CELEBRATING 42ND EDITION 25 YEARS OF B2B SHOW FORMAT

IIJS Bharat PREMIERE MUMBAI 2026 INDIA INTERNATIONAL JEWELLERY SHOW
5th to 9th August 2026 Jio World Convention Centre- Mumbai
6th to 10th August 2026 Bombay Exhibition Centre- Mumbai

Concurrent Show IGJME Bharat TECHNOLOGY AND MACHINERY EXPO PREMIERE, Mumbai 2026

Supported By Department of Commerce Ministry of Commerce & Industry Government of India

GJEPC INDIA Sponsored by Ministry of Commerce & Industry

SHOW DAILY

DAY 5

9TH AUGUST 2026

COVER STORY

IIJS Steers a Business Boom!

Packed aisles, record-setting footfalls, and crammed booths indicated that the show had been a remarkable success. IIJS Bharat Premiere 2026 clearly showcased that it had its finger on the pulse of market sentiment. All products – be it gold, diamonds, coloured stones, silver and more – were designed to entice the buyer of today.

Gold remained a major draw at IIJS Bharat Premiere 2026, with buyers showing a clear preference for jewellery that combines traditional craftsmanship with lighter weights, strong visual appeal, and contemporary wearability.

Deepak Seth, Director, S K Seth Jewellers, described the show in one word: "Amazing!" Buyers are buying heavily but in lighter weights, between 30 and 50 grams per set. "The faith in yellow metal has been restored again. And people are buying more and more gold."

CVM received buyers from the Middle East, the UK, and the US, including orders from across India for its necklace sets across various grammages. While necklace sets below 35 grams received a good response, daily wear items below 5 grams in 18-karat gold – especially earrings and rings – were opted for by many buyers. The company spokesperson said that many corporate jewellers were switching to 18-karat gold in studded jewellery, which was becoming a norm.

Pankaj Kodnani, Owner, Krown Jewels, informed that the show was exceptional. The company received a great response for its new

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50000+ Expected Visitors

Visitors From 80+ Countries

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CVM

Zundaa

S K Seth Jewellers

Parina International

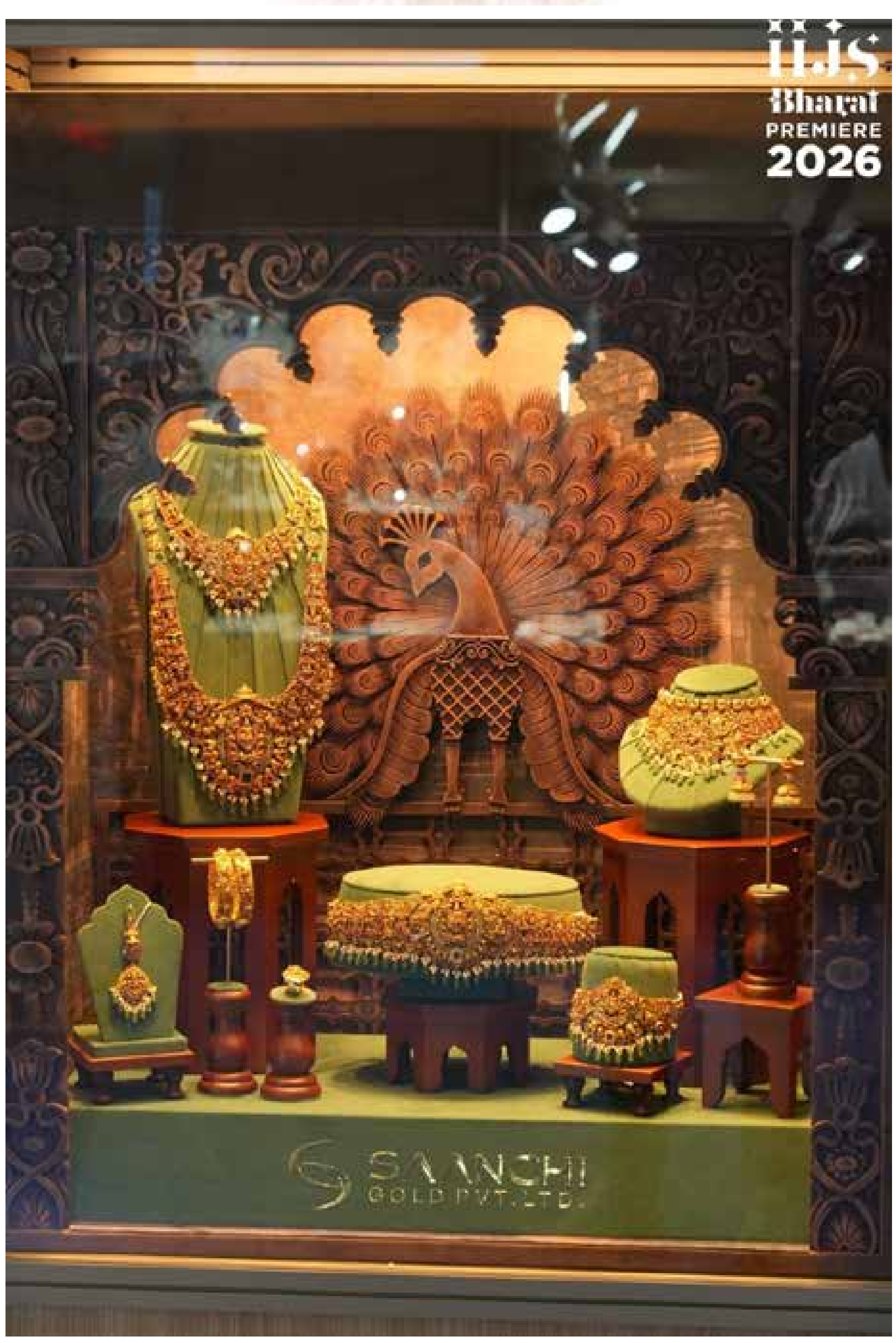
Linea collection, which was crafted using laser cutting, wires, ball chains, and more. The necklaces, ranging from 18 grams to 30 grams, were booked fast.

Archana Jain of Swastik Jewellers, manufacturers of mangalsutras, said, "Right now, the market is asking for one thing – lightweight. So, we are leading with innovation and have launched mangalsutras starting from just 2.5 to 3 grams. The whole collection this year is built around lightweight and modern design, and the response from buyers is phenomenal."

At Lakshmi Jewellery Exports, gold was clearly the main focus for buyers. The company showcased handmade jewellery in the Ahmedabad style, crafted in 22-karat gold. Despite the lighter weights, the pieces retained a large, grand look. Sets that weighed around 400–500 grams have now been scaled down to approximately 250 grams, reflecting the growing demand for lighter jewellery without compromising the overall appearance.

At AG Jewels, the focus was on high-end earrings featuring an array of gemstones, including emeralds, rubellites, amethysts and turquoise, and more. The company met new clients from Mumbai, Delhi, and Chennai, who sought 18-karat gold earrings priced at a B2B retail sweet spot of ₹1.25 lakhs to ₹3.5 lakhs.

For Vir Jewels, colour emerged as one of the strongest themes of the season, with turquoise clearly taking centre stage. The company noted a dramatic rise in the price of turquoise over the past few years, driven largely by growing demand in the US market. According to the company, material that was priced at around 2 lakh per kg four years ago had risen to approximately 10 lakh per kg last year, while supplies were becoming increasingly constrained.



