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GJEPC
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IIJS
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JEWELLERY SHOW

PREMIERE 2021

15th - 19th SEPTEMBER

BIEC, BENGALURU

COVER STORY

Gold Shines At IIJS Premiere 2021

Demand for the yellow metal is at its peak at the 37th edition of IIJS Premiere. Stocking up for the upcoming wedding season and festival, retailers from the North and the South have been booking orders for bridal as well as daily wear and high-end jewellery.

Exhibitors in the gold sections have clearly upped their game by bringing in inventories that catered to customers across various categories.

Both lightweight and bridal jewellery is witnessing equal demand. In order to make the jewellery light in weight, manufacturers are employing not just machine made



A full bridal set by Meenakshi Jewellers

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COVER STORY

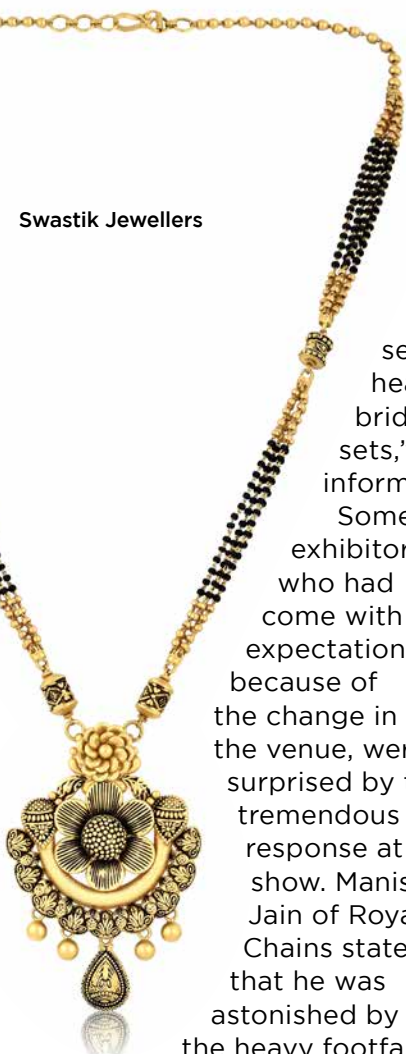
techniques such as laser cuts for wafer thin patterns in pendants and earrings, 3D printing and stamping, etc., but one is seeing the rise of filigree work in jewellery across the segments. Anmol Jewellers has presented a range of new necklace sets crafted with filigree. The sets are decorated with designs akin to intricate mehendi art.

Anish Birawat of Chain N Chains was on a high. "Orders have been booked by visitors across India for our new-age fancy collections which are feather light. Crafted with 18-karat gold, the fastest selling items are the jhumkis that can be scrunched up when pressed. We have been using various technologies to bring in fresh designs that weigh from 1 gram costing Rs. 5,000 and upwards. We have a range of chains from heavy to light, and chokers and bracelets that feel like fabric. The southern region has been favouring fashionably high end jewellery in dual tones." The company has uploaded its entire inventory, which it is showcasing at IIJS Premiere, on the net and made it available to its clients across India. For those who can't make it to the show, they can place B2B orders online.

Haritsons Designs has presented an ultra modern collection in gold consisting of minimalist but statement rings, cuffs and necklaces highlighted with various finishes. Some of the pieces are accented with onyx. The company spokesperson informed that these eye-catching lines were drawing a good response, though their signature bridal pieces were the most popular among their clients.

Sandeep Mehta of Mehta Gold was happy with the bookings for his antique finish temple jewellery. "Despite the high gold rates, visitors are

Swastik Jewellers



seeking heavy bridal sets," he informed. Some exhibitors, who had come with low expectations because of the change in the venue, were surprised by the tremendous response at the show. Manish Jain of Royal Chains stated that he was astonished by the heavy footfalls of buyers from across India. "Demand has increased in leaps and bounds for one-off 18-karat gold jewellery, and we are getting orders for 14-karat lines as well," he noted.

Aadish Jewels' Bhairavi Shah said that they have already started getting orders from top corporate jewellers. "Temple jewellery bridal sets of upto 250 grams are in demand. Double necklaces weighing 80 grams is our super fast selling category pan India. We are also getting bookings for complete bridal sets weighing upto 800 grams. These include a heavy choker, maang tika, hair ornaments, waist belt, ring, bangles, and earrings."

LK Jewels is famous for its designer mangalsutras and lightweight semi-antique necklaces ranging up to 15 grams. Alpit Intodia, owner, said that he was extremely happy with the visitors placing orders for the upcoming jewellery-driving festive season.

Vineet Vasa of Lotus Jewellery is stunned by the response of buyers. "It's truly beyond our expectations. I am receiving booking queries from all over India as well as buyers from Dubai. We specialise in

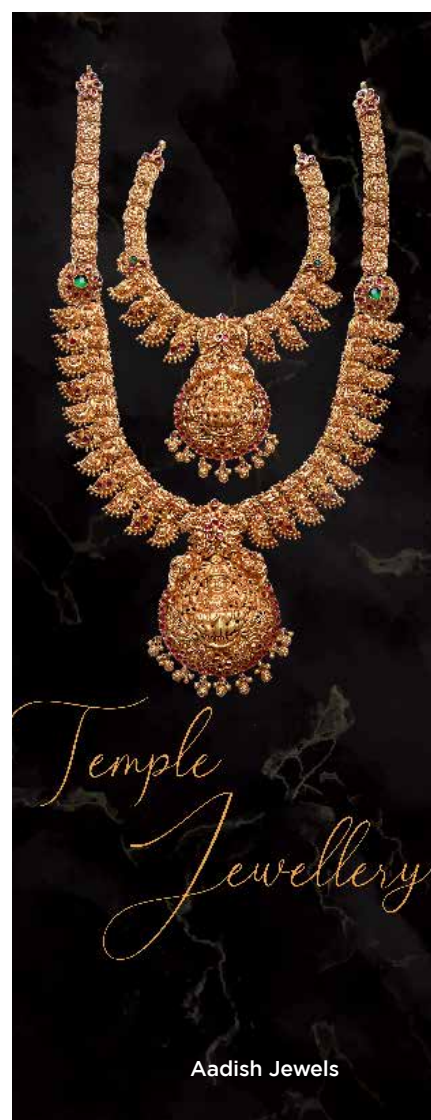


Lotus Jewellery Creation

lightweight jewellery and are receiving exceptional demand for it."

