

SHOWDAILY



4TH AUGUST 2022

COVER STORY

IIJS Premiere 2022: India's Growth Engine Gets Ready To Roar

IIJS Premiere 2022 is all set to welcome buyers and visitors from across India and various parts of the world, from 4th to 8th August 2022, at Bombay Exhibition Centre, Goregaon, Mumbai. The 38th edition of IIJS Premiere will witness more than 1700 exhibitors, showcasing a range of products including Gold & Gold CZ Studded Jewellery; Diamond, Gemstone & Other Studded Jewellery; Loose stones, CVD; Silver Jewellery, Artefacts & Gifting

Items; Laboratories & Education; and Machinery & Allied, etc.

IIJS Premiere, which is counted amongst the top five trade shows in the world, continues to set higher benchmarks with each passing year. Last year, IIJS Premiere which was held in Bengaluru generated business of an estimated \$6.75 billion. The show has become the driving force that has sustained India's leadership position in the global gem and jewellery industry. Visitors can expect



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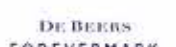
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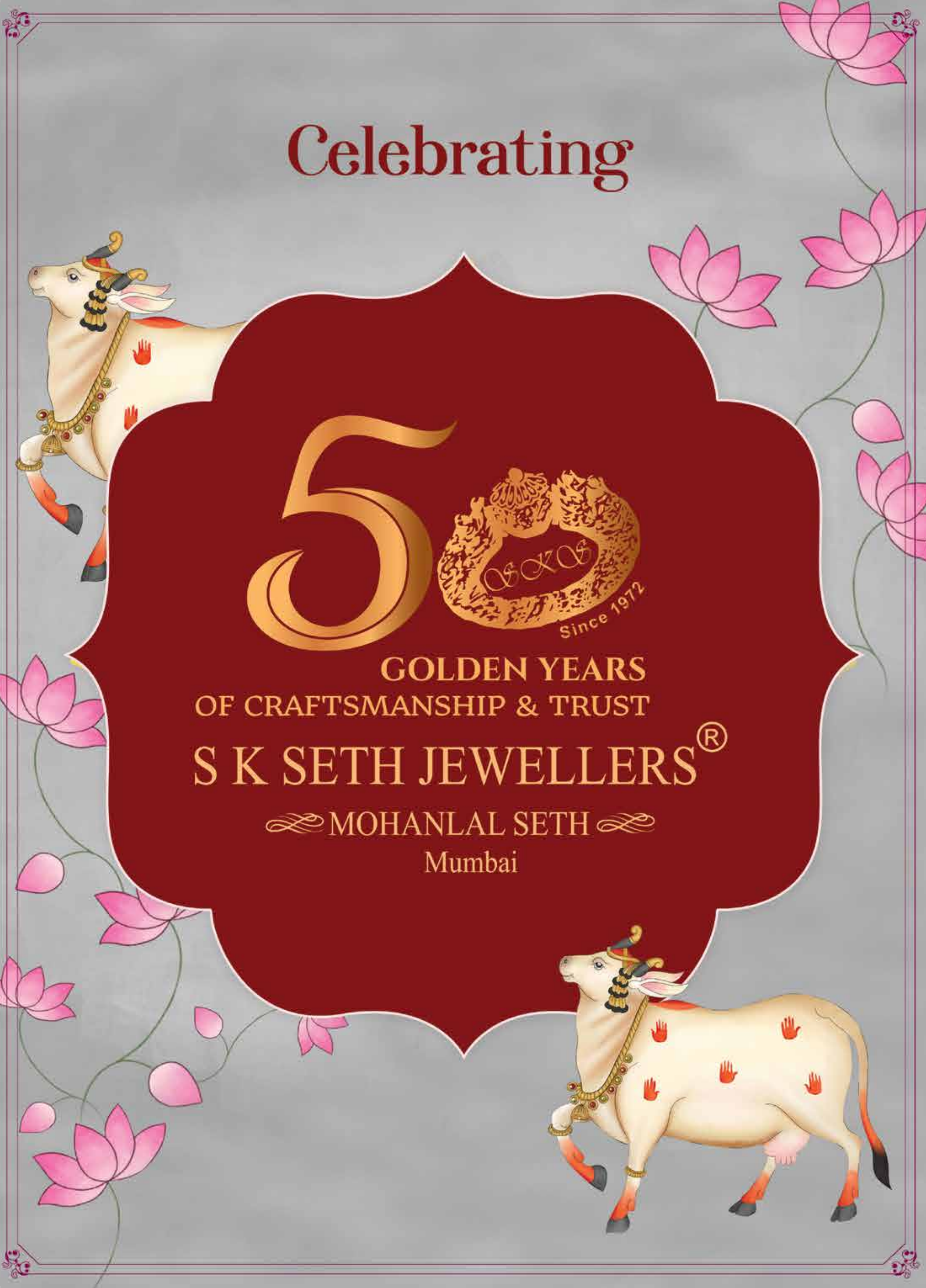
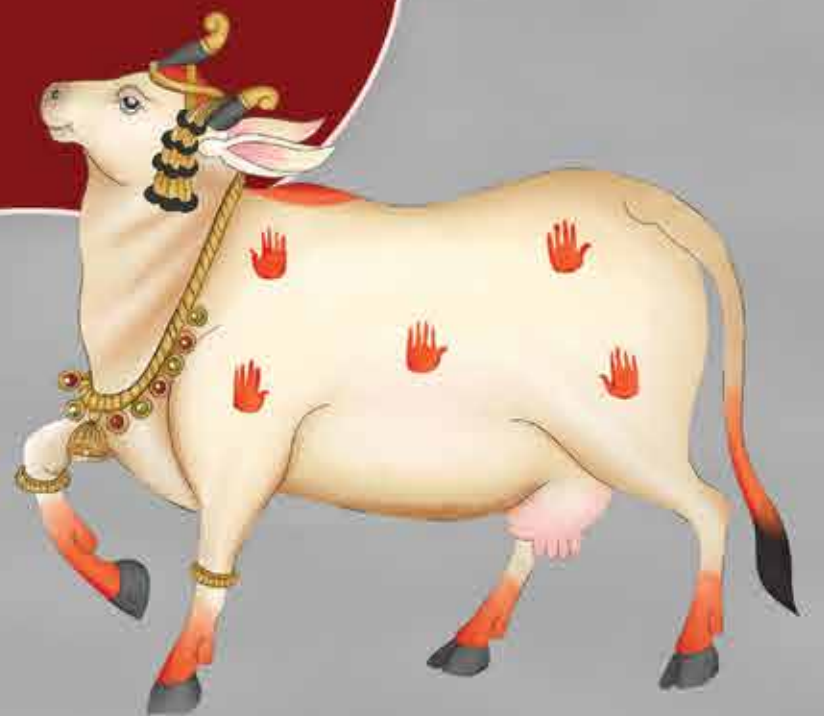


