



IIJS
INDIA INTERNATIONAL JEWELLERY SHOW
PREMIERE 2024

8th - 12th August, 2024
Jio World Convention Centre- Mumbai
9th - 13th August, 2024
Bombay Exhibition Centre- Mumbai

Concurrent Show

IGJME
INDIA GEM & JEWELLERY MACHINERY EXPO
PREMIERE, Mumbai 2024

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12TH
AUGUST
2024

5 DAY SHOW DAILY

COVER STORY

IIJS Premiere Proves to Be Industry's Powerhouse

The Union Budget 2024 has revitalised the industry, driving demand for jewellery and enhancing the competitive edge. This has infused IIJS Premiere 2024 with renewed energy and optimism, propelling it forward with positive momentum.



The brooch is designed with tanzanite slices and round pink sapphires. By Sanskriti Jewels

This year has been a remarkable one in terms of orders booked at the IIJS Premiere 2024. Attracting buyers from both international and domestic markets, the show floors at both JWCC and BEC have been buzzing with excitement.

Solitaire International engaged with exhibitors at both JWCC and BEC to explore the factors behind the upbeat atmosphere and the popular categories at the shows.

Ashish Sand, Partner, Savio Jewellery was one among the many happy exhibiting

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participants. He revealed: "This marks our 14th year at the 40th edition of IIJS, and the response has been overwhelming. With



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Mogra

Gold petals, as delicate as the storied blossoms themselves, cling to the serene light of an eternal paradise.

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3,600 booths this year, I have no doubt that IIJS will continue to soar in the coming years.

We're particularly excited about being part of the newly introduced Select Club for designer couture jewellery. The Council has been very selective in choosing exhibitors, so it's an honour to be included.

The turnout has been astonishing, with buyers from the GCC countries, Uzbekistan, Japan, the UK, and the USA visiting our booth—far exceeding our expectations. We've expanded our Emeraldo collection, which has become a new trend post-Ambani wedding, and customers are loving it. I'm thrilled and eagerly looking forward to the upcoming season."

Day 1 at JWCC happened to be the busiest for almost all the exhibitors. **Priyal Shanker, Principal Director, SJW Shivam Jewels Pvt Ltd**, a natural diamond manufacturer from Mumbai, endorsed it. "The show floor was busy, and we met a lot of international buyers. For those attendees who were looking for loose diamonds, the overall sentiment seemed to be an uptick and price stability in the last couple of weeks and controlled supply in the time ahead has led them to actually consider stocking. The success of day one also gets credited to brilliant idea of splitting the exhibitors in an astute manner such that the crowd is made to visit both locations of IIJS."

Naman Kala, Kalajee Jewellery, stated, "The exhibition has been exceptional, with quality buyers in impressive numbers. Retailers are excited about our new collections and eager to restock for the upcoming season. We've had visitors from across India, including Mumbai, Delhi, Chandigarh, Jalandhar, Ludhiana, Guwahati, Ahmedabad, and Hyderabad, as well as a few from Dubai. Independent stores and multi-store owners alike are in a buying mood, and notably, over 40% of our interactions have been with new customers.

There's strong demand for colourstone-based polki jewellery, especially emerald, tanzanite, and pink tourmaline. Our earrings, priced between Rs.1 to Rs.3.5 lakhs, have been particularly popular. The new Select Club has been a hit, with buyers appreciating the convenience of having all couture jewellery makers on the same floor, which encourages them to spend more time in this section of the show."

Karan Garodia of Sanskriti Jewels, commented, "Order bookings have been



Ombre structured earrings by Kalajee Jewellery



The pink hydro brooch celebrates the pastel hues of the colour pink. By Sanskriti Jewels

extraordinary, with the first day at JWCC being our best ever. We've received a phenomenal response, especially for our new Baisakh collection, along with strong interest in all our other collections.

Retailer buyers from across India, particularly from the South, have been on a buying spree. The focused presence in the convenient Select Club has also attracted international buyers.

We've welcomed several new buyers as well. The demand is clear—buyers are seeking two things: saleable, price-point jewelry and unique, original creations.

Brooches are in high demand, and buyers are consistently looking for jewellery that is

new, saleable, unique, original, and competitively priced, with a focus on finesse and service. For us, products priced under Rs.10 lakhs are performing exceptionally well."

Exhibitors from the gold section have noted a significant shift in northern retailers, who are increasingly focused on gold and diamond products—once a hallmark of the South.

Deepak Seth of S K Seth Jewellers explains, "Northern retailers are becoming more aspirational. They are learning from the South's successful big chain stores and premium brands. Now, they want to offer similar exclusive, high-quality products in their own cities, reducing the need for customers to travel elsewhere."

He adds, "Northern clients are upgrading their stores and seeking premium, heavy jewellery to match the exclusivity found in cities like Hyderabad and Bangalore. Despite high gold prices, there's a strong demand for these premium products. Retailers are optimistic, especially with the festive and wedding seasons approaching."

Seth also highlights, "The recent reduction in gold prices and favorable government policies, such as duty drawbacks, have motivated retailers. The government recognizes the role of gold in stabilizing the economy, as seen during past economic downturns. By allowing public investments in gold, they support both economic stability and individual wealth creation."

There's an intriguing trend of regional crossover in design preferences. Northerners are gravitating towards stylised temple jewellery, while Southern buyers are leaning towards prêt wear kundan and jadau pieces. **Charu Sarawgi, Founder and Creative Head of Darpan**, notes, "The response to the show has been excellent, with strong interest from both existing and new clients. Buyers from southern cities like Bangalore, Hyderabad, Chennai, Tirupur, Vijayawada, and Mysore have shown particular enthusiasm. Our range, priced between Rs.50,000 and Rs.5,00,000, saw the most demand in the Rs.1,00,000 to Rs.3,00,000 segment, favouring unique and versatile designs."

Avnip Kothari of Vasupati Jewellers, says, "We have unveiled some special collections for the show and we are happy to receive a fabulous response from repeat buyers as well as new buyers, particularly from northern India. Our 'Mandala Mystique,' is an exclusive bridal collection that transforms mandalas into stunning 3D masterpieces. Each piece blends traditional Indian techniques with modern innovation, including casting, aari cutting, and filigree. Featuring 20 exquisite bridal sets—necklaces, chokers, earrings, pendants, chains, rings, and bangles—this collection captures the essence of Indian artistry in a contemporary form. Our exclusive Aurum collection in various tones of gold, engravings and textures is entirely handcrafted, which has been appreciated by our buyers."