Archana Jain of Swastik Jewellers noted that the show for them drawn decent number of enquiries mainly from Maharashtra and Gujarat. We have been getting queries from new buyers and our Evil Eye lightweight necklaces is quite popular. Even the antique finish oxidised mangalsutras are in good demand.

It has been a great show for all the exhibitors, concludes Deepak Seth, Partner, SK Seth Jewellers. IIJS organised by the GJEPC has always delivered more than expected, he said, adding, "This time we are receiving lots of new enquiries for fusion and ethnic jewellery from the North Indian buyers. The young generation of retailers want fresh, designer inventory in their showrooms and are not risk averse to booking extra inventory which is unique. Wedding is the main buying season in the country and sets ranging from 100 to 250 gm are in demand."



Aadish Jewels



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SPECTRUM SEMINARS

Increasing Trust In Gold



The seminar on Retail Gold Investment Principles and You Are Gold Campaign By World Gold Council (WGC) was moderated by Sumesh Wadhera, Managing Director & Chief Editor, *The Art of Jewellery* with panellists Somasundaram PR, Regional CEO, India, WGC and Arti Saxena, Head of Marketing, India, WGC.

The gold industry, jewellery, in particular and retail jewellers to be precise, face a huge trust deficit from all stakeholders. This phenomenon is not only confined to India, but global as well. Even mature gold markets have a caveat, buy at your own risk. To address this issue, the WGC has

made ambitious plans to launch an initiative for the industry to be governed on principles on a global platform. It is called the retail gold investment principle (RGIP). It is for the industry, by the industry and governed by the industry. It is ready to initially take up the entire funding in setting up a Self Regulatory Organisation (SRO) and run by an independent set of people. An organization like AMFI or Nasscom for the gold industry. The Suvarna Aadarsh Abhiyan will be driven by the SRO. It will also set up a Code of Conduct for the industry, not imposed by any authority but coming from within the industry. It is a bold initiative

to change the way the industry is perceived as well as even advise the government on sticky issues like hallmarking, GMS, GST et al.

Alarmed by the steady decline in gold demand over the last decade or so, the WGC's latest marketing initiative targets millennials and the Generation Z. WGC realized that one cannot assume that Indians would buy gold forever. Somasundaram PR pointed out the decline in big gold markets like Italy, Saudi Arabia and Japan, once considered permanent fixtures in the gold industry. Arti from WGC also commented on the growing disconnect millennials are with gold. The new marketing

initiative 'You Are Gold' keeps the legacy of gold in mind. The advertisement campaign involves adding a new meaning to traditional occasions, relationships, etc, in the wake of new values, ambition, and keeping women as the target audience in the campaign. Arti Saxena added that one has to keep in mind that for the newer generation, career and friendship had more relevance in their life than blood relations or formal family groups. The WGC has targeted audiences across media, (print as well as TV channels), digital platforms, social media using influencers and achievers to convey the message.

Future's Bright For Lab-Grown Diamonds

The second seminar session moderated by Sumesh Wadhera, Managing Director & Chief Editor, *The Art of Jewellery*, revolved around the increasing use of lab-grown diamonds (LGDs). The segment has witnessed skyrocketing sales growth of 60% in the last financial year and it has already achieved exports of