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IIJS INDIA
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JEWELLERY SHOW

PREMIERE 2022

4th - 8th AUGUST

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to see fresh designs that excel in quality and craftsmanship and are priced competitively to suit every market segment. The show anticipates a turnout of more than 40,000 business visitors from 800+ cities in India and 80+ countries.

IIJS Premiere is a globally renowned trade fair that promises to be an unmissable event for maximising your business opportunities. In terms of forging new business ties and an enhanced overall experience, the GJEPC's flagship show promises to be bigger, better and more comprehensive than

earlier editions.

Colin Shah, Chairman, GJEPC said, "IIJS Premiere is the only show that truly unites the entire Indian gem and jewellery community. It not only brings a wave of positivity when it arrives, it literally keeps sentiments upbeat for months after it ends. I'm sure the 38th edition of this venerated institution will, as usual, bring good luck and prosperity to its participants. I feel an overwhelming sense of gratitude towards this trade fair, to which so many of us gem and jewellery manufacturers owe our good

fortune. For GJEPC, there is much to be proud of and much, much more to accomplish. As we set our goals ever higher, it is heartening to see the passion for this phenomenal show gathering strength year after year."

Shailesh Sangani, Convener, National Exhibitions, GJEPC said, "As we forge ahead towards the 38th edition of IIJS Premiere, I'm happy to inform you that we have taken several initiatives that have made our flagship trade show a comprehensive platform to source gems and jewellery

across all categories, as well as offering lucrative opportunities to expand your business. The show will be bigger with the addition of 400 new exhibitors as well as upgraded facilities. It is our commitment to support the industry in every possible way and for that we are taking ample efforts to have a good mix of domestic and international buyers to deliver effective results and promote India's manufacturing and designing skills across the globe."

HIGHLIGHTS

Introducing LAUNCH PAD at IIJS Premiere



Add a new dimension to your product launch!

GJEPC introduces a well-equipped dedicated area to unveil your latest product offerings at IIJS Premiere 2022. Located in Central Square of Hall 1, Launch Pad is an ideal venue to unveil your new collection to the buyers & media at the show. Only limited slots are available. Book your slot today!