Chhaya Jain, Sensuel Jewels commented, "We've welcomed several new buyers who have expressed great interest in our collection. The buying patterns



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SHOW OVERVIEW



Mandala Mystique necklace by Vasupati Jewellers

are diverse, with demand spanning bridal necklaces, everyday jewelry, tennis bracelets, cocktail rings, and funky earrings. In terms of price points, items priced between Rs. 2,50,000 and Rs. 12,00,000 are being booked swiftly, while pieces above Rs. 12,00,000 are typically for special occasions, particularly brides.

Popular categories include tennis bracelets, cocktail rings, chic collars, chokers,

and modern gold chains with diamond pendants. Earrings, such as hoops and studs, and simple diamond-oriented bracelets are also in demand. While colour stones are still popular, they are used more sparingly than before, focusing on single standout pieces rather than an overdose."

Anand Shah, of the eponymous brand, says, "We're managing a high volume of orders, and the reduction in



Golechas Jewels

duties has made a significant impact. Initially, I expected there would be a preference for lightweight jewellery, but surprisingly, we've seen strong sales in heavyweight pieces. Priority is given to good design is clear. Buyers are focusing on quality designs and not metal weight, and this trend is noticeable across both North and South regions. Overall, it's been a positive experience with growing demand and satisfaction all around."

Ashish Goyal of GDK Jewels shared that the IIJS Premiere show was one of the best in recent times. "Buyers are particularly drawn to bridal collections priced under Rs.15 lakhs, with a growing interest in coloured gemstones paired with diamonds. Retailers are increasingly adventurous with their inventory, and in high-end prêt wear, the popular price range is between Rs.5 lakhs and Rs.10 lakhs. Kunzites and morganites are trending in fine jewellery due to their attractive pricing—good quality stones range from Rs.2,000 to Rs. 8,000. Additionally, pastel hues, whether through enamelling or gemstones, are gaining popularity as they complement

evening attire and party wear."

Siddharth Swansukha, Sawansukha Jewellers, notes, "This is the ideal platform we've been seeking, particularly the Select Club, which we've thoroughly enjoyed. We suggest spacing out the overlapping days by at least two days to allow ample time for visitors to explore and return. This adjustment would enhance the experience for both exhibitors and attendees. Overall, we had fantastic interactions, especially with those interested in diamond jewelry. The communication and on-the-spot transactions were excellent."

Chintan Sakariya, Vama Fine Jewels, says, "Exhibiting at the Select Club at Jio has been a wonderful experience. I was eager to be among like-minded, grandiose participants, and the quality of the show has certainly met those expectations. I'm confident that participating in the Select Club will continue to be beneficial for both exhibitors and visitors in future shows. The event was not only beautifully organized but also highlighted exquisite jewelry pieces, reflecting a deep passion and dedication."



22 Kt Gold Hasli By Anand Shah



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2024

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Bombay Exhibition Centre- Mumbai

Hall 1 | Booth No 1C 83C



GLOBAL EYE

Malaysian Jewellers Seek New Designs at IIJS Premiere

Malaysia's 20-member delegation is making waves at IIJS Premiere. Amidst economic challenges, the hunt is on for fresh designs and competitive pricing in India's gold hub, informs **SIVANAESWARAN YUVABALAN, DIRECTOR, KANIKA GOLD.**



How large is your country's delegation this year?
 Malaysia has 20 delegates from

eight companies this year. It is much less than most previous editions of this prestigious trade

event. This is because there is also the Penang Signature Gold, Gems & Jewellery Fair happening in Malaysia over the coming weekend, and our teams are divided between both events.

What are your expectations for this year's IIJS Premiere event?

We are always on the lookout for new designs in yellow gold jewellery, as that is our expertise. We also assess the event for new suppliers. Needless to say, it is always about finding supply at the best prices.

What are your views on the quality of gems and jewellery produced in India?

Both the Malays and the Indians prefer traditional jewellery and we categorise our designs as Bombay and Calcutta Jewellery. Seasonal changes, if any, are very minimal.

How has the economic climate in your country impacted jewellery consumption? What is the demand outlook for the coming year?

There has been a shortage in disposable income in the post-pandemic market. Also, the inflation in gold prices has not helped making jewellery purchases affordable. The Malaysian market is slightly slow at the moment.

Platinum, Diamond and Temple Jewellery Reign in Sri Lanka

SRI LANKA, with its rich gem heritage, is eyeing India for design inspiration and technological advancements. The island nation's 20-member delegation at IIJS Premiere shares their hopes for this year's show and the future of their jewellery industry.

How long has Sri Lanka been participating in IIJS now?
 Sri Lanka has visited IIJS for the last ten years. Sri Lanka's jewellery market is one of its most promising industries at the moment, and our presence here results in the gain of a lot of knowledge and expertise.

What are your expectations for this year's IIJS Premiere event?

We would like to buy new jewellery, as artistry at the event is amazing! We are always on the lookout for new designs to be inspired by. Sri Lanka's jewellery market is shaped by imitating Indian designs, so we really need to be on the top of what is trending this season in India, as that is what our customers will demand!

Are there specific jewellery trends, categories, or designs that are currently gaining



popularity in your region?
 Sri Lankans are displaying a keen interest in platinum jewellery apart from diamond jewellery in recent years. There is also a resurgence in the demand for temple jewellery.

What are your views on the quality of gems and jewellery produced in India?
 Sri Lanka's wealth of coloured

gemstones is far superior than that of India. Having said that, neither do we have the craftsmanship, nor the technological advancements that your country does. So, we always look up to India for its expertise on education in both these areas.

How has the economic climate in your country impacted

jewellery consumption? What is the demand outlook for the coming year?

Sri Lanka's economic crisis debilitated every industry, not just the jewellery market. We are slowly recovering from that phase. We anticipated that in the next decade, our market will be as advanced as that of Dubai.

World of GJEPC Debuts at IIJS Premiere 2024

The World of GJEPC installation in Hall 3 represents the 7 pillars of the Council—Engagement, Empowerment, Empathy, Events, Export, ESG, and Education—guiding the jewellery industry towards a future of excellence and innovation.



INNOV8 TALKS

Bridging Continents: 2025 Inhorgenta Munich to Host Exclusive India Pavilion

India is ready to make a grand entry into the European market through its participation in the 2025 Inhorgenta Munich trade fair, as highlighted during the IJS Premiere Innov8 session of Stefanie Mändlein of Messe Munchen, who spoke about “India Pavilion at Inhorgenta Munich 2025-Gateway for Indian manufacturers & exporters to enter the European market”. With the European jewellery market expanding and diversifying, the India Pavilion at Inhorgenta is positioned as a pivotal gateway for Indian manufacturers and exporters to establish a stronger foothold in Europe.

