISSUR



Fyra

CZ Jewellery with Pachi Work

Visit Us At

IIJS INDIA
INTERNATIONAL
JEWELLERY SHOW
PREMIERE 2021

15th - 19th SEPTEMBER
BIEC, BENGALURU

HALL NO : 2B
STALL NO : 2F055
2F057

REGD OFFICE:-

1st Floor, 6-3-1111/B,
Shop No 104, Babukhan Mall,
Somajiguda, Hyderabad-500082
+91 63038 86930

🌐 www.nitinjewellers.com

BRANCH:-

Shop No. 35/1318/7,
Near Puthanpally,
Koppan line, Thrissur-680001
+91 90487 79444

✉ nitinjewellershyd@gmail.com

SPOTLIGHT

Colour Therapy

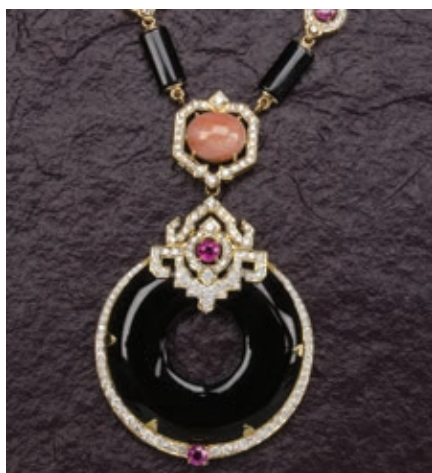
Anju Jain, co-founder of Exquisite Fine Jewellery, unveils an array of pop-coloured gem-laden jewels that are a perfect blend of fashion and function.



Exquisite Fine Jewellery, Jaipur, is known for its eclectic creations where quality gemstones of vivid hues are the centre of attraction. The snazzy lines are such that they can easily take you from boardroom to a cocktail party.



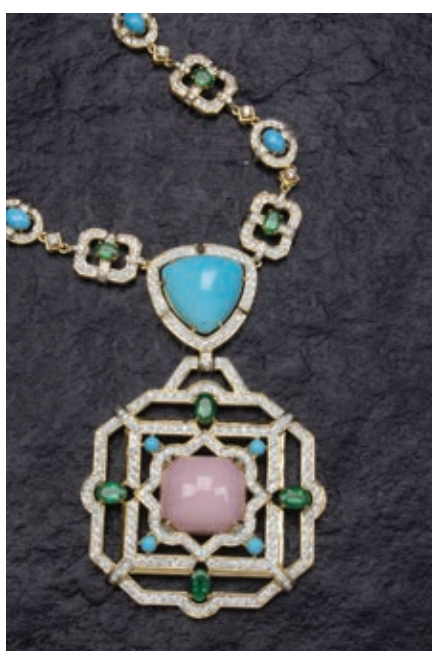
Anju Jain says, “The Preciosa Edit is our spectacular pret line, that’s got just the right balance of finesse and comfort. The eye-catching, glamorous earrings and pendants feature Zambian emeralds, rubies and blue sapphires surrounded with diamonds and contrasted with black enamel to frame the entire motif.”



The Jaipore collection is inspired by the distinct Rajasthani architecture featuring domes or ‘chattris’ – symbolizing honour and pride. Anju comments, “The rings from the Jaipore collection are set with multicoloured melon-cut gemstones set in 18-karat gold and with diamond shanks. The handcrafted earrings are adorned with baguette diamonds and natural Arizona turquoise, melon and Italian coral.”



The Art Deco-inspired line of jewellery, Retro, features a combination of corals and black-onyx enhanced with diamonds and rubies. Sharp silhouettes and flamboyant colours define the glory of the bygone Art Deco era. Statement sautoirs with carved gemstones, embedded diamonds and extremely intricate enamelling, marks the distinct style of Retro. High on sophisticated glamour, these pieces of jewellery are highly covetable!



Firenze is a dreamy ode to Florentine beauty, featuring coral and azure hues of turquoise enveloped in artistic diamond settings.



Gold - Diamond - Polki



CORDIALLY INVITE YOU TO MEET US AT IIJS BANGALORE

15th - 19th September 2021

STALL NO: 2H015 I II III, 2H013 I II, 2F016 I II III

The beauty of our heritage exclusively crafted in gold

**Laxmi Jewellery House, Nr. Samatheshwar Mahadev Mandir,
Swagat Cross Road, Ellisbridge Ahmedabad - 380006**



079-26447540,26445515



contact@laxmijewellery.com

BUDDING DESIGNERS

My Designs Are Driven By Emotions

Priya Maheshwari, Founder, Empriyal, Jaipur showcases meaningful collections that are centered on high quality natural gemstones at IIJS Premiere.

By Aliya Ladhahoy

Tell us about your brand. When did you set it up?

My family has been manufacturing natural emeralds for the last 45 years. I fell in love with emeralds from the moment I saw them. After having two children, I felt inclined to start something on my own. Good quality emeralds are mostly exported. I want Indians to have access to these good quality gemstones and embrace natural colour stones.