Alongside turquoise, multi-colour sapphires set in 18-karat gold and carved gemstones were among the key offerings. Vir Jewels showcased carved citrines, turquoise and amethysts in versatile formats, including pairs for earrings and individual elements that could be incorporated into brooches or other jewellery designs. The concept allowed buyers to mix and match the stones and personalise their jewellery, creating bespoke pieces that reflect individual tastes.

Meanwhile, Zundaa reported a renewed interest in diamonds, with prices having stabilised and showing an upward movement. Buyers appeared more comfortable with higher-carat jewellery, although the preference was clearly towards lighter, more wearable pieces rather than chunky diamond jewellery, noted Toshibaa Jariwala, co-owner.

Among the popular designs at the booth were two- and three-stone rings, generally below one carat, with individual stones of around 30 cents and upwards. Earrings, slim bracelets, delicate neckwear, and rings in a variety of shapes and sizes were also moving strongly. The overall response, according to the company, was excellent.

Royal Chains offered another perspective on the lightweight jewellery trend with its 12-gram yellow-gold

COVER STORY


Samyak Lifestyles Pvt Ltd.


Krown Jewels

Signature Collection. The sets were punctuated with motifs designed to create the look of diamonds through laser-cut technology. The collection proved extremely popular, demonstrating how technology can deliver a high-impact, diamond-like appearance while keeping overall metal weight low.

Across these exhibitors, one clear message emerged from the show: lightweight is no longer synonymous with understated. Buyers are looking for jewellery that is lighter, more versatile and commercially viable. At the same time, diamonds are regaining momentum, coloured gemstones are becoming increasingly expressive, and personalisation is opening up new possibilities for bespoke jewellery.


Vir Jewels

Manufacturers Get AI-Savvy

Biren Goenka, HK Jewels, said, "The show has been very busy throughout, with strong customer demand across loose diamonds as well as diamond jewellery. The response has been particularly good for our jewellery collections, including our closed-setting range, which has seen significant interest from the Indian market.

"The mood in the diamond market has also been very positive. Even before IIJS, we saw a strong flow of pre-show visits to our locations. What was particularly interesting this time was seeing many customers, including large chain stores, visiting vendor locations to make prior selections. This trend of visiting suppliers beforehand indicates that there is a genuine appetite to buy diamonds.

"India continues to be predominantly an 18-karat market, although 14-karat is gradually gaining traction. In terms of diamond jewellery, the sweet spot for the Indian market is largely products below 5 lakh, with chain stores predominantly focusing on pieces featuring diamonds below two carats."

He revealed that technology and AI have also become a very important part of their organisation. "We have been using AI extensively across marketing, sales, presentations, design and sales analysis. For IIJS, we created an entire digital platform where our merchandise and collections are available online, with products searchable by parameters such as carat, colour and collection – within one day!" This also goes for their larger customers, for whom they have


Swastik Jewellers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created dedicated platforms where their entire history, sales analysis and secondary-sales data can be brought together in one place. "Internally, we are also trying to build a culture where every employee spends at least one hour a day learning and experimenting with AI. For us, AI is not just a technology initiative; it is becoming a new way of working across the organisation."

Harsh Sundar, Head of Sales and Marketing, Emerald Jewel Industry India Ltd., said the show had been encouraging, with strong footfall despite challenging market sentiments. Retailers appeared to be replenishing stocks after a subdued period of purchasing. With Diwali approaching, he said, "retailers are excited" and looking to restock with fresh jewellery.

According to Sundar, 22-karat jewellery remains the strongest category, reflecting the dominance of the southern market. However, there is also good traction across 18-, 14- and 9-carat jewellery, with orders coming in across all six karatages from 9 to 24 carat.

He highlighted Emerald's focus on lightweight innovation, including 100-micron electroforming combined with CNC technology, as well as featherweight 24-karat products. "We have done a lot of innovation with CNC and electroforming," he said.

A key differentiator, Sundar noted, is the company's extensive R&D in alloys. Emerald has two PhD metallurgists working on alloy engineering to improve sheen, finish, durability, and manufacturing efficiency. This technology has enabled the company to produce ultra-light hollow chains and even laser-cut machine chains without deformation.

Sundar also highlighted Emerald's three-colour machine-made chains, combining yellow, pink and white gold without plating, which was getting them lot of orders. Looking ahead, he said the company continues to explore new technologies, including metal 3D printing, through regular global technology scouting. "The latest in the world in jewellery is first available in Emerald," he said, reflecting the company's ambition to remain ahead of the curve.

For Rishabh Jain, Owner, Trident Jewels, known for its range of mangalsutras, lightweight and designer mangalsutras, the response at IIJS Bharat Premiere 2026 has been "simply superb."

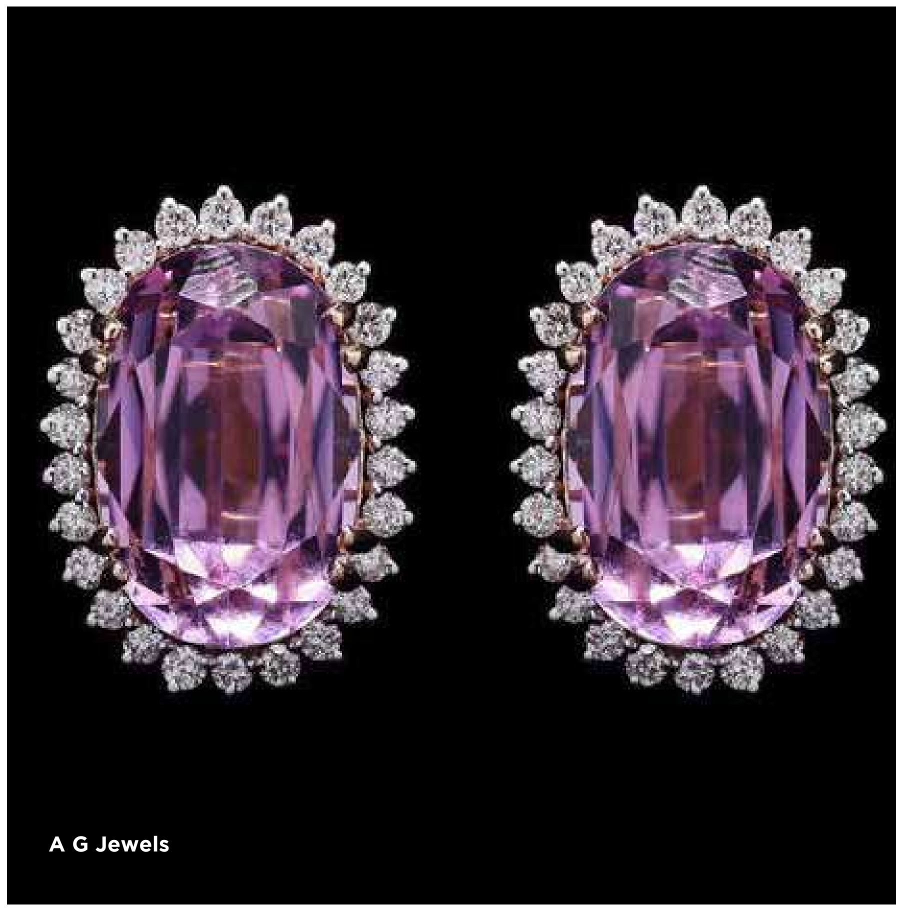
Jain says the company's product strategy begins at the retail level, with a close understanding of the customer and their budget. "We pay a lot of attention to the ground level, at the retail level. Customers normally come with a fixed budget in mind, and at Trident Jewels, therefore, the budget often becomes the starting point for design. The focus is on reducing metal weight without compromising visual appeal, while adding stronger designer elements. This approach has become increasingly relevant as consumers look for attractive, well-designed jewellery at accessible price points.