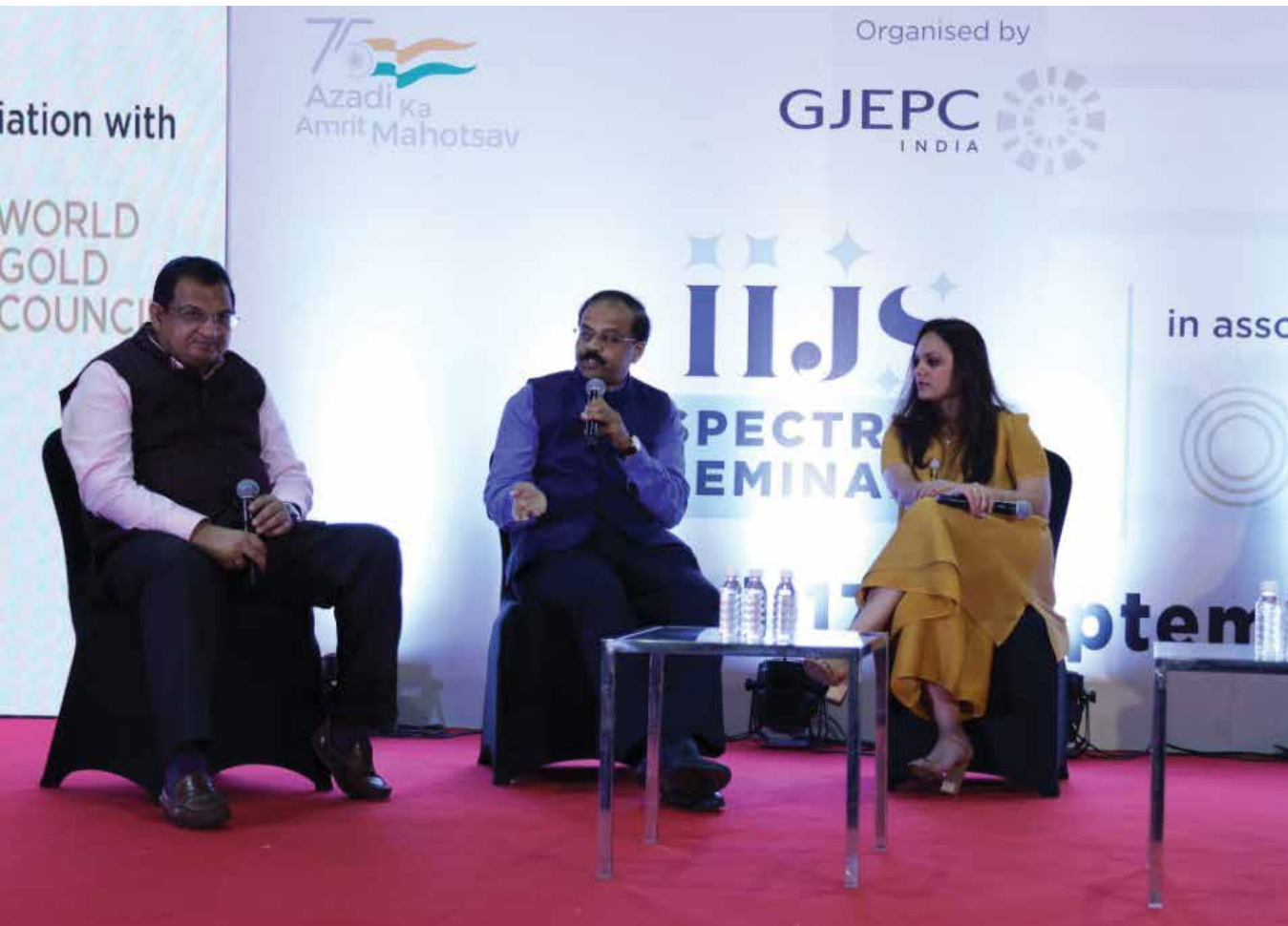
Rs.2000 crore in just the last four months of the current financial year. Currently Australia and Europe are the fastest growing markets for the segment.

At the session, Ritesh Shah, President and CEO, ALTR said, "The comfort of wearing LGDs has come over a period of time.

Initially customers were sceptical of nitrogen-filled diamonds, but now as time has changed, customers can get nitrogen-free diamonds too. It's important to brand the product well to sell well. There is absolutely no difference between natural diamonds and lab-grown diamonds and lab-grown

diamonds are the fastest growing jewels in the gem and jewellery segment."

Panellist Pooja Sheth, MD and Founder of Limelight, noted, "The last financial year saw Rs.5000 crore-worth of exports in this segment, while it's already achieved Rs.2000 crore exports in just the last four months of



grown diamonds. However in India, the biggest challenge remains in buy-back schemes. In fact consumers are keen on buying lab-grown diamonds as they are aware of the difference between natural and LGDs, but it's the retailers who must move ahead."

Lab Created Diamond Association of India, a consortium of LGD manufacturers, creates awareness in the segment for consumers and retailers. LGDs have shown a 60% increase in sales and aim to reach an annual output of about 7 million carats by 2030. But the biggest challenge lies in the investment for procuring equipment for growing diamonds. It takes about 18 months to create diamonds in labs. The speakers noted that there are scarce resources and a dire need of experienced scientists to help achieve the target. They added that currently, we have just over 2000 machines to create the same, while for growth to happen we need 1,00,000 machines worldwide to make lab-grown diamonds.

the current financial year. LGDs are preferred by the millennials as they are sustainable and less

expensive as compared to mining natural diamonds." Prasad Kapre, CEO, Director,

Style Quotient Jewelry Private Limited added, "Australia, Europe are growing markets for lab-

Deciphering The Digital Jewellery-buying Experience



fear of hacking. There are 800 million searches happening monthly in India, of which 70% is about online jewellery collection," Hemal added.

Goutham Kothari, Founder, Ordofy, MRK group, informed, "Using Artificial intelligence is critical for digitisation. It helps risk optimisation, facilitates innovation, it tells you which product is doing well in which region and in turn gives a good exposure to customer buying patterns."

As we agree that online jewellery reduces buying expenses and makes it an affordable option, the dissemination of the same is a challenge. Kotari added, "We are working to overcome this challenge, where products can be delivered at a bare minimum cost completely with security and insurance."

Pratap Kamath, Managing Director, Abaran Timeless Jewellers Pvt. Ltd. mentioned that, "High value jewellery can be sold online though it's still at a nascent stage. For instance Rolex watches have a lot of collections where a customer can choose the product he likes, but he must buy them offline by physically visiting the store. This mindset will change over the period of time."

The third Spectrum Seminar session revolved around the changing landscape of jewellery through digitisation. The panellists spoke in detail about their marketing strategy, the advent of artificial intelligence – critical for digital transformation, and the shift in perception in buying jewellery online. The session was moderated by Sumesh Wadhera, Managing Director

& Chief Editor, The Art of Jewellery. Hemal Soni CEO & Founder - Jewelx, an online jewellery marketplace, said, "We don't consider any 'categories of consumers', all are considered one, irrespective of the segment. This year, the company's focus was around design and bridal marketing and we see that our loyalists are our influencers, hence

we decided to showcase our customers rather than a celebrity." "Digital marketing works in an ecosystem. We adopted the system in May-June 2021 where we started encouraging B2B, B2C jewellers by offering basic subscriptions starting from Rs. 10. The requirement was to answer all the customer queries of the leads generated. No servers are required, no

EXHIBITOR SPEAK

Filigree Jewellery Ideal For Today's Times

Nitin Agrawal, Partner, Meenakshi Jewellers, Hyderabad

Tell us about your preparations for the first physical IIJS that is being held after nearly two years.