The session, led by **Stefanie Mändlein, Exhibition Director of Messe München**, emphasised the importance of India’s participation in the event. Inhorgenta Munich, scheduled to take place from 21 to 24 February 2025, is a prestigious trade fair known for its extensive display of jewellery, gemstones,



watches, and other luxury items. The India Pavilion will showcase the finest Indian jewellery, aiming to redefine perceptions of Indian craftsmanship in the European market.

She said, “This partnership, in collaboration with GJEPC, underscores India’s rising prominence in the European jewellery sector. Inhorgenta offers an unparalleled platform with world-class infrastructure

in Munich, providing Indian jewellers and watchmakers with a unique opportunity to connect with over 25,000 trade visitors from 90 countries.”

Mändlein shared insights into the strategic significance of this partnership, noting, “The European market is evolving rapidly, and there’s a growing appetite for unique and culturally rich designs. The India Pavilion at Inhorgenta will not

only display exquisite Indian craftsmanship but also highlight India’s potential as a key player in the global jewellery industry.”

The Pavilion will also offer a platform for Indian businesses to network with international buyers, explore collaborative opportunities, and tap into new markets. The Innov8 session underscored the necessity of effective communication before, during, and after the trade fair to maximise the Pavilion’s impact. With a focus on premium displays and a series of events designed to attract European buyers, the India Pavilion at Inhorgenta Munich 2025 is set to be a game-changer for Indian exporters seeking to expand their reach in Europe.

This move signals India’s growing influence in the global jewellery market, and the 2025 Inhorgenta Munich trade fair is set to be a landmark event in strengthening Indo-European trade relations.

Jewellery World Gets a New Connect



The gems and jewellery industry witnessed a groundbreaking development on 9th August with the launch of Jewellery Networking, an innovative online platform designed to develop connections and collaborations within the sector.

The brainchild of industry veteran Prerna Makharia, the platform was unveiled at IJS.

The launch event saw several industry leaders in attendance, such as Joy Alukkas, Chairman & MD of Joyalukkas Group; Vipul Shah, Chairman of GJEPC;

Nirav Bhansali, Convener, National Exhibitions, GJEPC; Sabyasachi Ray, Executive Director at GJEPC; Sriram Natarajan, MD of GIA India; and Vaishali Banerjee, MD, India at PGI.

Jewellery Networking

aims to be a one-stop-shop for industry professionals, offering a comprehensive business directory, networking opportunities, and a platform for sharing insights. Makharia, known as India’s first jewellery influencer, envisions the platform as a catalyst for growth and development in the industry.

Makharia said, “This isn’t just another platform; it’s a vibrant community and a comprehensive business directory designed specifically for the gems, jewellery, and allied industries. Jewellery Networking is your gateway to connecting service providers with service seekers, offering a one-stop platform for everything from social media agencies to renowned jewellery designers and much more.

Our mission is to create a dynamic community where meaningful relationships are built, vital insights are exchanged, and collaborations flourish, driving the industry forward. We want to create a space where people can connect, share ideas, and collaborate to drive the industry forward.”

INNOV8 TALKS SCHEDULE

Innov8 Talks Schedule

BOMBAY EXHIBITION CENTRE (Nesco) -9th to 13th August 2024

Sr.no	Date	Time	Speakers	Company Name	Designation	Topic
8	12th August	2:30pm to 3:30pm	Abid Murshed	Paypal India	Head of Sales- India	Global Payment Gateways: Facilitating International Transactions
9	12th August	4:00 pm to 5:00 pm	Mihir Shah	Universal Connections	Consultant, Advisor & Trainer in International Business	How to be a Successful Exporter

Diamond Industry Titan Dinesh Lakhani Shares Inspirational Journey



Mr. Dinesh Lakhani, Global Director of Kiran Gems Pvt. Ltd., captivated the audience at the IJS Premiere Innov8 session, “Coffee with Chetan Mehta,” with his inspiring journey from humble beginnings to becoming a leading figure in the diamond industry.

Hailing from a modest background, Lakhani’s entrepreneurial spirit was ignited early on. He shared insights into his early struggles and the unwavering determination that propelled him to success. His emphasis on discipline, hard work, and effective communication resonated with the audience, highlighting the importance of these qualities in achieving business excellence.

Lakhani’s company, Kiran Gems, has grown exponentially over the years, providing employment to over 50,000 people. He attributed this success to his team-oriented



approach and a strong belief in action over words. His admiration for industry stalwarts like Dhirubhai Ambani and Narendra Modi has been instrumental in shaping his

leadership style. The diamond industry veteran expressed optimism about the sector’s future, emphasizing the need for innovation and adaptation to overcome

challenges. He advocated for robust marketing and accurate information dissemination to ensure the industry’s continued growth.

Lakhani’s philanthropic endeavours, including arranging weddings for 552 fatherless girls, underscore his commitment to giving back to society. His participation in the “Make in India” initiative reflects his patriotic spirit and dedication to the growth of the Indian diamond industry.

The session concluded with the launch of brochures for the first-ever Diamond Conference, a significant event aimed at fostering collaboration and driving the industry forward.

Lakhani’s inspiring story and insightful perspectives have left a lasting impression on the audience, solidifying his position as a role model for aspiring entrepreneurs in the diamond industry.

VIEWPOINT

Bhavin Gupta on Keeping Murari Cap at the Forefront of Jewellery Trends

With a legacy spanning three generations, Murari Cap Pvt. Ltd. is a name synonymous with exceptional jewellery craftsmanship. As the brand gears up for IIJS Premiere, **BHAVIN GUPTA, Director** of the company, shares insights about the firm's journey, design philosophy, and future plans.



Can you tell us about the journey of Murari Cap Pvt. Ltd., from its inception to becoming a prominent exhibitor at IIJS Premiere?

Established over 30 years ago, Murari Exports, the parent company of Murari Cap Pvt. Ltd., has upheld the tradition of rich jewellery craftsmanship across three generations. What began as a modest workshop founded by Mansaram Gupta and his two sons, Roopesh and Pankaj, has evolved into a distinguished name in the jewellery industry today.

As a third-generation jeweller at the helm of Murari Cap, I continue to uphold the values of quality craftsmanship, integrity, and innovation. We have further diversified the product range to cater to evolving consumer preferences and market trends, ensuring that Murari Cap Pvt. Ltd. remains at the forefront of the industry.

Exhibiting at IIJS Premiere, which is a prestigious jewellery

show in India, our company has achieved a level of recognition and success in the industry. With our consistent product quality, innovation, strong networking, and marketing efforts we are reaching a new milestone every day.