Technology is also finding its way into the company's design process. Jain says Trident Jewels has been experimenting with AI applications for around a year. "We have been working with AI applications for the last one year, and we have seen some success in the last six months," he says.

The initiative is being driven by a young team, including his sons, Khwaish and Ayodh, who are exploring how AI can support design development and product innovation. The aim is to optimise designs while retaining craftsmanship and ensuring commercial viability.

Trident Jewels continues to offer handmade jewellery in both 22-karat and 18-karat gold. The company is also focused on optimising manufacturing wastage, which typically starts at around 3.5% and can rise to 5–6%, depending on the product.

By combining retail insights, precise price-point planning, lightweight construction, design innovation and emerging AI capabilities, Trident Jewels is building a product range closely aligned with the evolving needs of today's jewellery consumer.


A G Jewels


Radiant Jewels


KGK

IN FOCUS

Silver Dazzles as Innovation, Affordability & Lifestyle Products Drive Demand

Manmohan Exports

Maina Payal

At IIJS Bharat Premiere 2026, the Silver Pavilion at Jio World Convention Centre (JWCC) emerged as one of the busiest destinations on the show floor, drawing unprecedented footfalls from retailers, wholesalers and international buyers. Relocated to JWCC for the first time, the pavilion showcased the remarkable evolution of silver—from everyday jewellery and contemporary accessories to statement artefacts, home décor and luxury gifting solutions—underscoring the growing importance of the white metal in India's retail landscape.

The overwhelming response reaffirmed that silver is no longer viewed merely as an affordable alternative to gold. Instead, it has carved out its own identity, fuelled by innovation, design and changing consumer preferences.

Among the biggest attractions was Bengaluru-based Purple Jewels Pvt. Ltd., where Director Sandesh Jain presented monumental silver creations that seamlessly blended technology with craftsmanship. Visitors were captivated by intricately crafted idols of Nandi (the sacred bull and vehicle or mount of Lord Shiva), Hanuman's mace, along with an elaborate silver chessboard.

The highlight was the use of advanced paper-casting technology, which enables intricate hollow structures without compromising strength or aesthetics. "Nandi of this size that traditionally weighed around 45 kg now weighs just 12 kg while retaining the same grandeur," Jain explained. Similarly, a Ganpati idol that would normally weigh nearly 5 kg has been reduced to just 1.5 kg. Crafted in 92.5 sterling silver, these lightweight masterpieces are finding buyers across India.

Purple Jewels Pvt Ltd

Purple Jewels Pvt Ltd

Another showstopper was a beautifully engraved Hanuman Gada bearing the entire Hanuman Chalisa, demonstrating how modern manufacturing techniques can preserve exceptional artistic detailing while significantly reducing weight.

Jaipur-based Sangeeta Boochra also witnessed exceptional business during the show. The company reported a steady flow of buyers from across the country, with visitors appreciating the pavilion's new location at JWCC for its accessibility and comfort.

Its handcrafted silver purses emerged as one of the biggest crowd-pullers. Elegant potli bags and compact handbags designed to carry daily essentials such as mobile phones were priced between ₹1 lakh and ₹2 lakh and generated strong demand from premium retailers.

Abhineet Boochra observed that retailers across India are increasingly dedicating exclusive sections within their stores to silver jewellery and artefacts, reflecting the category's growing commercial significance. He also believes silver must retain its own distinct identity. "Silver should look like silver. It should not imitate gold through heavy gold plating. Oxidised and naturally finished silver has its own appeal and creates a clear distinction between gold and silver categories without competing with each other."

At Maina Payal, Director Anil Soni reported that the company had virtually sold out after receiving bulk orders from retailers and corporate buyers for its latest Italian-finish silver anklets. Weighing between just 10 and 20 grams, the handcrafted anklets combine machine-assisted casting with meticulous hand finishing and were offered in the B2B price range of ₹3,000 to ₹6,000 per pair.

Apart from jewellery, Maina Payal also attracted significant

IN FOCUS

Maina Payal

Purple Jewels Pvt Ltd

interest from Middle Eastern buyers for its finely crafted silver artefacts, including ceremonial daggers, brooches, trinket boxes and snuff boxes embellished with filigree and enamel work. Encouraged by the response, the company is now looking to expand further into global markets.

Destination wedding jewellery emerged as another fast-growing category at the pavilion. Anita Dhingra of Manmohan Exports said the company received an enthusiastic response for its elaborate bridal collections crafted in silver with gold plating, polki work and coloured gemstones. Designed to replicate the grandeur of traditional fine jewellery at a fraction of the cost, the collections cater to destination weddings and overseas Indian communities.

"A bridal necklace that may cost nearly ₹40 lakh in gold with natural diamonds and gemstones can be recreated in silver with the same luxurious look for around ₹1 lakh," she explained.

The company has also introduced lighter pendant sets and versatile bridal designs that can be worn beyond wedding celebrations, making them attractive for modern consumers seeking value without compromising on appearance.

According to Dhingra, many jewellery retailers are now creating dedicated floors or sections exclusively for destination wedding jewellery in gold-plated silver, reflecting the rapidly expanding market for premium fashion-led silver collections.

The Silver Pavilion demonstrated that today's silver industry is being shaped by three powerful forces—technology, affordability, and lifestyle-driven design. Whether through lightweight engineering, contemporary accessories, devotional artefacts or statement bridal jewellery, exhibitors successfully showcased silver as a versatile metal capable of addressing every consumer segment.

Despite rising and unpredictable silver prices, exhibitors remained optimistic that demand will continue to grow as retailers diversify their offerings and consumers increasingly appreciate silver for its design versatility, craftsmanship and value. At the show, silver was no longer simply the second choice—it confidently emerged as one of the show's brightest success stories.

IIJS TRENDS

Bangle Bliss

Designed to command attention, these exceptional bangles celebrate creativity and contemporary luxury. From sculptural silhouettes to diamond- and gem-studded brilliance, each piece makes a lasting impression.

