

2
DAY

16TH SEPTEMBER 2021

SHOW DAILY

GJEPC
INDIA

IIJS
INDIA
INTERNATIONAL
JEWELLERY SHOW

PREMIERE 2021

15th - 19th SEPTEMBER

BIEC, BENGALURU

COVER STORY

Karnataka Welcomes IIJS Premiere 2021 With Open Arms!



GJEPC Chairman Colin Shah honouring Shri Murugesh Nirani, Hon'ble Minister of Large and Medium Industries, Karnataka.

The Gem & Jewellery Export
Promotion Council inaugurated

IIJS Premiere 2021, one of
Asia's leading Gem & Jewellery

trade exhibitions, in Bangalore yesterday. The opening ceremony was attended by Smt. Anupriya Patel, Hon'ble Minister of State for Commerce & Industry, Ministry of Commerce & Industry (through video conference); Shri Murugesh Nirani, Hon'ble Minister of Large and Medium Industries, Govt. of Karnataka; Shri Ramana Reddy, Additional Chief Secretary, Department of Commerce & Industries, Govt. of Karnataka; Shri S. Suresh Kumar, Joint Secretary, Department of Commerce, Ministry of Commerce & Industry; Shri Colin Shah, Chairman, GJEPC; Shri Vipul Shah, Vice Chairman, GJEPC; Shri Shailesh Sangani, Convener, National Exhibitions, GJEPC; Shri Mahendra Tayal,

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Hall 4, Booth# 4U043 I/II to 4U045 I/II in IIJS 2021, at BIEC in Bengaluru
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Regional Chairman South Region; and Shri Sabyasachi Ray, ED, GJEPC.

The IIJS hosts the industry's biggest gathering of domestic and overseas buyers and is the primary platform for Indian jewellery manufacturers to work with retailers, enabling them to gain insights into demand trends and product designs.

The event showcases versatile jewellery crafted with the highest standards of design and finish. The event is organised following all covid-19 protocols to ensure safety. All event attendees were required to follow covid safety protocols as per the Karnataka Govt. norms.

Smt. Anupriya Patel, who addressed the audience virtually, formally announced the show opening. She noted that the gem and jewellery industry is a prominent sector which generates huge employment opportunities. "Despite not having precious resources, the industry is the world leader in diamond cutting and manufacturing, and is among the largest exporters of gems and jewellery. The industry's contribution towards the 'Make In India' initiative is successful and aligned with the vision of our Prime Minister. A number of measures in terms of policy

and duty structure introduced recently will help the industry to grow in the coming times."

Shri Murugesh Nirani said, "On behalf of our Karnataka state government, I would like to note that I am happy to be part of this prestigious show. Karnataka is a mineral-rich state and is the only one which produces gold from the Hutti Gold Mines and the Kolar Gold fields. We are aiming to increase the production from 1,700 kg to 5,000 kg. In terms of value addition, we will be opening jewellery retail stores to promote gold, and the state is also planning to sell gold coins and hoping to partner with private jewellers. We are also planning a huge jewellery park in the economically backward Kalaburagi area. We want to make it the best jewellery park and are looking to seek concessions for those who would like to partner with us. We will be holding the Global Investors Meet in November 2022 as our state has many opportunities to tap. I invite all the entrepreneurs to visit the event."

Shri Ramana Reddy commented, "We are a progressive state and we invite you all to strengthen the industry's fabric and the

economy. We are number one in silk, milk, coffee and gold. We are happy that the Council decided to hold the event in Bengaluru. I request that they should announce the show dates for the next year by the time show ends on 19th September. We are planning to start a modern jewellery park and urge the industry to set up base here as well. We will work out all the modalities to give the much-needed fillip to the sector."

Shri S. Suresh Kumar noted, "This is the biggest event held by any sector in the country post the onset of the pandemic. Hope this is the new post-covid era and it triggers the initiation of other such physical activities in other sectors to re-energise the economy. During the first covid wave, the gem and jewellery was one of the most affected sectors, registering a decline of 98% in exports. However, in the last two quarters, the sector has rebounded and recovery is happening at a fast rate. The response for IIJS Premiere has been phenomenal as everyone has been waiting for the physical show. The Government of India has been very sympathetic in addressing all the sectors, including the gem and jewellery industry, we have been very

proactive. We are confident that this sector will play a big role in the growth of the economy."

Shri Colin Shah said, "IIJS Premiere would boost the exports and domestic sales further. We are already witnessing a surge in exports and we are confident that we would achieve the export target of USD 43.75 billion this year and contribute significantly to Hon'ble PM Narendra Modi's target of achieving USD 400 billion in merchandise exports. I would like to thank the Karnataka Govt. for all the support they have offered in organising this show successfully. An event of this magnitude needed a great venue, and we are glad that Bangalore International Exhibition Centre (BIEC) stepped up to help us organise it."

Acknowledging the support offered by all stakeholders, **Shri Shailesh Sangani** stated, "IIJS Premiere 2021 in a physical avatar was only possible with wholehearted support from everyone - including exhibitors, buyers, the Central government and Karnataka government. Everybody has played an important role in successfully putting up a show of this stature."



The dignitaries on the dais unveiled the special IIJS edition of Solitaire International, the official magazine of the GJEPC.