How does Murari Cap blend traditional craftsmanship with contemporary design to create jewellery that reflects both intrinsic beauty and modern sensibility?

Blending traditional craftsmanship with contemporary design in jewellery

involves merging timeless techniques and artistic heritage with modern aesthetics, we have gain expertise in over a period of time.

Consumers prefer wearability along with aesthetics. So, we design pieces that are versatile to suit various occasions, and comfortable for everyday wear, reflecting the lifestyle and preferences of contemporary consumers.

What sets Murari Cap apart in terms of design philosophy and the emotions you aim to evoke through your jewellery

collections?

We have found a balance in merging creativity, craftsmanship, and emotional resonance into each piece that we create. We invite you to experience the distinctive essence of our collections and discover jewellery that not only enhances one's style but also enriches your life with meaning and emotion.

Could you describe the significance of your manufacturing and casting unit in Hyderabad, and how it contributes to the unique appeal of your jewellery?

Our manufacturing and casting unit in Hyderabad plays a pivotal role in defining the unique appeal of our jewellery brand. Situated in a city renowned for its rich heritage in jewellery craftsmanship, our



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facility combines a mix of techniques to create pieces of exceptional quality and design.

What upcoming collections or innovations can attendees expect to see from Murari Cap at IIJS Premiere this year?

At this year's IIJS Premiere, we are unveiling an exciting range of collections set with innovative designs in uncut diamond jewellery. We are also presenting an exquisite designer collection in polki jewellery.

Which are your main domestic and international markets?

Our primary domestic market spans across South India, where we have a strong presence and a loyal customer base. Building upon this foundation, we have successfully expanded our business footprint across the Middle East, Singapore, Malaysia, and the USA.

We continue to build relationships with discerning customers in these regions, offering them jewellery that bears traditional elegance yet exudes contemporary sophistication.

Do you also have a retail vertical?

We have recently launched our retail store, Avik Jewels, where we offer lab-grown jewellery and fine polki jewellery.

Could you tell us about the jewellery trends in the Hyderabad region?

As gold prices have risen, there has been a noticeable increase in demand for lightweight jewellery. In Hyderabad, we have received a positive response to our lightweight uncut diamond jewellery, which caters to this growing trend.




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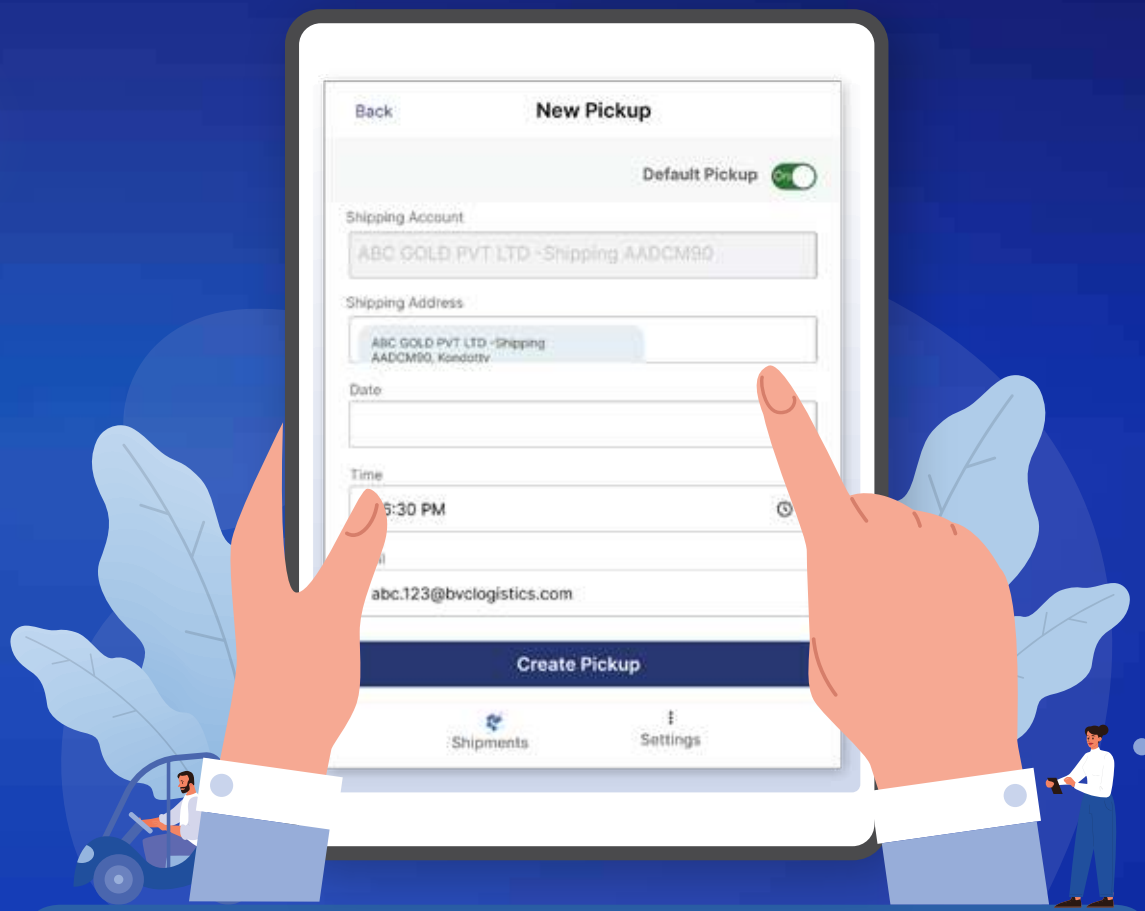
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IIJS TRENDS

Graceful Necklines

Solitaire International spots some elegant necklaces and chokers that are absolute attention grabbers!



Decorated with graduating fan-shaped motifs set with fancy-cut diamonds, the grand V-shaped necklace culminates in a stunning pendant composed with a large emerald accented, highlighted by matching diamond motifs. By VAMA FINE JEWELS



This striking nature-inspired white gold necklace blends symmetry and asymmetry with spiral diamond-studded motifs, each set with a pear-cut Zambian emerald and framed by an array of fancy-cut aquamarines. By GEM PLAZA



The pastel-hued necklace is composed of oval motifs, each studded with rows of pearls, centered with an oval Burmese tourmaline. The motifs are elegantly crowned with drapes of diamonds. By SENSUEL JEWELS



The gold choker, lined with glowing pearls, features floral motifs of Burmese rubies and polkis. The choker is alternatively fringed with baroque pearls, emeralds, tanzanites. By GOLECHA JEWELS



The plain gold hasli showcases a stunning pendant with a cluster of elegant, curvaceous stems adorned with diamonds, and ending in intricately carved, multi-coloured precious gemstones. By ANAND SHAH



The white gold stylized floral necklace features square and pear-shaped emeralds with delicate paisley scrolls that suspend large drop-shaped emeralds, bordered with rose cuts. Tiny floral motifs alternate with these elements to add a delicate touch to the choker. By D'YNE JEWELLERY



The statement necklace features carved emerald tablets framed with round diamonds are alternated with trefoil florets articulated with polkis, emeralds and diamond stems. By HARITSONS DESIGNS PVT. LTD.