We are very excited to be part of IIJS Premiere. We have been associated with IIJS for more than a decade and with a new location in Bengaluru, we hope it brings new opportunities.

We have been concentrating on new collections set with precious gemstones that are especially presented at the show. We have

been in constant touch with retailers across India, and more so from the southern region and encouraging them to visit the show and make it a grand success.

What is the product design best suited for current consumer demand?

IIJS 2021 Bangalore we will be having a wide range of gem-studded ornaments created with the help of various jewellery crafts such as temple jewellery, filigree and antique jewellery. Our product

range is extensive and ranges from bridal to lightweight daily wear ornaments.

As per the current market situation, I believe

that filigreed jewellery would be best suited to complement Western as well traditional attire. Filigree craftsmanship reduces the weight of ornaments drastically, and, in turn, cuts down the product cost. Filigree jewellery is very pleasing to the eye as well.

Are you targeting the bridal jewellery segment?

We have worked extensively on the bridal jewellery collection for the show and on an average around 25% of our collection belong to the bridal jewellery category.

Market sentiments indicate that there is a huge demand for bridal jewellery as many of the postponed weddings will now take place ... almost 70+ crore population is vaccinated with one dose already, so we believe that this category will be a

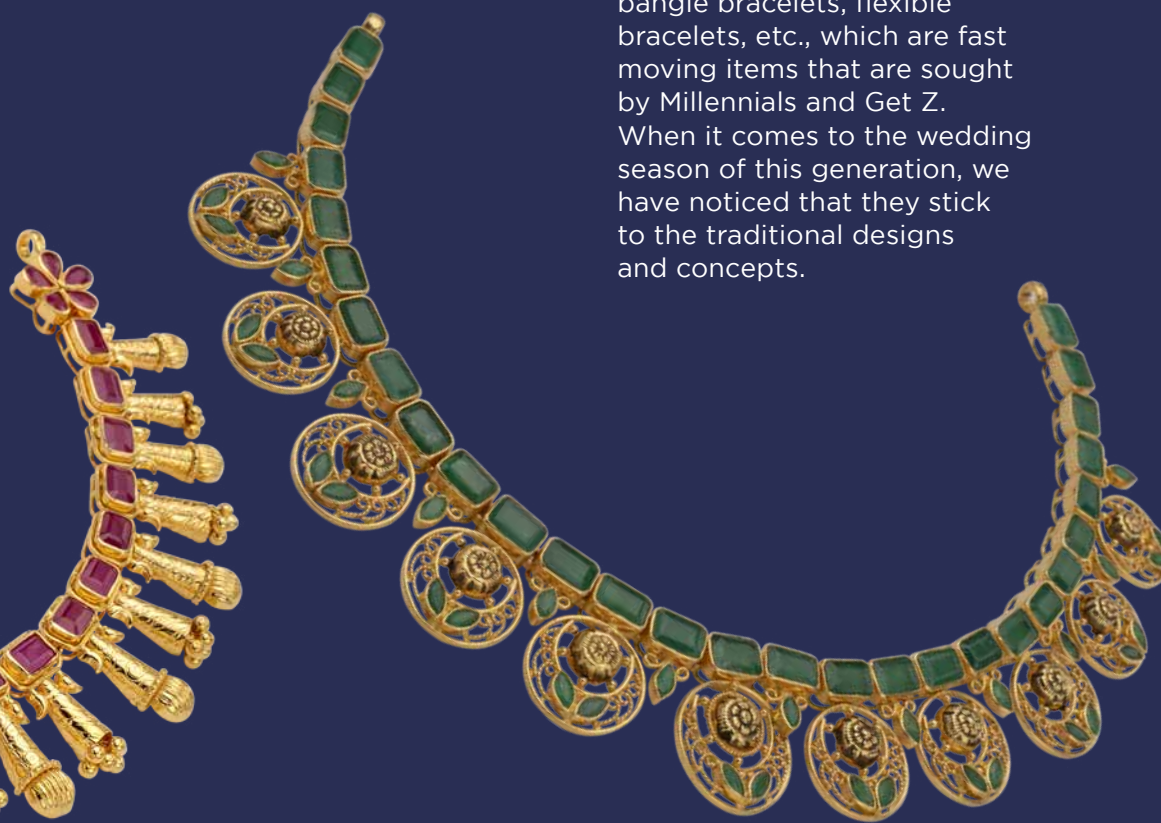
strong sales driver. Brides love to wear colourful outfits and our ornaments go very well for such occasions. We are expecting and witnessing a very good demand for it.

Will you be offering lightweight jewellery?

We, at Meenakshi Jewellers, are well known for lightweight gem-studded ornaments and our production team is regularly educated to adopt new technologies and techniques to reduce the weight of ornaments, yet retain the strength and aesthetics of the jewellery. Various setting techniques are explored in our complete in-house manufacturing facility which ensures strength and maximum visibility of gemstones in our ornaments.

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

We are presenting products like spring rings, pendants, bangle bracelets, flexible bracelets, etc., which are fast moving items that are sought by Millennials and Gen Z. When it comes to the wedding season of this generation, we have noticed that they stick to the traditional designs and concepts.





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EXHIBITOR SPEAK

Our Focus Is On Bridal Jewellery

Harshil Dhiliwal, Partner, Precious Gems and Jewellery, tells us about the intense preparations that went on in his company to get ready for IIJS Premiere.



Tell us what are you exhibiting at this show.

Precious Gems and Jewellery is a renowned manufacturer and wholesaler of high-end diamond jewellery for over three decades. Every piece of jewellery conceptualised and manufactured by us underscores exceptional designs.