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Gem And Jewellery Sector Felicitates Tokyo Olympic 2020 Winners At Jewellers For Hope

- Gem and Jewellery Export Promotion Council congratulated the Tokyo Olympic 2020 champions by giving them conceptualised brooches as a token of appreciation
- The felicitation took place at the Jewellers for Hope event



On behalf of the gem and jewellery industry, the Gem & Jewellery Export Promotion Council (GJEPC) felicitated three winners of the Tokyo Olympic Games 2020 at its annual charity initiative Jewellers for Hope (JFH).

GJEPC launched JFH in 2014 to mobilise the entire industry from manufacturers, traders to miners and retailers, to raise funds for organisations that are doing exemplary work in the field of education and health, or empowering women and marginalised sections of society.

In the past, Jewellers for Hope has supported NGOs like "Make A Wish Foundation, Swades Foundation, Friends of Tribal Society, working towards girl child education, Sanitation, etc. Also Voluntary Action Association run by Nobel Prize winner Mr. Kailash Satyarthi



Karnataka CM Shri. Basavaraj Bommai presenting a specially designed souvenir brooch to an Olympian.



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This year's JFH beneficiaries were Udayan Care and SDA-Diamond Hospital & Medical Research Centre.

The event also celebrated the Olympic heroes for representing India at a global platform. The Council commissioned the winners of 'Artisan Awards 2021' its annual design competition, to design brooches for the Olympians as a souvenir of the glory that they have brought to the nation.

Karnataka Chief Minister Shri. Basavaraj Bommai said, "The state of Karnataka is setting up a Gem Park and sought the GJEPC to explore the opportunity. The people of coastal and north Karnataka are uniquely skilled. I appreciate the fact that the gem and jewellery industry employs over 4 million karigars.

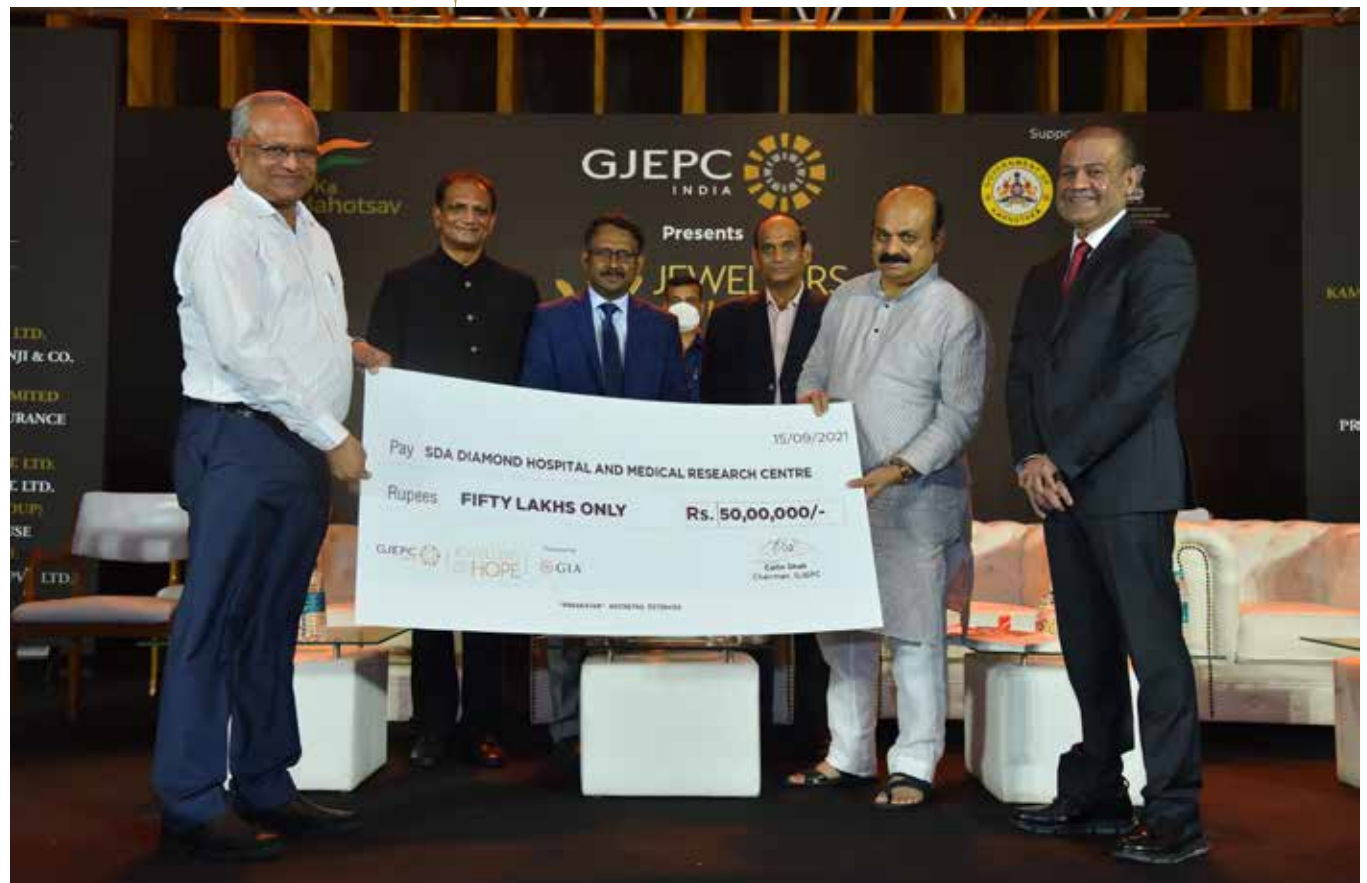
"The artisans of the industry have almost no formal education, despite this it's their skill that makes them stand apart from others. The value of jewellery accounts for the hard work that's been put in by artisans. Our skilled artisans in the gem industry are considered amongst the best in the world.