The openwork gold bridal choker features intricate floral patterns adorned with gemstones and pearls, elegantly fringed with textured gold beads. By AADEY JEWELS

IIJS MERCHANDISING TRENDS

Elegance on Display: Tastefully Decorated Booths Shine at IIJS

Sonal Goyal of IIGJ Selects the Best Visual Merchandising Displays at IIJS Premiere 2024



RR JEWELLERS

A beautiful Window display of butterflies and floral arrangements in shades of pink tells a captivating tale. Jewellery arranged in a symmetric pattern is clearly visible and is also enticing to the viewers.



DHARMESH JEWELLERS PVT LTD

The visual display at Dharmesh Jewellers Pvt Ltd is both aesthetically stunning and impactful. It beautifully showcases the gold jewellery against a contrasting yet subtle background.



SWARNASARITA JEWELLERS

The window display at the Swarnasarita booth features deep tones of blue with hints of white blooms, making the gold jewellery stand out. The display is clearly visible from a distance, drawing viewers in to admire the stunning jewels up close.

NICE DIAMONDS



The nature-inspired window display at Nice Diamonds tells a story. The jewellery is arranged in a layered pattern on steps, ensuring each piece is prominently visible. The pyramid-shaped arrangement guides the eye downward, showcasing all the exquisitely crafted products.

SHINE DIAMONDS



The warm-toned display at Shine Diamonds creates an aesthetically appealing atmosphere. The soft lighting enhances the jewellery, highlighting its beauty. The overall setup exudes a traditional charm that perfectly complements the intricately crafted pieces.

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The Select Club

EXPERIENCE THE LUXURY

The first ever Select Club at IIJS Premiere will host 101 Couture jewellery exhibitors, displaying a wide range of exclusive high-end jewellery. Visit JWCC Level 3 (Jasmine Hall).

- TUNIQUE JEWELS PRIVATE LIMITED
- AADEY JEWELS PRIVATE LIMITED
- AAHAV FINE JEWELS
- AAROH JEWELS
- ABHAY NAVINCHANDRA
- ACHAL JEWELS PRIVATE LIMITED
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IN FOCUS

Silver Jewellery's Untapped Market Potential

KRISHNA B GOYAL, Convener, Silver Jewellery Panel, GJEPC, and **RAHUL MEHTA**, Managing Director, Silver Emporium, discuss the impact of rising silver costs, emerging trends, and global markets opportunities for exporters.

With the rising cost of silver, have sales been affected? Have you noticed any significant changes in consumer purchasing behaviour due to the increased prices?

Krishna Goyal (KG): The increase in prices has affected not only silver but also gold. As a result, consumers who previously purchased 9-karat gold jewellery are now turning to silver jewellery. Some customers have shifted their preferences towards more affordable alternatives, such as silver-plated items or jewellery made from materials like stainless steel or gold-filled options.

Rahul Mehta (RM): Silver prices directly affect sales. Consumers are now more selective and budget-conscious when making purchases. While the overall value of purchases remains consistent, the quantity of grams has decreased to balance out rising silver prices. Additionally, product design and aesthetics have gained significant importance.

In your opinion, which untapped markets should India target for silver jewellery and products? What strategies would you suggest for penetrating these markets?

KG: We should focus the Middle Eastern countries, Eastern Europe, and South America. Silver jewellery featuring gemstones and traditional Indian designs could be well-received in these regions. It is essential to identify key trade shows in these areas that can connect us with local retailers and distributors. Organising buyer-seller meets can also be an effective strategy for

entering new markets.

RM: India is one of the largest consumers of silver articles and jewellery globally. The country has a vast market, and the demand for silver products is robust. While there are many national gold jewellery brands, the silver articles segment has a significant gap to fill. This presents many opportunities for smaller players to expand into different cities and establish regional brands.

What are the current trends in silver jewellery and products within the domestic market as well as overseas markets?

KG: We are witnessing a shift from minimalist to chunkier styles, with a growing preference for heritage and vintage-inspired jewellery. Pieces that mix ethnic motifs with contemporary styles, such as oxidised silver jewellery or gold-plated jewellery with modern twists, are gaining popularity.

These trends reflect a blend of traditional and modern influences, catering to diverse tastes and preferences among Indian consumers. The popularity of specific styles and designs is influenced by cultural significance, fashion trends, and individual expression.

Today, markets are becoming increasingly global, so what is trending in the West is also seen trending here. This has made life easier, as whatever is liked and sold abroad is also well appreciated and bought in India, and vice versa.

These trends illustrate a global shift towards personalisation, sustainability, and a blend of traditional and contemporary aesthetics in silver jewellery. The emphasis on ethical practices and unique, expressive designs reflects broader consumer values and preferences in the international market. A lot of jewellery is being designed and produced in line with lifestyle preferences.

RM: Silver jewellery offers a diverse range of products for various audiences, including bridal, working women, and millennials. It has captured the attention of Indian consumers across all age groups, who are purchasing pieces for different occasions. Currently, plain silver



Sangeeta Boochra



Sangeeta Boochra

jewellery paired with semi-precious stones is trending significantly. Other design categories which millennials are exploring are minimalistic designs incorporating mixed

materials with silver are also popular. Several trends are emerging abroad, including a growing demand for sustainable, ethically sourced, and eco-



Dwarkas

friendly silver. Personalization is a significant trend, along with the stacking of silver jewellery.

What recent technological innovations have impacted the processing and production of silver jewellery? How have these innovations improved quality or efficiency?

KG: We in the jewellery industry have started using Augmented Reality, Virtual Reality to improve the customer experience. These technologies enhance the customer experience by allowing them to see how a piece of jewellery will look on them before purchase. They also help designers visualise and modify designs in a virtual space, improving the design process's accuracy and creativity.

These technological innovations have collectively improved the efficiency, quality, and sustainability of jewellery production, allowing manufacturers to meet market demands more effectively and cater to evolving consumer preferences.