The sleek, high-polish rose gold open bangle is decorated with a channel-set rainbow of gemstones, each end culminating into a pear-shaped motif studded with diamonds. **By AWESOME SPARKLERS**

Glass and 22-karat filigreed gold create a beautiful symphony of elements. One of the finials is adorned with gold buds and leaves. **By ANAND SHAH**

The broad white gold cuff is defined with symmetrical rows of emerald and diamond drops, topped by a pear-shaped emerald ensconced within a diamond loop. **By VALENTINE FINE JEWELLERY**

Inspired by nature, the white gold bangle is lined with lustrous pearls and diamonds. One finial blossoms into a floral motif articulated with emeralds, diamonds, and rose-cut diamonds, while the other is adorned with diamonds, rose-cut diamonds, and a luminous pearl. **By TARA FINE JEWELS**

IIJS TRENDS

The broad white gold bangle is a picture of symmetry. Composed of well-defined motifs that come together seamlessly, the design is embellished with white diamonds and punctuated by fancy yellow diamonds. **By P HIRANI EXPORTS LLP**

The broad white gold bangle is composed of hexagonal motifs, each adorned with an emerald, diamonds, and hints of onyx. The motifs are interspersed with triangular elements highlighted by tanzanite drops. **By ORIENTAL GEMCO**

Designed with graduating segments, each adorned with round brilliant diamonds, the bangle exemplifies modernity. **By GNS JEWELLERY**

The station bangle, embellished with diamonds, is highlighted with a series of cabochon rubies that create a striking contrast. **By ANAN JEWELS INDIA**

INNOV8

AI Adoption in Gems & Jewellery Hinges on Data and Change Management

Artificial intelligence is emerging as a strategic priority for the gems and jewellery industry, but successful adoption will depend more on data and organisational change than on the technology itself, Parul Bajaj, Managing Director and Partner, BCG, said during a session on AI-powered growth.

The panel, moderated by BCG Partner Ram Balasubramanian, brought together Jagdish Mitra, Founder and CEO of HumanizeTech.ai, and Professor Asim Tewari of IIT Bombay's Mechanical Engineering department. Mitra identified three broad categories of industry adopters: large national players experimenting with early AI applications, large exporters exploring selective adoption, and family-owned businesses, which currently lag furthest behind and therefore represent the largest opportunity for transformation.

Bajaj highlighted BCG research showing that digital and AI leaders are outperforming their peers across revenue growth, profitability, market share, customer satisfaction, shareholder returns and return on invested capital. In India, around 80% of companies are actively prioritising AI, yet only about a quarter report meaningful business results, pointing to a significant gap between investment and impact.

Tewari cautioned that generic AI tools, including generative chatbots, address only a limited portion of the industry's requirements. More complex manufacturing applications require deep domain expertise to be embedded into AI systems. He also highlighted data ownership as a critical issue, with manufacturers potentially requiring on-premises infrastructure to safeguard proprietary information as AI adoption expands.

Mapping opportunities across the gems and jewellery value chain, from mining and cutting and polishing to manufacturing and retail, Bajaj said India is particularly well positioned in the middle segments. AI applications already being deployed globally include AI-assisted grading, natural versus lab-grown diamond screening, catalogue creation and personalised retail discovery.

She outlined three broad categories of AI applications: automating everyday tasks, reshaping critical functions such as grading and design, and enabling entirely new business models. Citing L'Oréal's AI beauty advisor as an example, Bajaj suggested that jewellery brands could similarly use AI to deliver more personalised client experiences.

Bajaj concluded with BCG's "70-20-10" rule, which attributes 70% of AI's value to change management, 20% to data and 10% to the underlying algorithm.

The discussion positioned AI adoption as an industry-wide capability challenge, with data readiness, domain expertise and change management emerging as key requirements for converting AI investment into measurable business value.

INNOV8

Can Indian Creativity Build the Next Global Jewellery Brand?

Innov8 Talks examined how Indian jewellery brands can turn creative excellence into commercially successful global businesses, bringing together designers, a heritage jewellery specialist, and a luxury brand representative. The discussion was moderated by Richa Goyal Sikri, Luxury Journalist, Author & Digital Storyteller.

The panel featured Roshni Jhaveri, Jewellery Designer & Co-founder, Studio Renn; Shachee Shah, Jewellery Designer, Goldsmith & Founder, Shachee Fine Jewellery; Jay Sagar, 4th Generation Jeweller, Estate Jewellery Specialist & Valuer, Asta Guru; and Manan Mehta, Client Development & Bespoke, Zoya (A Tata Product).

Opening the discussion, Richa Goyal Sikri highlighted India's strengths in diamond cutting, coloured gemstones and jewellery manufacturing, while pointing to the relative shortage of globally recognised Indian luxury jewellery brands.

Shachee Shah spoke about building her brand around creative instinct rather than market trends. Her work revives the ancient art of micro mosaic, with storytelling and customer education playing an important role in helping clients understand its value. She stressed that the worth of jewellery extends beyond its precious materials to include craftsmanship, originality and trust.

Roshni Jhaveri discussed Studio Renn's approach to developing a distinctive design language through experimentation and artistic expression. She said creativity should lead the business rather than simply respond to consumer trends. The brand also avoids reproducing designs to preserve the uniqueness and exclusivity of each creation.

From the perspective of Zoya, Manan Mehta explained how creativity can thrive within a large corporate organisation while maintaining commercial discipline. He highlighted the importance of long-term vision, patience and customer trust. He also noted that AI is being used primarily to simplify operations rather than replace human creativity, particularly in a luxury category built around emotional storytelling, craftsmanship and personalised experiences.

Jay Sagar brought a valuation perspective to the conversation, emphasising that exceptional jewellery derives value from creativity, history and craftsmanship alongside the intrinsic value of gemstones. He encouraged designers to create timeless pieces and draw from India's heritage through contemporary interpretations rather than simply reproducing traditional motifs.

The interactive discussion covered AI, luxury customer experiences, heritage-inspired design, customer education and the challenge of balancing innovation with commercial success. The session concluded with a shared emphasis on authenticity, patience, trust, continuous learning and commitment to a creative vision as key foundations for building enduring luxury jewellery brands.

INNOV8

WGC's Mike Oswin makes the case for 'Gold as a Service'

Digital gold has been around for more than two decades, yet its potential remains largely untapped, Mike Oswin, Global Head of Market Structure & Innovation, World Gold Council, said at an Innov8 Talks session at IIJS Bharat Premiere 2026.

Speaking on "Gold as a Service", Oswin said the biggest challenge facing digital gold is surprisingly physical: building the infrastructure needed to back, store, secure and redeem the underlying gold.

He said fragmented liquidity, vaulting, legal structures, compliance and differing regulations make it expensive and time-consuming for new issuers to enter the market. Investors, meanwhile, face questions around trust, redemption and utility.

The WGC's proposed Gold as a Service platform aims to address these barriers through a shared infrastructure layer. Banks, fintechs and other qualifying issuers could plug into common physical gold, liquidity, custody and supporting services instead of building the entire stack themselves.

Oswin said the model could also unlock new applications, including easier physical redemption, gold-denominated dividends and payment-related services. A common gold pool could allow different digital products to become interoperable, creating a wider ecosystem around gold.

The objective, he said, is to make digital gold more accessible, liquid and useful, while ensuring that trust in the physical gold behind it remains at the core.

CPM's Jeffrey Christian Stays "Bullish" on Gold and Silver

Gold and silver prices are entering a period where investment demand, rather than mine supply or fabrication demand, will remain the key force shaping the market, according to **Jeffrey Christian**, Founder & Managing Partner, CPM Group, and Director, India Gold Metaverse.

Speaking at an Innov8 Talks session on "Gold & Silver Pricing Mechanism: Understanding Market Dynamics and Forecasting Future Trends" at IIJS Bharat Premiere 2026, Christian first took the audience through the mechanics of precious-metals pricing, before turning to his long-running "Gold and Silver Renaissance" thesis and the outlook for the markets.