He further thanked GJEPC for felicitating the Olympians. He said sportspersons of the state will be encouraged so that future Olympians are created, all their requirements will be taken care of. He also said that the state will adopt 75 sportspersons to train them for the next Olympics.

"The Prime Minister Sri. Narendra Modi has set target of 400 million dollars in exports for the gem & jewellery industry which is commendable and I'm sure the industry will reach its target.

"Today bring birth anniversary of Sri. Visweswaraya, a doyen, he was truly a 'Gem of the Country'.

He thanked the Council for bringing the show to Bengaluru and rounded up by saying,



Udayan Care representatives receiving a cheque of Rs.25 lakh from Jewellers For Hope.

"anything in Bengaluru".

Colin Shah, Chairman, GJEPC said, "The gem and jewellery industry was at the forefront to fight against Covid-19. The industry engaged in numerous charitable acts as everyone opened their purse strings to help the artisans by way of providing food, medicines, ration kits, sanitisers, etc. Collectively or individually, the industry has been contributing immensely towards the development of

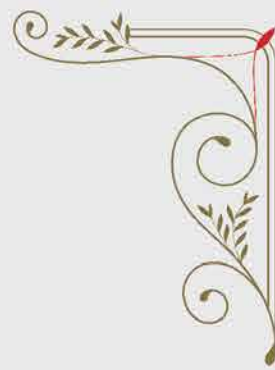
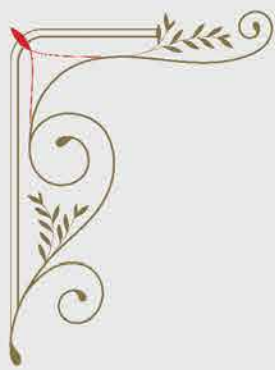
society at large, and has aided orphanages, old-age homes, schools, hospitals, sanitation, and more."

Colin further added, "GJEPC has created a Swasthya Kosh fund, which is utilised towards paying 75% of the health insurance premiums of the contracted and unorganised workforce of the industry."

Since its inception, the industry has been carrying out a host of philanthropic activities. They have been

the torchbearers for silently striving towards the betterment of society. In 2020, despite the pandemic lockdowns and subsequent mass migration of workers, the industry has recorded a phenomenal growth due to the unified efforts of the community.

For years, the gem and jewellery industry has spearheaded CSR initiatives as a way of giving back to society and uniting for a common cause.



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EXHIBITOR SPEAK

Minimalism Is The New Normal

Samir Tulsyan, Director, T. J. Impex, talk about the importance constant upgradation in terms of technology and design to cater to today's generation.



Tell us more about your preparations for IIJS Premiere 2021?

We have been regularly participating in IIJS since 2008. It has always been a good platform for business conversion and networking. Preparations for the show are always intense, requiring three to four months of planning to help us update on trends so that we can manufacture the best of products for our customers. It is a team effort -- the efforts are ours, but it is the buyers who will generate good sales results for us!

How are you catering to the young generation?

As prices of precious metals keep rising, we have been focusing on creating a lightweight, daily wear jewellery collection. This is more suitable to the young generation. We ensure that the product is very light but big in form to make it wearable on a daily basis. Manufacturing lighter pieces requires a sound knowledge of technology and we keep updated about the latest machinery introduced in the market. Our team makes it a point to visit Turkey annually to adopt and learn the techniques of manufacturing. We use the AutoCAD software for designing and the pieces are made with



fineness by directly casting, and strength added with right content of alloy.

Change is constant and technology and knowledge upgradation is what we are focused on thus making every process easy; and we incur minimum wastage in terms of gold loss. We mainly import machines from the US and Italy to craft 14- and 18-karat diamond jewellery.

Are you also focusing on the bridal category?

The increase in the number of lined up weddings coupled



with considerable reduction in expenditure in other luxury categories has spiked the demand for bridal jewellery in the last two years.

We have created a luxury line of diamond jewellery set with a melange of fancy-shaped diamonds. The collection of statement rings, bangles, bracelets, pendants, ear studs

and necklaces take care of the requirement of the modern-day bride.

What are the other lines in your inventory?

We have an exclusive designer Lifestyle jewellery collection made under a microscope due to the intricate patterns featuring in it.

Our daily wear jewellery is apt for office wear. It is light yet strong and stylish jewellery. The Solitaire and bridal collections employ larger carat sizes of diamonds. The designs are classic yet elegant.

What are the trends in the domestic market? Has the consumer evolved?

India has always been a good market for jewellery and demand for it has risen due to the post-pandemic anxiety. This has pushed up the production of jewellery manufacturing but created a scarcity of raw material in the diamond market.

Today's customers are well informed about the 4 Cs of diamonds and the selling process has become easy and transparent. Manufacturers are more focused on the design and finish aspect to suit the minimalist aesthetic of today's generation, which is highly influenced by social media.



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EXHIBITOR SPEAK



“We’re Launching A Bouquet Of Diamond-set Lines”

Mahesh Italiya, President, Kiran Jewels (India), discusses the market trends and the new diamond-studded lines that will appeal to the modern-day generation.