Our preparation started the day the exhibition was announced 50 days ago! We

stepped up our pace and took in more designers and craftsmen especially for the exhibition. We had to come up with unique ideas.

The company deployed additional manpower and hours to maximise our production capacity, while ensuring superior quality and handwork of the artisans.

We are very excited to showcase our collection and be a part of the prestigious exhibition held by IIJS Premiere!

What is the product design best suited for current consumer demand?

We are presenting bridal as well as trousseau jewellery for the modern bride. Today's bride is always on the lookout for elegant pieces that are fine crafted; jewellery that honours heritage; and a piece that is beautifully designed yet functional and wearable.

Our focus is the bridal segment, and we have a range of collections that include chokers, necklaces, earrings, cummerbunds, maang tikas, bangles, rings, and all other



accessories that are essential for today's bride.

We specialise in South Indian

handcrafted jewellery and have on display odyanams, harams, mattals, and more.





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BRAND WATCH

Embracing Individualism

‘Cacti’ by Kalajee is a whimsical array of designs that are inspired by the mighty cactus. These exceptional charms are an ode to individuality and self-expression. Each design is ornamented with mystical emeralds and natural polki diamonds to echo the beauty of a woman.

Inspired by peculiar characteristics that make each woman unique and different the collection ‘Cacti’ revels on anything and everything that breaks the foundations of beauty in the eyes of society. The collection encourages a woman to celebrate herself and be comfortable in her own skin.

The jewellery encompasses more than 30 elaborately crafted set of earrings that are a synonym for ravishing and breathtaking craftsmanship.



Bridal Legacy

Raniwala 1881 celebrates the handcrafted art of jadau jewellery. Their bridal collection encompasses vibrant bold statement pieces that reflect the flamboyance of the erstwhile royal era. Central pendants set with large and small polkis demand all the attention and are complimented by multi-row strands of emerald beads or pearls. In some of the pieces, the entire choker is flush with polkis, rubies and emeralds set in floral and geometrical motifs using the kundan technique. The pieces are given an added layer of opulence through emerald beads and pearls that playfully fringe the entire necklace.



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BRAND WATCH

Wah Taj!

Jaipur-based Ankit Malpani showcases a unique collection inspired by one of the New Seven Wonders of the World and India's architectural marvel – The Taj Mahal. One of the best examples of Mughal architecture, the mausoleum is known for its beautiful white marble structure and the mesmerising stone inlay work called Pacchikari.

Malpani reinterprets the decorative art and its motifs in 18-karat gold studded with rubies, sapphires, tourmalines, and diamonds. Some of the pieces also feature inlays with natural gemstones like lapis, mother-of-pearl, carnelian, and turquoise in typical Mughal motifs. The resultant collection is modern, lightweight collection that is suitable for women of all ages. It is also apt for daily wear as well as lighter occasions.



Diamond Expressions

Sawansukha Jewellers presents its latest diamond jewellery collection meticulously crafted to perfection. The diamonds have been exquisitely arranged to highlight the natural sparkle of each stone. The collection features a mix of contemporary and traditional elements for all occasions – from diamond-studded daily wear bangles to lacy bibs for special occasions and heavier sets for bridal functions. Taking a cue from nature's countless bounties such as rosebuds, flowers, leaves, vines and birds, the motifs harmoniously blend into the pieces crafted in 18-karat yellow and white gold. In other pieces, geometry takes precedence highlighting the delicate beauty of perfect symmetry.



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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BRAND WATCH

Exquisite Craftsmanship

Senco Gold & Diamonds masterfully brings the age-old handcrafted techniques of gold jewellery to the world through its wide array of ornaments. Crafted by the best artisans in Kolkata, the jewellery amalgamates bead and filigree work into timeless treasures. Featured here are intricate bridal necklaces that spell grandeur. Open work patterns are complimented by fringe elements or juxtaposed with relief work for a royal appeal. The pieces are further accented with gemstones to add a hint of colour to the gilded ornaments.



Temple Tales

Bengaluru-based Purple specialises in silver temple and fusion jewellery. At IIJS Premiere 2021, they are showcasing a collection which includes an idol Trimurti – the God of Vignahartha Ganesh, The Goddess of Prosperity Lakshmi and the Goddess of Wisdom Saraswathi in silver studded with gemstones. They have also meticulously crafted the Balaji temple in Tirupati in silver. The sculptural work of art skilfully replicates the heavily ornamented pillars and rich sculpted walls of the temple and is studded with gemstones. It will definitely add spiritual grace to any home.



EXHIBITOR SPEAK



‘Huge Untapped Demand for Silver Jewellery & Artefacts’

Rahul Mehta, Managing Director, Silver Emporium, talks about the company’s thrust on channelling into silver lifestyle accessories, sculptures, and bridal gifting.

What will you be introducing at the upcoming IIJS Premiere?

We will introduce a new collection under the Advayya brand which focuses on handcrafted sculptures and art masterpieces in gold and silver. These pieces are priceless possessions handcrafted by India’s finest craftsmen whom we have identified and groomed since the past 10 years.

What is the product design best suited for current consumer demand?

Based on our experience, consumers are looking for high-end products which surprise them, and categories other than jewellery collections. We will be displaying silver wall art, sculptures, collectables, devotional products, and more at IIJS Premiere.

Are you targeting the bridal jewellery (and/or bridal gifting) segment? If yes, please elaborate on the conceptualisation/product details.

Weddings are an important occasion which generate good

revenues. We will introduce a trousseau collection in precious metal. Silver or gold wedding gifts, bridal clutches, dinner sets, wedding cards, and more.

Our vision is to revive different handcrafted skills which, in all probability, will become extinct if these master craftsmen are not offered a good opportunity and consistent source of income.