Schedule of Launch Pad at Hall 1 in Central Square

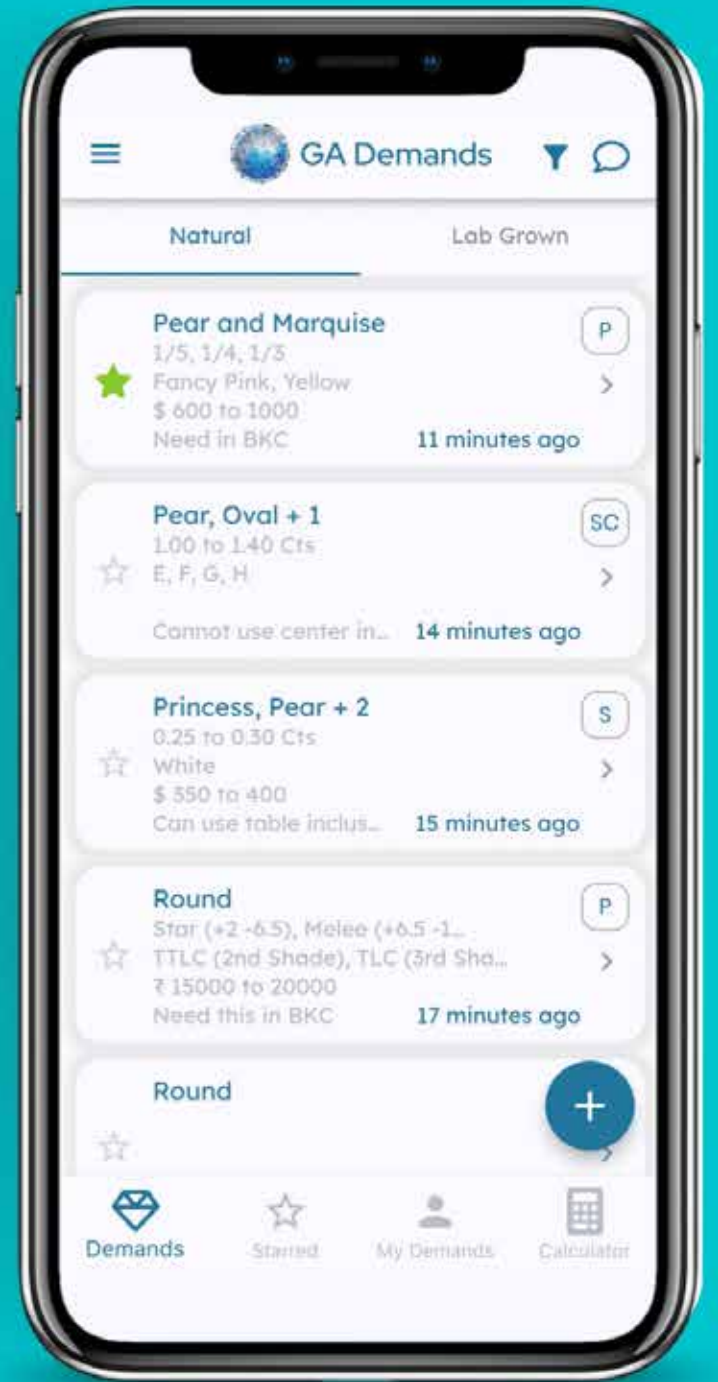
	12 noon -1 :00 pm	2:00 pm to 3:00 pm	3:30 pm to 4:30 pm
4th Aug		Chain & Chains	
5th Aug	IIGJ	IGI Woman Empowerment Drive	
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*First of its kind jewellery
Mother of pearl veneered preciously with
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IIJS Premiere show 2022*

MESSAGES



Colin Shah, Chairman, GJEPC

There's only one show that truly unites the entire Indian gem and jewellery community. It not only brings a wave of positivity when it arrives, it literally keeps sentiments upbeat for months after it ends. So deep is its impact on every aspect of the trade, that to think of it only as a "show", somehow doesn't do it justice.

I'm sure the 38th edition of this venerated institution will, as usual, bring good luck to its participants. So accustomed have we become to its unmatched business-generation ability, that perhaps the industry had begun to take it for granted.

I feel an overwhelming sense of gratitude towards this trade fair, to which so many of us manufacturers owe our good fortune. For GJEPC, there is much to be proud of and much, much more to accomplish. As we set our goals ever higher, it is heartening to see the passion for this phenomenal show gathering strength year after year.

After all, where else can a retailer amass an extraordinary depth of product design and inventory under one roof? Where else will you find another IIJS? All the best!

Vipul Shah, Vice Chairman, GJEPC

I am delighted to present the 38th edition of the India International Jewellery Show (IIJS) Premiere. Over the last nearly four decades, the show has gained recognition as the leading gem and jewellery trade show in the country and as one of the largest in Asia.

IIJS Premiere is the perfect platform to offer the best of India's expertise and craftsmanship in natural diamonds, lab-grown diamonds, gold, silver, platinum, and coloured gemstones. The expanded machinery section has made the IIJS a holistic sourcing destination for the domestic as well as international trade.