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

Currently, the desire for lightweight jewellery has increased significantly, and keeping the ongoing trend and demand in mind, we are going to launch a bouquet of lightweight jewellery diamond-studded lines at IIJS Premiere 2021, Bengaluru.

Our designs are focused on two basic concepts: the classic look that will accentuate the beauty of the wearer and trendsetting elegant pieces that will add a touch of sparkle in one’s daily style statement.

Are you targeting the bridal jewellery segment? If yes, please elaborate on the product details.

We would welcome all our customers to explore our magnificent bridal collection “Johar” which is suitable for every occasion. Stunning pieces encrusted with diamonds have been exclusively crafted with precision and utmost care, so that every bride looks gorgeous on her special day.

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 are excited to launch “Denim”, a beautiful lightweight diamond jewellery collection, which is crafted with cutwork patterns to reduce the gold weight and features different conceptual designs.

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

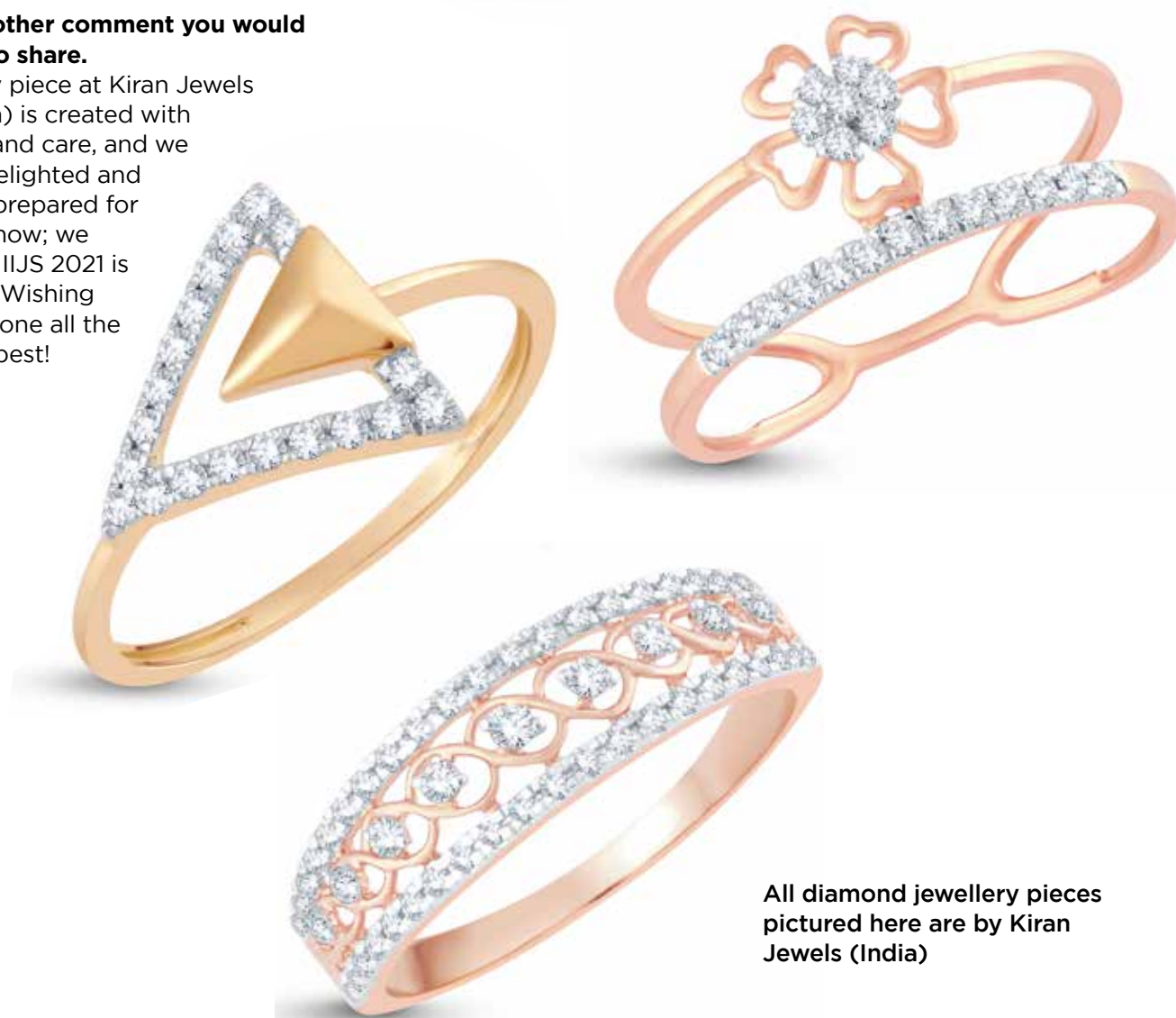
In India, consumers are looking for fresh innovative design and low to medium ticket size products. It also depends on consumer preferences which differ from region to region.

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

We are introducing a new range of gifting jewellery and fashion jewellery for Millennials and Gen Z. To get a glimpse of these dazzling beauties do visit our booth at IIJS 2021, Bengaluru. We, at Kiran Jewels (India), have a wide range of categories for our consumers; these are crafted bearing in mind the current ongoing high demand for lightweight diamond jewellery.