Could you describe the trends in silver jewellery at present (domestic / international)?

Handcrafted jewellery with semiprecious stones continues to be in good demand across Indian and export markets.

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

Custom-made jewellery and accessories have been receiving a great response among the younger generation, and we will continue to work on this business model to reduce the lead time and look for ways to automate processes where

millennials can choose different elements to make their unique jewellery.

Any other comment you would like to share.

Handcrafted silver articles and jewellery has a huge untapped demand in India and international markets. With assured quality and functional design, the silver industry can grow multi-fold.



All jewellery & artefacts on this page are from Silver Emporium

IIJS TRENDS

Rings In Vogue

These beguiling beauties turn up the heat and are a perfect fit for the fashion savvy woman of today, who reveres high design. The standout finger bling spotted at IIJS PREMIERE 2021 exude freshness!



The openwork gold ring is highlighted with geometric motifs glittering with diamonds. By Ojasvi



The hero of the ring is the emerald bordered by fancy-cut diamonds. By Savio



The Butterfly carved cameo ring is sprinkled with diamonds. By Jaipur Jewels



A ring in the form of a bloom shows off petals articulated with carved gemstones and peppered with diamonds. By Wondercuts Fine Jewellery



A classy rose gold ring set with pear and round diamonds. By Kulthiaa Jewel



A white gold stylised trefoil ring populated with fancy coloured diamonds. By P. Hirani Exports



Rose cuts, white diamonds and emeralds grace this statement ring. By YS18 (Intergem Exports)



The yellow gold ring features a trellised shank upholding a diamond bloom. By Ojasvi



A tiered bloom in 18-karat gold gets its sparkle from fancy-shaped diamonds. By Gehna



The rose gold cocktail ring with double shanks features diamond-set squares with a solitaire at the apex. By Awesome Sparklers



The rose gold ring is partially clad with fancy-cut diamonds topped by a solitaire. By Gehna



The wraparound white gold ring is outfitted with diamonds set in cube shapes. By Kosha Fine Jewels



The curvy open ring is dressed with multi-coloured gemstones and diamonds. By Sanskriti Jewels



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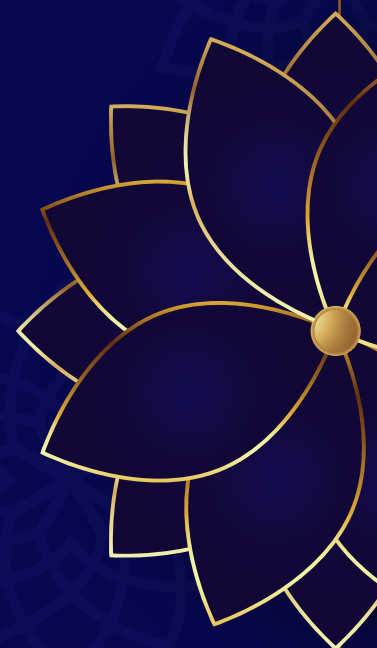
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BRIDAL GALLERY

It's Diamonds All The Way



An arresting gold bridal bib decorated with a carpet of tiny diamond florets, ending with a lavish pendant. The necklace is dotted with rubies and fringed with lustrous pearls. By Precious Gems & Jewellery



The Icon Bridal diamond ring by De Beers Forevermark



The yellow gold bangle filled with diamonds focuses on a curvy motif set with fancy-cut diamonds. By Sawansukha Jewellers



Hand selected diamonds adorn the set of bangles from the Circle Of Trust line. By De Beers Forevermark Diamonds



The twisted station bracelet features circular diamond-set patterns. By Bariki Jewellery

Diamond jewellery is synonymous with love, commitment and resilience and continues to shine in good times and bad. While all other components of a wedding shrunk during the pandemic, the demand for diamonds has remained consistent, with an added focus on better and bigger gemstones. Diamond jewellery is not only a marker to celebrate the happiest moments in a couple's life, but also adds innate radiance to the festivities.

Diamonds in all shapes and sizes – solitaires, rounds, uncut and fancy bring their own charm to a piece. When it comes to picking the perfect bridal jewellery innovation, timeless design and versatility are key factors in the selection process.

From dainty fringe necklaces and lacy chokers to stylish pendant sets and heavier necklaces that spell exuberance – there is something for all kinds of brides. Here is a selection of traditional and modern diamond beauties that tick all the right boxes.



The multi-row diamond studded necklace features a drop-shaped pendant with complimentary earrings. By Kulthia Jewel

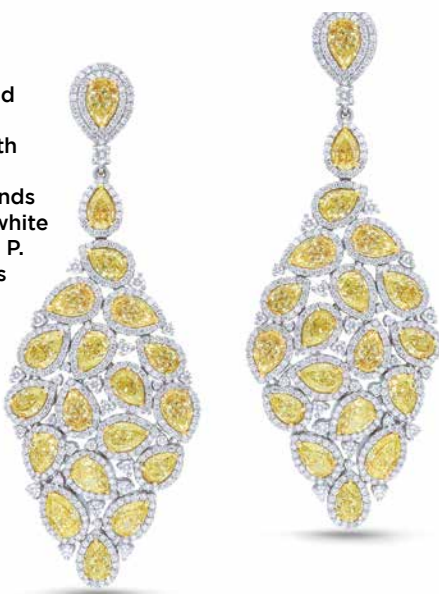


The wing-shaped yellow gold choker is beautified with fancy-cut diamonds. By Sawansukha Jewellers



The white gold curvaceous open necklace ends with a spray of fancy-cut diamonds at its finials. By Laxmi Diamond

The white gold dangles are populated with pear-shaped yellow diamonds framed with white diamonds. By P. Hirani Exports