Christian said investment demand is the single most important factor determining gold and silver prices. Economic and political uncertainty, inflation, currency risks, market volatility and safe-haven demand all influence investors' willingness to hold the metals. Futures markets can influence short-term moves, he added, but longer-term prices are ultimately shaped by the physical market and investment demand.

His "Gold and Silver Renaissance" thesis, developed by CPM Group in 2000, is built around a structural increase in precious-metals ownership. Since 2002, investors have added around 758 million ounces of gold, while silver investment

holdings have grown by 2.6 billion ounces since 2006. Central banks, meanwhile, have bought around 209 million ounces of gold since 2008. Christian expects this investment trend to continue.

He expects gold to remain bullish over the next several years, although he stressed that prices will not move in a straight line. CPM Group sees gold broadly in the $4,000-$6,000 range during periods of heightened stress. Christian also cautioned against extreme price forecasts, saying physical-market fundamentals eventually constrain investment-driven rallies.

On silver, he said investment demand could push prices back towards $70-$90 on a monthly average basis, while warning that strong rallies can be followed by sharp corrections. CPM Group also differs from some industry estimates on silver balances, with Christian arguing that investment demand should not be included when calculating fabrication-market deficits.

The Conversation Turns To India And The Jewellery Market

Following the presentation, **Manisha Gupta**, Group Commodities Editor, CNBC-TV18, joined Christian for a discussion covering the gold-price correction, recession risks, jewellery demand, de-dollarisation and silver.

Gupta began by asking what caused gold to fall from around $5,600 to $4,000 after its sharp rally. Christian attributed the move largely to the unwinding of speculative and ETF positions following a rapid rise. He maintained that the longer-term outlook remains positive.

For India's jewellery industry, Christian said jewellery demand generally supports gold prices rather than drives them higher. He also sees a gradual distinction emerging between jewellery consumption and investment demand, with investors increasingly choosing bars and coins when their primary objective is gold exposure.

Interestingly, he said a recession does not necessarily mean an immediate collapse in jewellery demand. In the early stages of an economic slowdown, consumers may defer large purchases such as homes, cars and holidays and redirect discretionary spending towards jewellery. He cited Japan in the early 1990s as an example.

Christian expects a less severe global recession between 2027 and 2029, with slower growth thereafter. He argued that such an environment could keep demand for gold and silver elevated as investors seek diversification and protection against economic and political risks.

On de-dollarisation, Christian said the shift should not be overstated. While the dollar's share of global reserves has declined, central banks continue to hold substantial dollar reserves while diversifying across currencies and gold.

The discussion ended with Gupta asking Christian to sum up his outlook for the two metals. His answer was direct: "Bullish."

GJEPC Honours 20 Young Leaders Shaping Jewellery's Next Chapter

GJEPC honoured 20 emerging industry leaders at the 20 Under 40 Awards, held at BEC during IIJS Bharat Premiere 2026 on 8th August. The awards recognised young entrepreneurs and professionals across manufacturing, retail, diamonds, jewellery, laboratories and allied businesses for their contribution to the industry.

The GJEPC leadership present included Kirit Bhansali, Chairman; Shaunak Parikh, Vice Chairman; Mansukh Kothari, Convener – Events; Vijay Mangukiya, Convener – International Events; Ashish Borda, Convener – PMBD; Nirav Bhansali, Co-Convener – National Events; and Sabyasachi Ray, Executive Director.

Kirit Bhansali, Chairman, GJEPC, said the initiative was created to recognise young talent, encourage fresh ideas and provide a platform for future leaders to connect and learn from one another. "Leadership is not decided by age or position. It is earned through your values, actions, and the trust you build with others. The 20 Under 40 Awards by GJEPC celebrate a remarkable group of young entrepreneurs and professionals who are shaping the future of India's Gem & Jewellery industry. They have a responsibility to build successful businesses, create opportunities for others, support their teams, and uphold the reputation of the industry."

Among the dignitaries invited to present the awards were Pritesh Patel, President & CEO, GIA; Sriram Natarajan, Senior VP, Laboratory Operations, GIA; and Amit Pratihari, Managing Director, GIA India.

The 20 Under 40 awardees

No.	Name	Designation	Company
1	Aashray Khurana	Managing Director	Khurana Jewellery House
2	Anisha Ranawat	Director	Swarnshilp Chains & Jewellers Pvt. Ltd.
3	Balraj Thadeshwar	COO	Shringar House of Mangalsutra
4	Brijesh Dholakia	CEO of 2nd Generation Entrepreneur	Hari Krishna Exports Pvt. Ltd.
5	Chirag Khunt	Sales Head	Prayosha Jewels
6	Dr. Chetan Kumar Mehta	CMD	Laxmi Imperial Pvt. Ltd.
7	Forum Javeri Miyani	Sr. Director, New Services	GIA India Laboratory Pvt. Ltd.
8	Harshit Satikunvar	Director	J.P. Jewellers
9	Miraj Patel	CSO	Greenlab Diamonds LLP
10	Mohinderpal Singh	Partner	New Light Jewellers
11	Neel Pethe	Business Head	Waman Hari Pethe Jewellers
12	Nikhil Sajjanraj Jain	Partner	Sri Krishna Diamonds And Jewellery
13	Raj Monpara	Partner	Nityas Gems and Jewellers Limited
14	Sahil Solanki	Partner	Solanki Jewels
15	Sayan Majumdar	Director	Shree Guru Gold Private Jewels
16	Shivam Singh	Director & CEO	Iraah Jewels
17	Siddharth Sanghvi	CEO	Cascade Star India Pvt. Ltd.
18	Siddharth Sethia	Executive Director & Managing Partner	Kabra Jewels Limited
19	Srishti Kothari Punamiya	Merchandising Head	Vasupati Jewellers India Pvt. Ltd
20	Vismay Soni	Managing Director	SMR Jewels Limited

VIEWPOINT

CPM's Jeffrey Christian: Gold and Silver Demand Set to Rise as Global Risks Mount

Jeffrey Christian, Founder & Managing Partner, CPM Group, and Director, India Gold Metaverse, spoke exclusively to ***Solitaire*** magazine by GJEPC about the forces shaping precious metals markets, the outlook for gold and silver, India's domestic market dynamics, and how businesses can manage risk amid rising volatility.

Gold and silver markets are being shaped by a combination of geopolitical tensions, economic uncertainty, deglobalisation and sustained investment demand, according to Jeffrey Christian, Founder & Managing Partner of CPM Group and Director of India Gold Metaverse.

Christian, who has advised governments, central banks, mining companies and institutional investors for decades, said the growing desire among investors and central banks to hold precious metals has been a key factor behind higher prices. He also expects investment demand to strengthen further amid political and economic uncertainty.

What are the biggest forces driving gold and silver prices today, and which of these does the market underestimate?

At the end of the day, the most important factor is investment demand, the amount of gold and silver that investors want to buy or do not want to buy at any given time. Investors tend to buy gold and silver based on economic and political factors.

We are looking at deglobalisation and its negative economic consequences. We are also seeing rising international tensions and increased military actions, including Russia against Ukraine, the United States versus Iran, and tensions involving China, Taiwan, Japan, South Korea and the Philippines.