Any other comment you would like to share.

Every piece at Kiran Jewels (India) is created with love and care, and we are delighted and fully prepared for the show; we hope IIJS 2021 is a hit! Wishing everyone all the very best!



All diamond jewellery pieces pictured here are by Kiran Jewels (India)

Emerald Jewel Industry in a LAUNCH SPREE AT IIJS!



Emerald Jewel Industry India Limited launched a series of collections at IIJS on the 15th September. Striving to always pave the way for something unique and innovative, EJIL has been a pioneer in amalgamating craftsmanship with unique precision by making novel use of latest cutting-edge technology, infrastructure through R&D, quality assurance and compliance with its Stay Ahead campaign. The brand also launched **MILLENNIAL GOLD, NATYA, SIMHA, ITALIAN CHAIN** among others.

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EXHIBITOR SPEAK



“Our New Lightweight Diamond Lines Are Trendy & Timeless”

Viral Kothari, Founder and MD, Kosha Fine Jewels, speaks about how his company has been in step with the times to cater to the new generation. Kothari is confident that his new lightweight diamond lines will be a hit at IIJS Premiere.

Tell us about the jewellery collections that you will be showcasing at IIJS Premiere. What is the product design best suited for current consumer demand?

This year at IIJS we are launching the Cube collection, which is inspired by the symmetrical ancient Indian structures highlighting the perfection of each side of the motif. Like the cubes fit into each other precisely, our pieces will be a perfect match to showcase your personality. The collection is elegant and timeless and will be appreciated by every generation. Apart from this we also have several new designs which we will be revealing at the show.

Are you targeting the bridal jewellery segment?

No, we aren't targeting the bridal segment. For now, we are focusing on lightweight everyday jewellery, but in the future, we will explore this segment as well.

Could you tell us about the technical details to reduce the content of gold in lightweight jewellery?

In today's time technology has advanced drastically and with the precision of machines it makes it easy for us to reduce the excess metal weight in

jewellery. Post that, our artisans also work by hand to ensure proper finish and reduction of the gold waste.

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

Every year something new and exciting is introduced in our field, be it in the technology or design sector. We are noticing that consumers are aware of the different types of diamond cuts. Earlier, they restricted themselves to round or princess cut, but now our customers are open to exploring various options. When it comes to colour, clarity and carats, it is subjective as it depends on the budget of our customers.

How are you addressing the

subtle. We have modified our designs to make it look chic but at the same time elegant. Our lightweight collection has been a complete success, and looking at it now, we feel the coming generations will also prefer such kind of jewellery as it is so delicate and charming.

Any other comment you would like to share.

We are extremely elated to be a part of IIJS Premiere this year, and we are looking forward to making this show a success and connecting with many likeminded people! All the best to the participants.

jewellery preferences of Millennials and Gen Z?

The one thing that I've noticed in my 25 years of being in this business is that millennials and Gen Z have a very specific aesthetic in jewellery. They are more attracted towards everyday jewellery, which is light in weight and worth its price. They believe in the art of being



All diamond jewellery pieces featured on this page are by Kosha Fine Jewels





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GEM TALK

Tantalizing Tanzanite

Jaipur is the leading cutting and polishing centre for most of tanzanite mined in Tanzania. Here's the history of the gemstone that was discovered in the late sixties.

By Richa Goyal Sikri

Formed 500 million years ago, tanzanite is found only in the foothills of Tanzania's Mount Kilimanjaro. It was discovered in 1967, near the Tanzanian village of Mtakuja by Goan prospector Manuel De Souza, who initially mistook it for the better-known sapphire. Further testing later identified it as the gem variety of the mineral zoisite. In the late sixties, Henry B. Platt, the then vice president of Tiffany & Co., renamed the blue zoisite, tanzanite.

India's role as a primary processing hub for the gem strengthened in the late nineties when AFGEM acquired Block C of the mining concession in Tanzania. AFGEM soon became TanzaniteOne and pioneered a proprietary grading system, a sightholder network of

manufacturers, and established sales, marketing, and distribution worldwide.

As explained by Mike Nunn, former Chairman and CEO of TanzaniteOne, continuous marketing efforts were vital to keep the conversation focussed on tanzanite. The firm faced many challenges, from invasions by illegal miners to dealing with corruption and bureaucracy regularly.

Since the TanzaniteOne era, various factors, such as a ban on the export of rough gem material, the lack of consumer-facing marketing initiatives, unstable supply, have caused a tumultuous trajectory for tanzanite in terms of value appreciation and price-stability.

Today, the gem is popular in the US among jewellery designers who enjoy playing with the trichroic colour of unheated tanzanite.

In India, where superstition around blue sapphire abounds, tanzanite serves as a more accessible alternative. Consumers who desire statement jewellery with blue gems gravitate towards tanzanite as it delivers superior colour saturation in bigger sizes. Others enjoy the plethora of hues unheated tanzanite offers, sometimes mirroring the ocean, the changing palette of the seasons, or the intoxicating depth of red wine.



The magnificent Vintage Tresors necklace featuring rubies and tanzanites. By The Rose Group.