RM: There is a strong adaptation of various technologies from gold jewellery manufacturing now being applied to silver. Technologies like 3D printing



Sangeeta Boochra

and CAD have enhanced design precision and customisation, while direct casting and advanced surface finishing techniques have improved overall quality. These innovations

have resulted in greater design accuracy, faster production development, and improved quality in silver jewellery.

What are the biggest

challenges currently facing the silver industry? How are companies addressing issues such as price volatility and supply chain disruptions?

KG: High and fluctuating metal prices, along with rapidly evolving lifestyles and preferences, present significant challenges. Elevated metal prices have impacted demand, and price fluctuations in silver can affect profit margins, complicating effective planning and budgeting for businesses. Additionally, staying attuned to lifestyle changes is crucial for adapting product offerings accordingly.

Post-Covid, there has been a noticeable shift in how people approach life, with a significant increase in vacation travel and a surge in passenger loads on flights. This is just one example of the broader changes we see in daily life. As a result, the competition for the jewellery industry, particularly within the lifestyle segment, has intensified.

RM: Volatility of silver prices has directly impacted demand. Manufacturers and traders have observed that with rising silver prices, there is a trend towards creating designs that tell a story.

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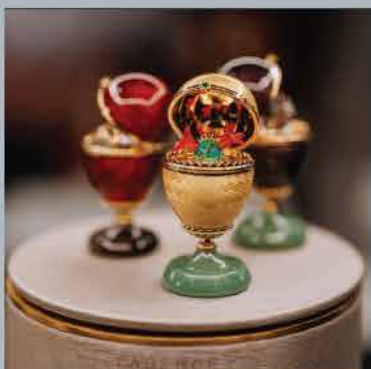
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VIEWPOINT

Making Their Mark: Sipani Jewels' Debut at IIJS Premiere

HEMANT SIPANI, Director of Sipani Jewels, is making his debut at IIJS Premiere with great enthusiasm, eager to showcase their latest collections of heritage jadau jewels designed to captivate contemporary consumers.



Tell us more about your company.

Sipani Jewels, established in 2012, specialises in jadau, polki and rose cut jewellery. Our roots are embedded in Bikaner, the native land of jadau jewellery, whilst our head office is located in Delhi. We've been steadily expanding our presence to other cities across India. We take pride in our craftsmanship and dedication to preserving traditional Indian jewellery techniques while catering to modern tastes.

Is this your first time at IIJS Premiere?

Yes, this is our first time participating in IIJS Premiere. We're thrilled to be making our debut at this prestigious event.

Tell us about your preparations for the show.

As first-time exhibitors, we've put a lot of effort into our preparations for the IIJS Premiere. We've significantly expanded our R&D and design departments specifically for this event. Our team has been working tirelessly to create a collection that showcases the best of Sipani Jewels. We're blending our traditional jadau, polki expertise with fresh, contemporary designs.

Our expanded R&D efforts have allowed us to experiment with new setting techniques that enhance the brilliance of polki diamonds.

We've also been exploring innovative combinations of gemstones to create unique colour palettes that complement our polki work. This collection



represents months of dedicated work, pushing the boundaries of our craft while staying true to our heritage.

Your expectations from the show...

We're incredibly excited about the opportunities IIJS Premiere presents. For us, participating in IIJS Premiere for the first time marks a major milestone in our growth journey. It's an unparalleled opportunity to present our brand and our creations to a diverse, international audience of industry professionals. We view this as a crucial platform to increase our visibility, gather direct feedback on our new collections, and understand where we stand in the larger jewellery market. The networking opportunities and exposure to

industry trends at IIJS Premiere will be invaluable as we continue to evolve and expand our brand.

Your views on the impact of high gold prices on buying.

While high gold prices can be challenging, we find that our high-end polki jewellery clientele is comparatively less price sensitive. They value the craftsmanship and uniqueness of our pieces.

What are the main gemstones used in your collections?

Apart from the classic three - emeralds, rubies, and tanzanites, we're experimenting with tourmalines, spinels, and rare



colour variations of sapphires. These gemstones allow us to create distinctive colour combinations that set our pieces apart.

What are the current market trends in the domestic arena?

We're seeing a growing interest in versatile jewellery pieces that can be worn in multiple ways. Consumers are looking for unique designs that blend traditional and modern elements. In terms of price points, there's demand across the spectrum, but we're noticing particular interest in statement pieces for special occasions.

Additionally, we can see a significant shift in demand from traditional diamond jewellery

to jadau / polki jewellery in the market, with many consumers gravitating towards these the unique charm and cultural significance of uncut diamond jewellery pieces. The popularity of polki jewellery is not limited to traditional settings either, as designers are increasingly incorporating uncut diamonds into more



contemporary and fusion-style pieces, appealing to a broader range of tastes and age groups.

At Sipani Jewels, we're committed to preserving the art of jadau polki while innovating to meet contemporary tastes. We believe in creating pieces that are heirloom pieces which tell a story and carry forward our rich cultural heritage.

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BRAND WATCH

Intricate Wonders

Aadish Gold LLP, a unit of Bhavesh Jewellers specialises in lightweight fusion temple jewellery. Their designs are inspired by the religious and cultural symbolism as well as architecture found in South Indian temples and nature. Through their creative designs, they put forth age-old temple jewellery designs in a modern format. The carvings and relief work found in temples is painstakingly rendered in gold. The short and long necklaces richly crafted with lotuses, peacocks and Hindu gods and goddesses. These are accented with a hint of enamel for a burst of colour. Each piece is a work of art and is apt for bridal and special occasions.