The yellow gold ring with split shanks set with diamonds is topped with a full bloom adorned with fancy-cut diamonds. By Laxmi Diamond



The dramatic diamond ring is topped with a medley of geometric patterns set with fancy-cut diamonds. By Kulthia Jewel



The rose gold openwork necklace is composed with an array of harmonious dainty patterns set with diamonds. By Moksh



The gold ring features three two-toned circular motifs encrusted with diamonds. By Ojasvi

IN FOCUS

Three Jewellery Styles Highlighted At GJSCI's Crafts Pavilion

This year, **the Gem & Jewellery Skill Council of India (GJSCI)** in its endeavour to retain and upgrade the time honoured jewellery making crafts shines light on Thewa, Benarasi Meena and Chettinad Jewellery. Artisans who specialise in these categories are on the show floor to help one get a better understanding of the painstaking detailing that goes into the creation of timeless pieces.

Gulabi Minakari is one of the rarest crafts in India that is practiced in the bylanes of Varanasi, near Gai Ghat. Minakari is an art form from Persia and involves colouring the surface of metals by fusing different colours. This art was brought to the city of Varanasi by Persian enamellists during the Mughal era around the early 17th century. The word 'mina' is the feminine form of the Persian word 'Minoo' and means 'heaven'. It refers to the azure colour of heaven.

In Varanasi, minakari is practiced on jewellery and home decor items. One can also buy souvenirs like birds and elephants decorated with minakari. It shows most beautifully on gold as its natural sheen sets off the colours at their best. Thus, one can shop for products with minakari work on them like jewellery boxes, idols, sculptures, key chains, dining sets, trays, cupboards, etc.

Minakari work uses very simple tools like salai (an etching tool), kiln, metal palette, mortar and pestle, kalam (a tool used to apply enamel), brass dye, small scrubbing brush, forceps and takala (a needle-like tool to apply colours). Minakari can be found popularly in three forms-- Ek Rang Khula Meena in which only gold outlines are exposed and a single transparent colour is used; Panch Rangi Meena in which the five colours of red, white, green, light blue and dark blue are used; Gulabi Meena in which pink is the dominant colour. Varanasi is highly



popular for Gulabi Minakari. 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



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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."

Chettinad jewellery is an essential part of South Indian weddings, where each piece of jewelry embraces its own story. Originating from the Chettinad region from Tamil Nadu, Chettinad jewellery depicts temple jewellery designs that were inspired by the grand architectural temples built by dynasties like the Cholas. The presence of region's history is so well depicted in the jewellery that the goldsmith's master skill is worth all the admiration. Of all, the most prominent



types of Chettinad jewellery is gold necklace designs, that are mostly traditional and handcrafted.

One of the classic and statement pieces of the

Chettinad jewellery is the magnificent coin necklace. The coins usually bear motifs of gods and goddesses like Lakshmi, Ganesha and so on that adds a divine touch to the

jewellery.

Thewa is a special art of jewelry making which involves fusing of intricately worked-out sheets of 23-kara gold on multi-coloured and specially processed molten glass. The art evolved in Pratapgarh district of Rajasthan, but its origin dates back to the Mughal age. The word Thewa is word derived from Rajasthani language meaning 'Setting'. The process of making Thewa jewellery is detailed, time-consuming and intricate, and it can take up to a month to complete a single piece. Unlike other jewelry / adornments, its designs revolve around events and stories. Geographical Indications authority has been awarded to the famous Thewa Art of Rajasthan's Pratapgarh district.

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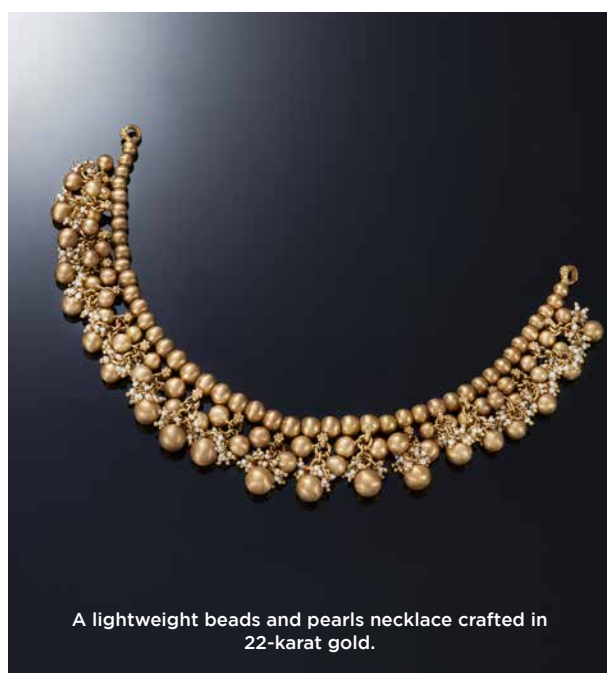
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SPOTLIGHT

Anand Shah's Midas Touch

Ace Jewellery designer ANAND SHAH's hold over gold is unsurpassed. His presence at trade show always elicits curiosity for a simple reason – he brings something fresh each time. Here's what he has on offer at IIJS Premiere 2021.



A lightweight beads and pearls necklace crafted in 22-karat gold.