Tanzanite pyramid ear studs framed with diamonds. By Jaipur Jewels



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BRAND WATCH

Modern Spin

A'Star Jewellery celebrates the grace and strength of the modern woman with its new collection Symphony of Shapes. With abstract influences and geometric inspirations, the design palette is a mix of shapes synchronised in a repetitive pattern to create an illusion of volume. The balance and fluidity of these forms beautifully capture the spirit of a woman who brings harmony to the chaos around her. Crafted in 18-karat gold and encrusted with diamonds, the jewellery is bold and edgy yet dimensionally fluid making it the perfect daytime or night-time accessory.



An Ode To The Royal Past

The magnificent handcrafted Rajbari collection presented by Birdhichand Ghanshyamdas Jewellers symbolises the cultural amalgamation of European and Indian aesthetics through these flawless jewels and exquisite craftsmanship. Embracing the intricate skillfulness and imagination of the Victorian era, the collection recreates the royal heritage of India. Featured here are the 18-karat yellow gold cuff with intricate patterns set in polki, rose cuts and rubies; the exquisite 18-karat white gold diamond necklace featuring a calibre-cut tulip-shaped diamond in the centre set in prongs made of natural ruby along with carved Old Colombian emerald bead; the hexagon polki ring is surrounded by custom-cut emeralds and rose-cut diamonds handcrafted in 18-karat yellow gold; and the standalone pair of earrings is encrusted with far-sized polki, ruby and rose-cut diamonds.



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BRAND WATCH

Gem Affair

It is the season of pastel hues! Geeta Shyam Jewellers, Jaipur, present an eye-soothing collection of bridal jewellery fashioned with minty green emeralds, rubies, pink tourmalines, and lustrous South Sea pearls. From single line and multi-row pendant necklaces featuring alluring geometric motifs to opulent chokers, the collection gets its sparkle from top quality uncut diamonds or polkis. The line-up of broad bangles, maang tikas and earrings are covered with drapes of emeralds beads enhanced by repoussé scrolls and floral patterns.



Gilded Creations

MRK Gold specializes in traditional South Indian-style antique and temple jewellery. The pieces beautifully blend age-old handcrafted gold jewellery techniques such as wire work, filigree and nakashi to create jewellery that embodies India's rich heritage and craftsmanship. Their latest collection takes inspiration from flora, fauna and idols to present a range of chokers, long haars, single and dual pendant sets. The antique jewellery pieces are apt for brides who want timeless pieces to accentuate their traditional look.





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BRAND WATCH



Enamelled Charisma

N.M. Karel & Sons highlights their skilled mastery in manufacturing gold jewellery through their latest collection. The primarily gold-centric pieces are ornamented with a variety of colours through the art of enamelling. The 22-karat gold jewellery collection takes inspiration from traditional Indian elements such as jaalis, peacocks, paisleys and flowers but has a contemporary edge. Some of the pieces are further enhanced with polkis, carved stones and coloured gemstones. The pieces will pair well with Indian as well as Indo-Western attire.

Embrace The Trend

Tara Fine Jewels is known for its handcrafted jewels that underscore brilliant craftsmanship. The high-end designs come to life with the finest and vibrant gemstones. The company specialises in showcasing never-seen before, inimitable pieces that are crafted with different techniques. This year, the nature-inspired collections use a generous dose of rose cuts and gemstones of various hues. This time also, we have a suite of specially handcrafted pieces that are sure to wow our patrons. Milan Chheda, Proprietor, Tara Fine Jewels, comments, "I am very positive about the IIJS show as it's being held after a gap of nearly two years. With the festive and wedding season just round the corner, the market is upbeat about bridal jewellery, affordable and easy-to-wear stylish rings, bracelets, and earrings. The demand for this category is very high, so we have developed a special high-end finished line of products especially for this segment."

Corrigendum

The response for the Laxmi Diamond interview in the IIJS Show Daily on Day 1 was provided by owner Mitesh Gajera, and not by Managing Director Ashok Gajera. The error is regretted.





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SPOTLIGHT

Contemporary & Colourful Silhouettes

Nidhi Garodia, Creative Director, Sanskriti Jewels, reveals about her latest collection Colour Me Happy that has been launched at IIJS Premiere.



On models - Colour Me Happy jewellery by Sanskriti Jewels. Image courtesy, Sanskriti Jewels

Tell us about the concept behind Colour Me Happy.

As the name suggests, more than a concept, Colour Me Happy is a feeling...

The feeling that I get when I look at the beauty of the colour stones as I begin to paint the canvas of jewellery in my mind. It's nothing but sheer happiness! I wanted to share this emotion with my patrons, imagining the smile that brightens their faces as they adorn our jewels - We feel we "Coloured them Happy"

How long did it take you to from concept to creation for this line?

It took us five to six months from conceptualisation, designing, finding the right colours, trial and errors to the final creation. A feeling is not easy to replicate!

Which are the gemstones that you have used in this collection?

Several gemstones have been used in this new collection including Burmese tourmalines, tanzanite, rubies, morganites,

Russian, Zambian and Colombian emeralds, Ethiopian and Australian Opals, yellow diamond briolettes, pink and blue sapphires.

What sets this collection apart is the extra effort we put in to get customised Zambian emerald pipes, specially carved tourmalines, morganites, tanzanite and Russian emeralds.

Who is the target audience for this collection?

Anyone who celebrates a piece of art ... anyone who would like to be coloured happy!

What does the range consist of in terms of categories?

Name it, and we have it - rings, bracelets, watches, earrings, studs, hoops, chand baalis, jhumkas, chandeliers, pendant and necklace sets.

What's the price range at the retail level?