Bridal Finery

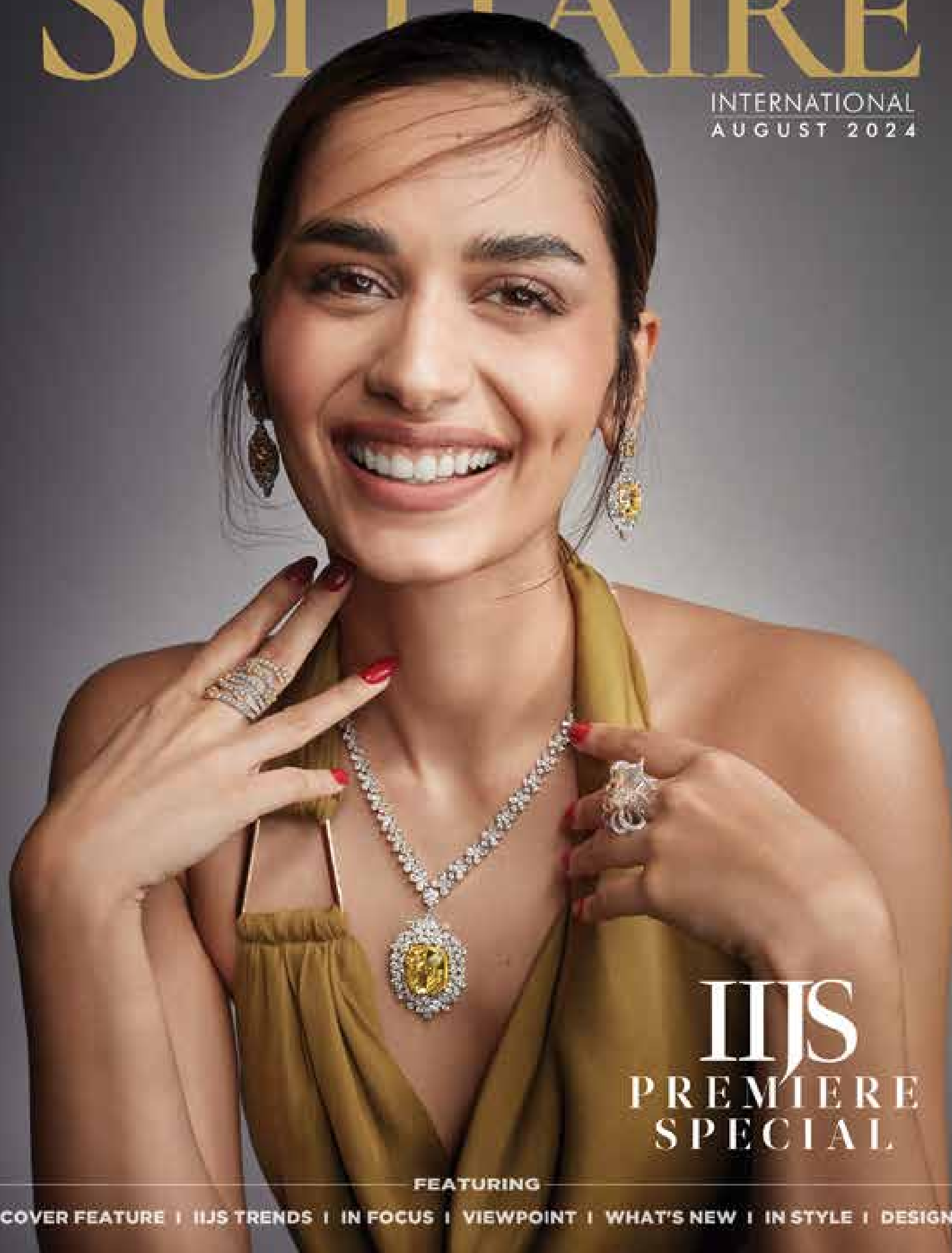
Discover **Anokha Jewel's** exquisite offerings, a testament to unparalleled quality and beauty. The bridal collection featuring rose-cut diamond chokers and harams in white gold, are tailored for the modern young bride. These lightweight yet luxurious pieces harmonise elegance with enduring beauty. The white rose-cut necklace and earrings adorned with Russian emeralds are specially crafted for grand Indian weddings. The perfectly sized rose-cut diamonds exude opulence and grace. For a timeless classic suitable for any age and occasion, the brand presents old-cut diamond necklace and studs, while the Zambian fine emerald and solitaire diamond single-line necklace is an ideal choice for every event.



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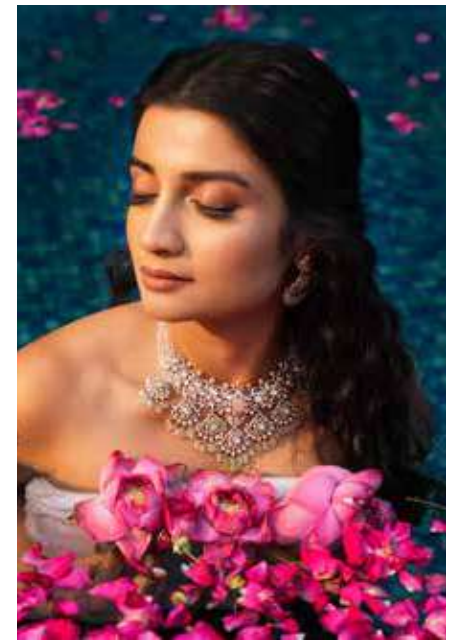
COVER FEATURE | IIJS TRENDS | IN FOCUS | VIEWPOINT | WHAT'S NEW | IN STYLE | DESIGN

BRAND WATCH

Coveted Jewels

Johri Sons Pvt. Ltd. will present two captivating lines at IIJS Premiere 2024. The Aaina collection seamlessly blends traditional Indian heritage with contemporary aesthetics, creating a truly unique and covetable line of luxurious jewels.

The Paper Weight collection is an innovative take on lightweight gold jewellery. Through the masterful use of specialised techniques and cutting-edge technologies, they have managed to create breathtakingly beautiful necklaces, bracelets, rings and earrings that feel virtually weightless on the body. This allows wearers to enjoy the timeless elegance of fine gold jewellery without the cumbersome weight or the hefty price tag. The collection is a game-changing offering that caters to modern sensibilities while upholding the brand's reputation for quality craftsmanship.



Designing Hot-sellers

Myra The Diamond Studio, a seasoned jewellery manufacturer with two decades of great workmanship, has designed innovative yet budgeted jewellery that are sure to fly off the shelves. The magic setting bracelet smartly uses round diamonds to look like fancy-shaped diamonds. Set in 18-karat rose gold with a total of one carat of diamonds, it is easy on the pocket. The multi-colour gemstone and diamond bracelet balances design with affordability. The double-advantage bracelet can be worn in two ways, giving one the feeling of buying two bracelets at the cost of one. They also have fusion hoops set with polkis and green doublets that resemble emeralds. They have many more designs that offer a bigger look with an affordable price tag.



BRAND WATCH

Golden Symphony

Coimbatore-based **RKR Surabi Jewells** taps into their four-decade long expertise in crafting exquisite gold jewellery to present new collections for IIJS Premiere. Their lightweight handmade wedding collection is delicate and elegant. It is designed for the modern bride who values comfort and beauty. They also have leather bracelets for toddlers and young children. Another special lightweight jewellery collection is inspired by the harmony of music. Look out for their modern twist to the traditional gold thread necklace as they combine lightweight materials with contemporary designs.