We started Empriyal in 2019 with the aim to offer quality, natural emerald jewellery to consumers.

What is your brand's USP?

The jewellery that we make is not meant for the lockers. It is something that can take you from day to night. Being a mother and a working woman, I want my jewellery to be very versatile and apt for all sorts of social events and occasions.

My husband has been working very closely with emeralds all his life and it is due to his expertise that I am able to offer quality emeralds to my consumers. We also use other natural gemstones in our jewellery.

Why did you decide to participate in IIJS Premiere?

IIJS is the biggest trade show for the jewellery industry. It provides us the right platform to showcase our expertise. Since we come from a gemstone manufacturing set-up, we have the expertise and can offer



natural, calibrated gemstone jewellery in bulk quantity.

Tell us a little more about the collections that you are showcasing.

I design based on emotions and communicate what I feel through my jewellery.

I am presenting two new collections at IIJS.



One is Infinity, a collection that was born out of the infinite levels of hope, love and gratitude that one needed in 2020. The collection encompasses eternity rings, bracelets, and earrings studded with emeralds, rubies and sapphires. The stackable pieces offer just the right amount of colour and can be worn for online meetings or all through the day.



The second collection is called Fluid - Dance in every movement. The collection is dictated by gemstones in shades of pink, purple, yellow, orange and brown along with diamonds. It has a happy, cheerful vibe and reminds one to enjoy every moment in life.

What are your expectations from the show?

I am really thankful to GJEPC for giving budding designers like me a chance to participate in a show alongside the stalwarts of the industry. I hope to meet wholesale buyers - multi-chain or single store retailers at the show.





Your Trusted Partner from Design to Delivery

If you are a Designer, Brand, Manufacturer, E-commerce or a Retailer - Imaginarium Precious can power your complete jewellery production, allowing you to focus on what matters the most - exploring true creativity and delighting your customers.

Here at Imaginarium, the modern age manufacturers, co-create your jewellery with our cutting-edge technologies, be it diamond studded or plain metal. You can innovate with unique materials like Resins, Nylon, Titanium, Enamels, Ceramics and more.



Go Intervtoryless with
On-Demand Manufacturing



High Quality
Diamond Settings



Fine
Craftsmanship



Technologically
Advanced



Varied Material
Option



Innovation
Services

Meet us at



Venue: Bangalore International
Exhibition Centre (BIEC) Bengaluru
Hall No. 5, Stall no. 5X104 II



hello@imaginarium.io



imaginarium.io



+91 96199 19611



in association with



16th-17th September

Day 1 Schedule

Time	Topic	Speakers
12:00 pm - 1:00 pm	RGIPs & ‘You are gold’ Campaign by World Gold Council	Somasundaram PR Regional CEO, India, World Gold Council Arti Saxena Head of Marketing, India, World Gold Council
2:00 pm - 3:00 pm	Future of Lab Grown Diamonds	Pooja Sheth MD & Founder, Limelight Ritesh Shah President & CEO, ALTR Prasad Kapre CEO & Director, Style Quotient Jewellery Pvt Ltd
3:15 pm - 4:15 pm	Digital Transformation of Jewellery Industry	Pratap Kamath Managing Director, Abaran Timeless Jewellery (P) Ltd Goutham Kothari Founder, Ordofy & Chairman MRK Group Hemal Soni Founder & CEO, Jewelxy

Moderator
Sumesh Wadhwa

Day 2 Schedule

Time	Topic	Speakers
2:00 pm - 3:00 pm	Data Analysis for Growth of Jewellery Industry	Manishi Sanwal Managing Director, Voceback Analytics Tajpal Ranka Director, Ranka Jewellers, Pune Selavarajan P. Vice President operations, Kirtilal Kalidas,Coimbatore
3:15 pm - 4:15 pm	The Art & Science of Business Storytelling	Ramesh Dorairaj Leaders Anvil Sachin Jain Managing Director, De Beers India
4:30 pm - 5:30 pm	How To Become A Professionally Managed Family Jeweller	A Shivaram Business coach & Author, Retail Gurukul Bhavin Jakhia Director, Om Jewellers, Mumbai

Moderator
Anil Prabhakar

Introducing IIJS Premiere 2021 INTERACTIVE FLOOR PLAN



Explore Hall

Booth Nos | Company and much more
at your fingertips!

Available on GJEPC Mobile App & IIJS Website

www.gjepc.org/iijs-premiere/

HALL 1: MACHINERY & ALLIED SECTION; DESIGN GALLERY
HALL 2: COUTURE JEWELLERY
HALL 3: GOLD JEWELLERY
HALL 4: DIAMOND & COLOUR STONE JEWELLERY; GOLD JEWELLERY

HALL 5: LOOSE STONES; LABORATORIES & EDUCATION; GOLD JEWELLERY; DIAMOND & COLOUR STONE JEWELLERY; SYNTHETICS & SIMULANTS
CONFERENCE CENTRE: NEAR THE ENTRANCE