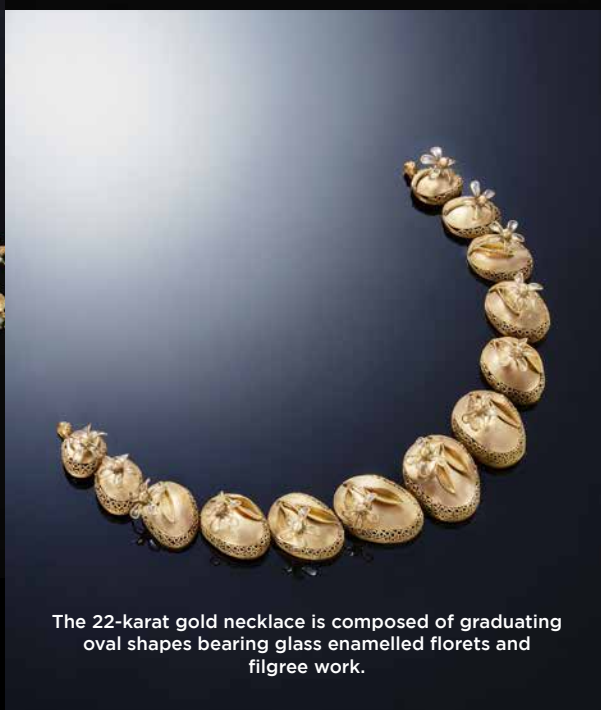
Inspired by palm leaves, this gold necklace is accented with enamel and a ruby drop.



Satin beads fringed with overlapping rows of openwork leaves grace this necklace.



The bridal bib from the Rangrez collection.



The 22-karat gold necklace is composed of graduating oval shapes bearing glass enamelled florets and filigree work.



The captivating pendant features rosewood and golden leaves with a ruby drop peppered with pearls.

Anand Shah looks to Nature for inspiration and his bridal and lightweight collection employs elements in the form of textures and motifs of flowers, buds, stems, leaves and more.

Although Shah specialises in magnificent bridal sets crafted with 22-karat gold and complemented with rosewood, enamel, paints, mother-of-pearl. Never the one to shy away from experimenting, Shah showcases a collection of gold and dark brown rosewood underpinned

by discreet luxury. "Since I had worked with rosewood earlier, I decided to try new formats. The warm shades of gold blend well with the textured wood that has natural veins."

The other collection Rangrez belongs to the bridal category and incorporates a rainbow of colours through gemstones.

But the surprise element is the lightweight collection that, according to Shah, is doing exceptionally well. "I have tried to cut down the gold content by

almost 40% in each piece and have used numerous textures on the metal surface to enhance its beauty."

The pieces are fashioned with various crafts such as filigree, openwork, frosting, clear enamelling that lends a glass like finish, engraving, and satiny and carved gold beads. Various types of finishes have been used to add a distinct touch to the lightweight collection. The collection also uses minty green emeralds, deep red and pinkish


rubies and pearls.


"My expectations from the show are very high as the markets across India have rebounded. In anticipation of demand, we had to prep up our manufacturing process as we are still facing a shortage of artisans.

"I must add that it is the season of lightweight jewellery that will attract millennials and Gen Z, who want to wear wearable art which is not ostentatious."




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SPOTLIGHT

A Sight To Behold!

Roshiel Zaveri, Owner, Wondercuts Fine Jewellery, talks about some of the latest collections pulsating with gemstones and diamonds that are being unveiled at IIJS Premiere 2021.

Synonymous with creativity and craftsmanship, Wondercuts Fine Jewellery, is a renowned for its high-end jewellery in India as well as abroad. The brand has a strong foothold in the Middle East and Far East markets. Presently, it has its subsidiary companies in Hong Kong and Dubai.

Zaveri speaks about these latest lines that are high on design quotient:



Shades of Spring Summer

Inspired by the spring and summer, the collection features vibrant corals and pastel shades of turquoise. The use of cabochon corals depicts the shining sun set amidst a sea of sparkling diamonds. Cabochon turquoise offers a beautiful contrast set against sapphires and diamonds, to give a summer vibe.



Opalicious

The Opalicious collection, as the name suggests, focuses on opals that harmoniously blend with blue and pink sapphires, emeralds, and diamonds. The wide-ranging colour palette depends on the matrix of the opal surface. Majority of the collection is crafted in yellow and rose gold.



Pristine Beauties

Inspired by Cartier's iconic 'TuttiFrutti' style, this collection offers a delectable combination of gemstones set in precious metals. It also showcases our in-house mastery in gemstone cutting and carving. One of the striking features of the collection is the uneven gemstones that lend a natural feel to a piece of jewellery. This is an ode to Mother Nature.





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DESIGN GALLERY

Aditi Kotak: Telling Visual Stories Through Innovative Window Display

Meet Aditi Kotak, Founder, Vision Board Studio, believes that visual merchandising is one of the key elements of a retail owner's marketing strategy. A beautiful window display showcasing jewellery can draw in a lot of walk-ins.

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

Vision Board Studio is well known for its window display and retail design services. The company's DNA is to be innovative while simultaneously being true to the client's brief, needs and requirements.

We have an in-house design team and a manufacturing setup. Once the retailers approve the designs for window displays, our production team handles everything end to end. The boxes get packed storewise and are shipped to all of our clients in India and to the Middle East. VBS is offering its services for the last 11 years and has offices in Mumbai and Dubai.

What does your brand specialise in?

We believe in bringing your brand story alive through a strong visual storytelling. Each positive purchase decision comes from an experience. From lighting and colour to signage and fragrance, every element plays a crucial role in the shopping experience. At VBS, design solutions are fully tailored to meet the need of our clients.

What are you going to showcase at IIJS?

We plan to showcase an array of techniques and materials that we work with for display windows. We custom-design the window displays for our clients, and we are planning to showcase new concepts.

Why did you decide to participate in IIJS?

IIJS is an amazing platform



to showcase our work. We get to meet retailers and manufacturers from all over India and discuss our work at length with them. We are grateful to GJEPC for giving us this amazing opportunity to be present at IIJS Premiere 2021.

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

It is always good to meet people from our Industry under one roof. We are looking forward to meeting retailers, manufacturers and other service providers from our industry at the show.





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