Fine Fusion

Shakti Gold is all set to unveil its new range of exquisite rhodium fancy jewellery, Bombay jewellery, fancy jewellery and antique jewellery. Expect to find stylised chokers and long haars with matching pendants, earrings and bracelets in white, rose and yellow gold replete with floral motifs and intricate designs at their booth. Although the pieces have a contemporary approach, there is an Indian element to them making it apt for traditional and Indo-Western wear.



BRAND WATCH



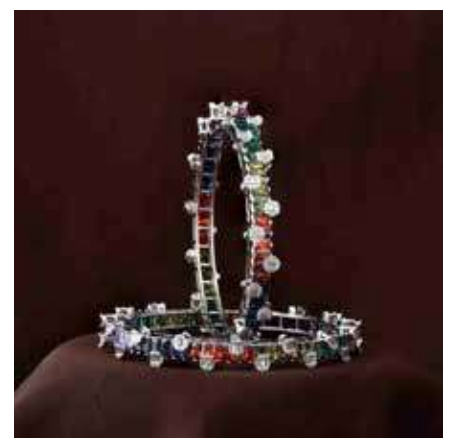
Regal Heirlooms

Shanti S Seth's premium bridal heritage jewellery tells stories of India's rich legacy. Each earring, necklace and bangle is meticulously crafted with fine intricacy and deft workmanship. Detailed temple carvings in gold are accented with paisleys, peacocks and verdant foliage set with pearls, gemstones and diamonds. These regal jewels are nothing short of being tomorrow's heirlooms. The long haar with a colossal pendant depicting peacocks will add an air of opulence to any bridal attire.



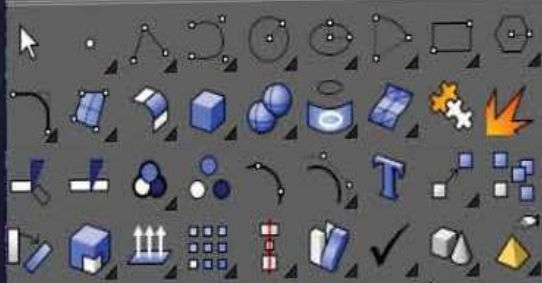
Contemporary Contours

Mayfair Creations's latest lines reflect their mastery of fancy shaped diamond jewellery. The Advaya collection features necklaces, earrings, bangles and more that play with gold texture and finishes and is adorned with a smattering of fancy shaped diamonds. The line balances understated glamour with a hint of sparkle. The Chroma collection embraces the wide spectrum of colour found in Mother Nature. Gems of varying colours are chromatically composed into eye-catching bracelets and bangles juxtaposed with the radiance of white diamonds. The Iris collection immortalises the deep colours of the iris flower through jewels carpeted with gemstones and diamonds. The Unica collection is a minimalistic yet statement line that combines pink gold with diamonds.



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24 block instances added to selection.

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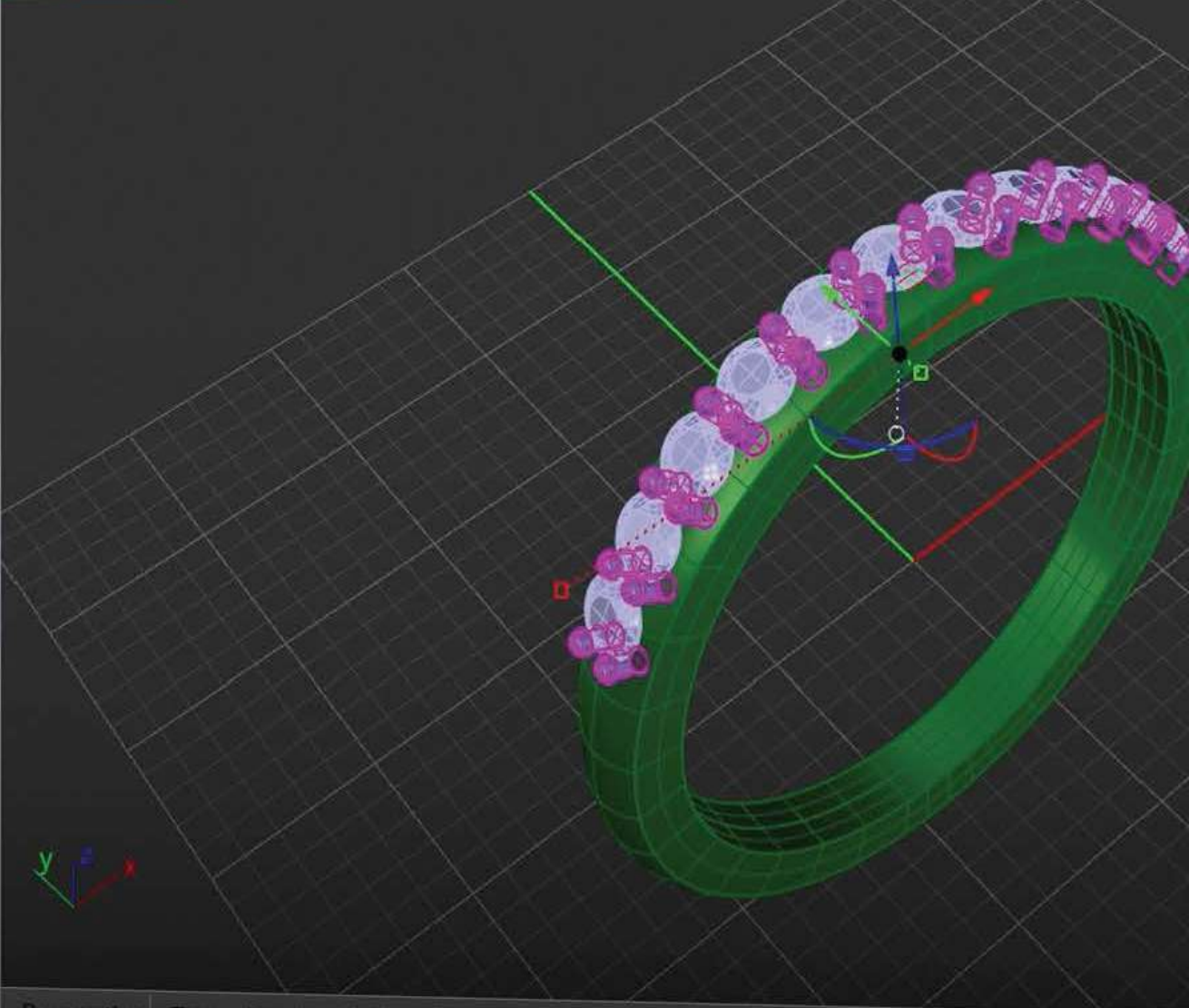
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