There is a reduction in the hegemonic powers of the United States and a change in international dynamics politically, economically, monetarily and financially. Within individual countries, particularly the United States, there is also increasing political, financial, economic and social tension.

All of these factors come together and cause investors to say, "I probably want to have more of my wealth in gold and silver."

We have seen a steady increase in investor and central bank demand for gold and silver over the last quarter century, and that has been reflected in higher prices. That is continuing, and quite frankly, the problems seem to be getting worse.

Gold has repeatedly reached record highs, while silver has often lagged before catching up. What is your outlook for both metals over the next 12 to 24 months?

Given that the United States is going through a very difficult political period, with the Trump administration and rising political, social and economic tensions, we see the US Congressional elections in November as a very difficult point.

Our view is that after August this year, we are likely to see investment demand rise because of these political tensions, problems, uncertainties and risks. That would drive gold and silver prices sharply higher.

Silver did lag gold. From 2022 into the middle of 2025, there were a lot of investors buying both gold and silver, but other investors were selling silver that they had bought in 2020 and 2021.

There had been a lot of claims at the time that silver was going to reach $700 an ounce and gold $10,000 an ounce. Many investors bought silver at very high prices and then sold it back into the market as prices rose through 2023, 2024 and 2025.

We estimate that a couple of 100 million ounces of silver were being sold by investors each year on a gross basis during those two years. Investors were net buyers, but the volume of selling created a backlog in the market because dealers and refiners could not handle the amount of metal.

That selling stopped around September last year, and the silver price began to rise sharply, moving from $40 and $50 to $121 in five months.

India is one of the world's largest consumers of gold and silver. How do domestic factors interact with global events to influence prices in the Indian market?

We have always been criticised for focusing on domestic market conditions and domestic prices. While people often say that Indian prices are at a premium or discount to London or New York, we have said that the Indian price is determined by domestic market conditions and, to some extent, the international price.

That is going to continue. Government policies can have a tremendous positive or negative effect on investment demand in India and on the world.

I have followed the Indian market since the late 1970s. We have seen massive changes in government policies towards gold and silver, yet the gold and silver markets have continued to survive and thrive in India, almost regardless of what the government does.

What advice would you give manufacturers, retailers and bullion dealers at IIJS on managing price risk and building resilient businesses?

There are three things I would talk about.

First, we are very big on hedging, but we are very big on hedging done well. We advise mining companies, industrial users, investors and others on this. We like to structure hedges that give consumers, jewellers and investors upside exposure and protection against rising prices, while allowing them to benefit if prices fall back.

So the first thing is, I think you need to hedge.

The second thing is that you need to think in terms of scenarios. We have a main scenario that we talk about, but the reality is that we run dozens of scenarios.

You cannot be certain about what the future is going to be economically and politically. But if you can have a band of scenarios that are more realistic and more probable, you can make better decisions. People talk about depressions or hyperinflation, but those represent less than 1% of the probability of future economic trends. Pay attention to the other 98%.

The third thing is that the precious metals markets have always been overridden by misinformation and disinformation, with people misrepresenting what is happening with central bank sales and investment demand.

That has gotten worse as information in general has become more prone to bad information. The internet and artificial intelligence are contributing to this explosion of bad information.

You have to be very careful about what you believe when you are hearing and reading things about gold and silver.

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WORKFORCE CHALLENGES FORUM

Addressing Talent, Skills & Workforce Transformation In The Jewellery Industry

Moderator
Sudhir Sohoni
Founder Director, Purple HR Consulting Private Limited

Ashish Mandloi
Head (HR & Administration)

Jaideep Kewalramani
Head of Employability Business & COO

9th August 2026

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TOPIC

THE EYE OF INNOVATION

Navin Sadarangani
Founder & CEO,
NYUZ

Janak Mistry
Founder & Managing Director,
Lexus SoftMac and Chairman Managing Director,
Lemon TechnoMist

Rohit Hudke
Founder & CEO
Company: Diamond Headquarters Private Limited
Brand: RINGS & I

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SHOW GLIMPSES

IIJS Buzzes With Energy, Ideas & Business

Here are some candid shots from the show floor.

EDUCATION

GIA School of Gemology and Jewelry Arts™ Unveiled at IIJS Bharat Premiere 2026

The new GIA School of Gemology and Jewelry ArtsTM was unveiled at IIJS Bharat Premiere 2026 in Mumbai, one of the world's largest gem and jewelry trade exhibitions, making it the ideal platform to introduce GIA's latest education initiative to the industry. Bringing together thousands of manufacturers, retailers, exporters, designers, educators, and other stakeholders from across the global gem and jewelry community, the event provided the perfect setting to showcase GIA's continued commitment to advancing education.

The unveiling took place in the presence of industry leaders, representatives from the Gem & Jewellery Export Promotion Council (GJEPC), GIA's global leadership team, alumni, students, and esteemed members of India's gem and jewelry community.

"GIA's mission has always been to build consumer confidence in gems and jewelry, be it in India, New York or London. Our seven campuses across the world are in service of that one vision. We are delighted to unveil the GIA School of Gemology and Jewelry Arts in Mumbai, reiterating our long-term commitment to invest in India as a strategic and important market, domestically as well as from a global perspective," said Cathryn Ramirez, GIA Senior Vice President and Chief Learning Officer.

"Nurturing India's talent pool through our education programs that are rooted in research, innovation and integrity, has always been at the heart of GIA. The GIA campus in Mumbai will continue to offer students with world-class education and training that will empower them with knowledge, skills and confidence to lead the future of the industry," said Amit Pratihari, Managing Director, GIA India.

Among the other prominent representatives of GIA at the event were Pritesh Patel, GIA President and CEO and Sriram Natarajan, GIA Senior Vice President, Laboratory Operations.

The ceremony concluded with a vote of thanks by Arjun Pansari, Director – Education, GIA India, followed by a commemorative group photograph featuring the GIA leadership team, GIA Alumni Collective chapter leaders, alumni and students.

VIEWPOINT

GuruKrupa: Crafting Jewellery That Every Woman Can Own

With a legacy spanning three generations, **GuruKrupa Exports** has earned a reputation for quality craftsmanship, customer trust and market insight. **Managing Director Shailesh Ramani** shares how the company has evolved with changing consumer preferences while remaining rooted in quality, transparency and value-driven jewellery manufacturing.

GuruKrupa Exports has built a strong presence in the diamond jewellery industry over the years. Tell us about your company's journey and the philosophy that has shaped its growth?

Our journey began when my father came from the village to Surat and started a diamond cutting factory. The second generation moved into diamond trading, and when I came into the business, I transitioned to jewellery manufacturing. Through each of these generations, our core values have stayed the same, good quality, strong customer relationships, timely delivery, and ethical business practices. We've always believed authenticity, purity, and transparency are non-negotiable in this business, and that's what has kept customer trust with us, and helped us grow as they've grown with us. We've consistently tried to give customers a quality product at a fair, reasonable price, and that philosophy is really what has driven our growth.

What is GuruKrupa Exports' core strength as a manufacturer? What sets your collections apart in a competitive market?

Our core strength lies in the details. When we craft a piece, we keep in mind every fine detail a woman looks for in her jewellery, the feel and the finishing. Resale value also matters a great deal in the Indian jewellery market, so we make sure every piece we craft holds strong resale value for the customer. That consistency, in finishing quality and design feel, is what has helped us grow steadily over the years.