We cover a wide range from light party wear to bridal, and the jewellery ranges from anywhere between Rs. 1 lakh and Rs. 25 lakh.



What are your expectations from the first physical IIJS show after the pandemic?

IIJS is the epitome of trade shows in India ... It is the biggest platform for our industry. More than a show it's an opportunity for designer manufacturers like us to present our creativity to the world.

There is a huge excitement about the first physical IIJS after the pandemic and we are looking forward to it with full preparations to satisfy our patrons.





Gold - Diamond - Polki



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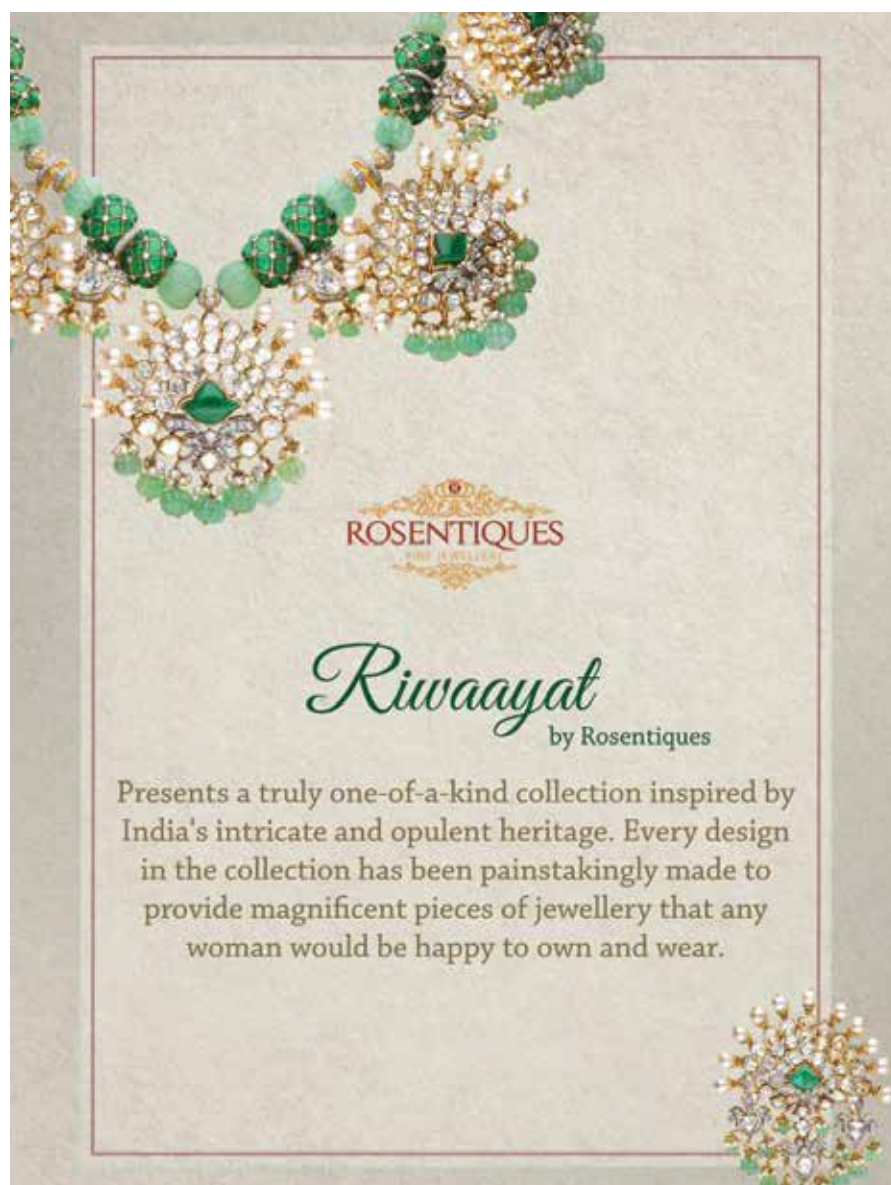


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SPOTLIGHT



Colour Therapy

Amish Kothari, CEO, Rosentiques Fine Jewellery, is happy to unveil Riwaayat, a breathtaking bridal line with a difference and couture diamond line that focuses only on earrings.

Riwaayat by Rosentiques is a one-off bridal collection that is a nod to the opulent heritage of India. Each piece of jewellery features a profusion of open-set polkis without using lac. The range is inspired by nature and bears floral motifs, buds and blooms sparkling with gemstones in pastel hues. Amish Kothari, CEO, Rosentiques Fine Jewellery, informs that the line is priced between Rs.10 lakh and Rs.12 lakh. "The domestic market has picked up pace and sales have been remarkable across whole of India."

Kothari added that the collection mostly uses Russian

emeralds, soft pink colour chalcedony, pearls and polkis.

Among the other glittering offerings by Rosentiques is a range of shoulder dusters set in diamonds. Kothari adds, "We are one of the few manufacturers specialising in long earrings between 3.5 and 4 inches. This is one of our fastest moving categories and is doing exceptionally well pan India. Each link is soldered by hand to ensure a fabric-like feel when worn. The flexible earrings are made in a way that they move with the body movement of the wearer."



White gold diamond dangle earrings with emerald posts.



The stunning floral earrings are decorated with melon-cut and specially trefoil-cut Russian emeralds, polkis and pearls.



The bridal necklace is adorned with polki-set florets fringed with diamonds and accented with Russian emeralds and pearls.