Which are your strongest domestic markets today? Have you seen any notable shifts in demand or consumer preferences across different regions of India?

South India has always been GuruKrupa's strongest market. Early on, I spent time researching that market directly, understanding what South Indian women look for in traditional jewellery.We designed our collections around

that research, and that's what built our strong presence there.

That said, we are seeing a real shift today, especially in the Gen-Z segment within South India. Younger buyers prefer lightweight, modern, branded jewellery that reflects their personality and confidence. We've responded to that shift too. Ours is among the first companies in South traditional jewellery to introduce lightweight, daily-wear pieces designed specifically for this generation of buyers.

Do exports form a significant part of your business? Exports are a relatively small part of our business. Where we do export, it's largely Indian-style jewellery, serving major Indian brands established internationally. Our focus is primarily on pan-India design and the domestic market.

You have been a regular participant at IIJS Premiere. How has the show contributed to your business growth over the years?

IIJS gives us a platform where all our clients meet us under one roof. It's where they see our new designs, while we get to understand their requirements. Being able to display our full range in one place gives buyers clarity; it lets them compare us easily with other manufacturers and plan their next orders with confidence. IIJS has genuinely played a major role in growing our business over the years.

What can buyers look forward to at your booth?

This year, we're launching Amrut Bandhan, a collection of over 1,000 designs spanning modern, classic, contemporary, and traditional styles. Our Solo collection, featuring 0.02-carat solitaire diamonds, is built around the idea of the Forever Diamond. We have some more collections designed specifically for modern women and Gen-Z. Our goal this year is to curate something for every woman, across every age and life stage.

With gold prices remaining elevated and diamond jewellery consumers becoming increasingly value-conscious, how has GuruKrupa Exports adapted?

With gold rates as high as they are today, many women face budget constraints when it comes to jewellery. Keeping this in mind, we have combined technology with our production process, we've been able to create jewellery that's genuinely budget-friendly, often lighter in weight than how similar pieces were made before, while holding the price steady or even bringing it down. GuruKrupa doesn't operate purely on profit, we factor in what every woman actually needs, and that's shaped our decisions. That approach is a big part of why our jewellery has become a first choice for so many women today.

VIEWPOINT

Pankhuri Shah: Shaping Nature Into Fine Jewellery

Pankhuri K Shah of Closets Queen, believes fine jewellery should be deeply personal, reflecting the individuality of its wearer. At IIJS Premiere 2026, the brand is showcasing bespoke diamond jewellery distinguished by sculptural, nature-inspired designs, enamel work, and gemstones. Blending advanced 3D design technology with fine craftsmanship, the brand is responding to growing demand for versatile, artistic creations across bridal, occasion, and everyday luxury segments.

Could you tell us about your company and what sets your diamond jewellery apart in today's competitive market?
At Closets Queen, we believe fine jewellery should be as beautifully unique as the individual wearing it. What truly sets our diamond pieces apart in today's market is our dedication to bespoke craftsmanship and our signature 3D, nature-inspired motifs. We move beyond traditional settings by sculpting diamonds—often alongside pearls and vibrant colored gemstones—into wearable art that captures the delicate details of flowers, leaves, and birds. In an industry driven by mass production, we offer an intensive personal design experience so that every piece tells a one-of-a-kind story.

What are the key design trends shaping your latest collection at IIJS Premiere 2026, and which pieces have drawn the most attention from buyers?
This time, we are seeing a massive trend towards highly personalised, emotionally resonant fine jewellery that moves away from traditional, flat designs.

How are consumer preferences evolving in the diamond jewellery segment, particularly across bridal, everyday luxury and occasion wear?
We are seeing a clear shift towards versatility and 'wearable art' across all segments. Today's consumers do not want mass-produced items.

- Bridal: Modern brides are moving away from heavy, one-time-wear sets. They are investing in high-impact, pieces that can be restyled after the wedding.
- Everyday Luxury: Consumers opt for effortless sophistication that transitions seamlessly from day to night. They want unique, intricate craftsmanship to elevate their daily style without feeling overly formal.
- Occasion Wear: The demand here is for bold individuality. Buyers are gravitating towards sculptural statement pieces.

What role do innovation and technology, such as CAD, advanced manufacturing or new diamond cuts play in your design and production process?
For us, technology is the bridge between our artistic vision and the final crafted piece. While our heart lies in bespoke artistry, advanced CAD and 3D modelling are absolutely essential to perfecting the complex architecture of our signature nature-inspired designs.

Creating three-dimensional floral motifs requires precision to ensure a flawless setting of diamonds alongside delicate pearls and coloured gemstones. By pairing these technological innovations with traditional bench craftsmanship, we can achieve incredibly fine detailing and lightweight structural integrity. This ensures that even our most voluminous, sculptural statement pieces are balanced and comfortable to wear.

VIEWPOINT

Which domestic and international markets are driving demand for your jewellery?
Within India, our core growth comes from major metro markets. Modern Indian brides and luxury consumers are moving away from traditional designs, seeking our bespoke 3D floral motifs and vibrant multi-stone cluster rings.
We are also seeing a surge in demand for our intricate enamel work, which adds a sophisticated yet playful pop of colour to fine jewellery.

Globally, the UAE and the wider GCC region are huge growth drivers for us. We are also seeing consistent demand from the US and the UK, alongside growing interest from Southeast Asian buyer delegations engaging with us at IIJS Premiere 2026. International clients, in particular, are looking for handmade artistry.

How has exhibiting at IIJS contributed to your business growth over the years?
Exhibiting at IIJS has been a major catalyst for our growth, bridging the gap between our bespoke design studio and premier retail partners across India and key international markets like the GCC. For the 2026 Premiere edition, our expectations are exceptionally high as we debut a lineup of brand-new collections created specifically for this show.
Our primary goal is to build strategic partnerships with high-end retailers seeking authentic, collections that span every budget and occasion.

TECHNOLOGY

Shakti Enterprises – Driving Efficiency & Powering Precision

Nilesh Chauhan, Proprietor of Shakti Enterprises is showcasing complete jewellery machinery manufacturing solutions that help businesses enhance innovation, performance and quality. "Our cost-effective solutions help jewellery manufacturers improve productivity, precision and efficiency," he states.

What does your company specialise in?
Established in 2006, Shakti Enterprises is a trusted manufacturer, supplier, and exporter of high-quality jewellery manufacturing machinery. With nearly two decades of industry experience, we specialise in providing complete machinery solutions for jewellery manufacturers, including vacuum pressure casting, melting machine, rotary and air circulation burnout furnaces, buff polishing machine, filling machine, electropolishing machine, plating machine and other advanced production equipment. Our focus is on delivering reliable, innovative, and cost-effective solutions that help jewellery manufacturers improve productivity, precision and efficiency.

What is your USP?
Our biggest strength is our commitment to quality, innovation, and customer satisfaction. We offer comprehensive machinery solutions under one roof, backed by technical expertise, dependable after-sales support and customised solutions. Every machine is designed and selected to deliver consistent performance, durability and precision, making Shakti Enterprises a trusted manufacturer of jewellery machines for jewellery manufacturers across India and international markets.