Triple drop floral earrings patterned with polkis, diamonds, and pink chalcedony.



Two-row grand necklace is composed of melon cut Russian emeralds complemented with trefoil polki motifs lined with pearls.



Two-toned shoulder dusters sparkling with diamond tassels.

SPOTLIGHT

Past Meets The Present

Rakhi Soni of Fine Finery Store seeks out vintage gold pieces to add an old-world charm to her modern creations.

By Aliya Ladhahbhoj

Fine Finery Store was founded Jaipur in July 2017, and manufactures fine jewellery, specializing in enamelled and non-enamelled kundan settings with precious gemstones.

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

I set up my brand in 2017. I blend old world charm with modern aesthetics in my pieces. I am more focused on a digital ready inventory. I also sell through Instagram under the handle @finefinery_store.

How did you get into the field of jewellery?

I have been fascinated by jewellery since I was a child. My father has been in the jewellery business for ages, and I have grown up watching him work with some of the most intricate jewellery pieces. He always motivates me to create something new and helps me focus on quality designs.

What is your brand's USP?

All my pieces are conceptual and are handcrafted in gold. I use antique and vintage elements in my jewellery, as well as a variety of coloured gemstones to create statement pieces of art.

Tell us a little more about the collections you are going to showcase at IIJS 2021.

I will be showcasing a line of gold jewellery. The inspiration for the collection stems from the modern world that we live in. Each piece is luxurious due to the fine quality of craftsmanship and stones used.

What are you looking forward to the most at the show?

I am excited to meet new buyers at IIJS Premiere 2021 and hope to expand my business.

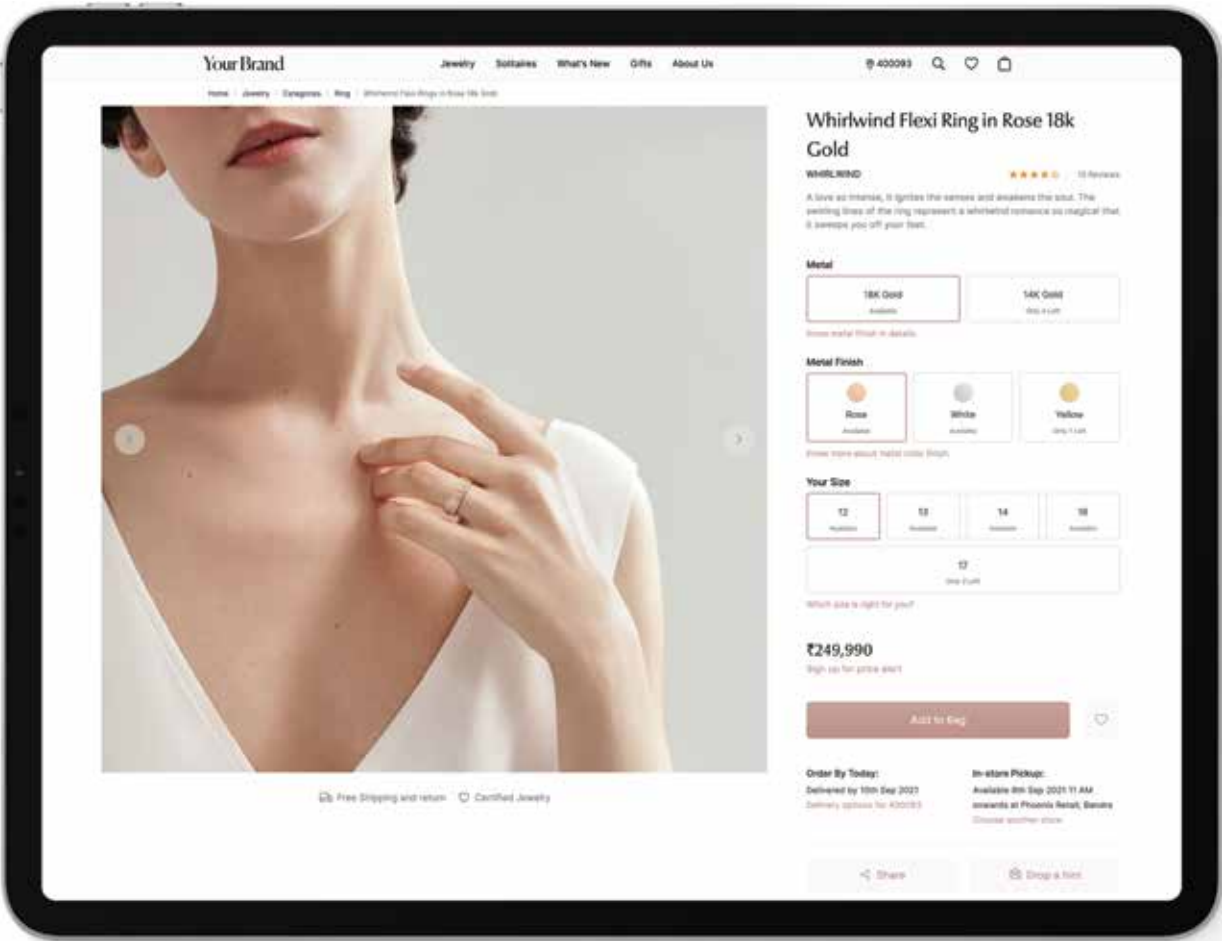


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