Is there any product that you are showcasing at IIJS Bharat Premiere?
This time we will be showcasing our Vacuum Pressure Casting (VPC) Machine, one of our flagship machines for modern jewellery manufacturing. Engineered for precision and reliability, the VPC Machine minimises porosity, and produces high-quality castings with excellent surface finish. Its advanced vacuum and pressure technology ensures consistent casting results while improving production efficiency and reducing material wastage. Designed to meet the demands of both small-scale workshops and large manufacturing units, the VPC Machine reflects our commitment to innovation, performance and quality in jewellery manufacturing machines.

What are your expectations from IIJS?
IIJS is one of the most prestigious and influential exhibitions in the world for jewellery and machinery, bringing industry professionals under one roof. We see this show as an excellent platform to present our latest machinery innovations to a wider audience.
Our primary expectation is to strengthen relationships with our existing customers while building new partnerships with jewellery manufacturers from India and overseas. We also look forward to expanding our export network and understanding the evolving requirements of the jewellery manufacturing industry.
Beyond business opportunities, IIJS provides a valuable environment for knowledge sharing, networking, and collaboration. We believe participating in IIJS will further enhance our brand visibility, reinforce our position as a trusted provider of jewellery manufacturing machinery, and contribute to our long-term growth in both domestic and international markets.

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Sr no	Date	Time	Topic
06-Aug-26			
1	06-Aug-26	14:30 - 15:30	Learn how to upgrade manufacturing units into Smart Factories
2	06-Aug-26	15:30 - 16:30	Retail Transformation: Omnichannel, Tech and Consumer Behaviour
3	06-Aug-26	16:30 - 17:30	Color Origin Determination of Diamonds: Challenges and Possible Opportunities
4	06-Aug-26	17:30 - 18:30	The Impact of Fluorescence on Diamond Appearance
07-Aug-26			
5	07-Aug-26	13:00 - 13:45	Provenance as Promise: Turning Origin Into Opportunity
6	07-Aug-26	14:30 - 15.30	Secrets of Leveraging Social Media for Business Growth
7	07-Aug-26	15:30 - 16:30	HOW TO USE SOCIAL MEDIA to Grow Your Jewellery Business
8	07-Aug-26	16:30 - 17:30	Tech Innovations in Gold & Jewellery
08-Aug-26			
9	08-Aug-26	10:30 - 11:30	GJEPC AWARDS - 20 Under 40
10	08-Aug-26	12:00 - 14:00	GIA School Launch
11	08-Aug-26	14:30 - 15.30	Gold As A Service
12	08-Aug-26	15:30 - 16:30	Gold & Silver Pricing Mechanism, Understanding Market Dynamics and Forecasting Future Trends
13	08-Aug-26	16:30 - 17:30	The mindset behind building PNG Jewellers
14	08-Aug-26	17:30 - 19:00	Gold @ $ 10000 ! Trends, Opportunuties and Future readiness
09-Aug-26			
15	09-Aug-26	12:00 - 13:00	Solitaire festival of India by Divine Solitaire
16	09-Aug-26	13:00- 14:00	Session with Golden Cart
17	09-Aug-26	14:30 - 15.30	Workforce Challenges Forum: Addressing Talent, Skills & Workforce Transformation in the Jewelry Industry
18	09-Aug-26	15:30 - 16:30	Fund your business- Beyond bank funding: 1 Factoring 2. IPO 3. Venture Capital
19	09-Aug-26	16:30 - 17:30	THE EYE OF INNOVATION

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WHAT'S NEW

Timeless Treasures

AADISH GOLD specialises in antique-finish temple jewellery that is handcrafted in 22-karat gold. Embellished with gemstones, the collection is perfect for bridal and festive occasions. Each set is accompanied by a long pendant necklace paired with a choker of similar design. The earrings and kadas, too, mimic the same composition. Intricate motifs inspired by traditional temple architecture and deities lend the jewellery an unmistakable heritage appeal. Rich in detail yet timeless in design, these heirloom-worthy creations celebrate India's enduring legacy of artisanal craftsmanship.






Contemporary Chic

GEHNA JEWELLERS has a striking line-up of diamond and gem-studded creations. Grand danglers play with positive and negative spaces to give the illusion of a bigger look while keeping the diamond carat and metal weight in check. A radiant diamond studded necklace encrusted with fancy cut diamonds firmly holds on to a majestic emerald pendant. A tri-colour gem-laden bracelet accented with diamonds and set in luxurious rose gold packs all the vivacity one needs to turn any day into a joyful one. The cascading emerald and diamond earrings and swirling diamond bracelet with a sapphire at the finial are just a peek into their design-led collections.






WHAT'S NEW

Refined Elegance

Parina International excels in handcrafted jadau, polki and kundan meena jewellery. While the pieces retain the heritage, beauty and craftsmanship of an age—old jewellery crafting technique, the design language is contemporary. Each of their pieces have a refined sense of elegance. From bold chokers and long necklaces inundated with the finest gems to broad cuffs that bloom with Indian motifs and danglers that speak of India's royal past, each piece has a story to tell. The luxurious jewels have a refreshing sense of form and proportion, making each jewel, a timeless keepsake.

Shimmering Grace

RP Ornaments is showcasing a whole gamut of Rajkot style gold jewellery. Crafted using laser and CNC technology, the precision-made designs shimmer and shine bright in the light. Intricate designs are further highlighted by textures which add depth to the pieces. The lightweight and stylish creations are perfect for daily and light occasion wear. The jewels are delicate yet have the power to dazzle, adding a sparkle to every moment.

WHAT'S NEW

Silver Spotlight

Sangeeta Boochra derives its design language through a perfect blend of rustic bohemia and the luxurious elements of Indian heritage. Backed by a 130-year legacy, the brand works with traditional kaarigars and artisans to bring age-old handcrafted jewellery techniques and traditions into the contemporary realm. From scaled down motifs and elements perfect for daily wear to chunkier pieces that can dress up any occasion, the brand has a vast inventory of silver jewellery. They make it a point to highlight India's diverse cultural traditions through their designs. The brand has a reputation for creating unique and statement jewellery pieces that are loved by women all over the world.

Jewels of Splendour

VIJAY GEMS & JEWELLERY showcases an array of diamond and gemstone-studded jewellery that range from ancient jewels to contemporary, multi-functional statement pieces. This time at IIJS Bharat Premiere, they have a spectacular collection of necklaces. The sautoir necklace from the Maharani Splendour collection features three tanzanite interspersed with green tourmalines and surrounded by natural diamonds. In another contemporary creation, pear-cut and rose-cut diamonds along with round diamonds are interspersed with green and pink tourmalines for a play of colour. The pink tourmaline necklace centred on a majestic emerald will make anyone feel like a queen. From cocktail wonders to wedding finery, they have it all.

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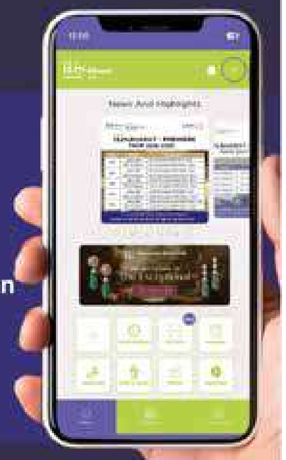

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