Every year, we strive to take 'brand IIJS' a notch higher. This year, too, we have introduced new features like eco-friendly paper badges, enhanced facial recognition technique to capture selfies for badge registration, digital verification of documents, and a kiosk for self-printing of badges at the venue.

The Covid-related slowdown in the global economy and rising inflation are starting to affect key jewellery consuming markets, but the forecast of a normal monsoon in India will ensure that the domestic economy is likely to improve in the coming months.

Continuing global demand for jewellery is a positive indicator for future growth in exports. And I am sure that business conducted at the IIJS will be a precursor to the better times ahead.



Shailesh Sangani, Convener, National Exhibitions, GJEPC

As we forge ahead towards the 38th edition of IIJS Premiere, I'm happy to inform you that we have taken several initiatives that have made our flagship trade show a comprehensive platform to source gems and jewellery across all categories, as well as offering lucrative opportunities to expand your business.

The last couple of years saw the entire industry weather the pandemic bravely. Many of us reinvented business models from offline to online platforms. We, too, held virtual IIJS shows. Last year, GJEPC took the IIJS Premiere to Bengaluru, which at that time seemed a huge logistical challenge. The show overturned all expectations and was a hit, revving up the business engines into top gear.

While we are not abandoning our venue in Bengaluru, where we will hold a brand-new show IIJS Tertiya in March 2023, we are bringing your favourite show back to Mumbai at BEC, Nesco.

The show will be bigger with an addition of 400 new exhibitors with upgraded facilities.

It is our commitment to support the industry in every possible way and for that we are taking ample efforts to have a good mix of domestic and international buyers to deliver effective results and promote India's manufacturing and designing skills across the globe.

Sabyasachi Ray, Executive Director, GJEPC

For the past four decades, IIJS has time and again proven that this exhibition has the power to transform an entire industry. IIJS Premiere 2022 will build on the unprecedented success of the Bengaluru edition that has raised the bar in terms of business generation and ease of doing business.

As the nerve centre of all trade and export-related activities for the gem and jewellery industry, GJEPC remains focused on strengthening existing business synergies between stakeholders in India as well as in other countries. GJEPC's effective leadership and guidance through some difficult and challenging times has been borne out by the phenomenal gem and jewellery export numbers registered from the final quarter of 2020 through all of 2021 and the first half of this year.

GJEPC has been actively encouraging exporters to tap new markets through a series of initiatives such as the India Global Connect e-meetings and Buyer-Seller Meets, etc. The Council has also collaborated with the Government for bringing trade-friendly policy reforms, including the trade agreements signed with the UAE and Australia, E-Commerce policy, Mega CFC at SEEPZ, and so on.

I'm pleased to inform you that IIJS Premiere 2022 has been listed under the MSME Scheme and eligible exhibitors can apply for a grant towards their participation in the show.

IIJS Premiere is one of the largest shows in the world, limited only by space constraints at the venue in Mumbai. In spite of receiving applications for 4,000 booths, we could accommodate only 2,970 booths in the allotted space this time.





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VIEWPOINT

Kamlesh Parekh: IIJS Will Be About New Mindsets & Innovations



Kamlesh Parekh, Director, Imaginarium (I) Pvt. Ltd., reveals details about the company's preparations for IIJS, the scope of 3D printed jewellery in India and much more.

What is the market like for 3D printed jewellery in India?

The jewellery industry has always been at the forefront of technology adoption. Today, 3D printing has become a vital part of the jewellery-making process. The transition to digital manufacturing is a boon to the industry with processes

becoming easier, smoother and quicker. Initially, artisans would have to make multiple wax moulds and metal imprints of their designs to manufacture them, but now they can directly print the wax pieces at the click of a button. It is now possible to modify or tweak the designs to suit client needs. One can also use 3D printing machines to directly print precious metals like gold, silver, and platinum for even the most complex designs making the production process much faster.

Do you cater to international brands as well?

We have been manufacturing partners for an extensive number of international clients from over 15 different countries. We bridge the distance from idea to jewellery with our entire spectrum of advanced manufacturing services that are uncompromising on finesse and craftsmanship. In addition, we provide customised products to our customers based on their requirements. We offer the widest range of high-quality materials, suitable for fashion jewellery, fine jewellery and lifestyle products.

Will you showcase new inventions at IIJS Premiere 2022?

Last year, our team came up with the idea of a fully 3D printed 1ft Ganapati Idol in black resin. The 12-inch Ganesha

idol was our showstopper at the IIJS Premiere 2021 in Bengaluru. This year, we plan to showcase our latest offerings in customised accessories and artefacts. We will also showcase different kinds of studded jewellery pieces, post-processing options like enamel and materials options like resin, nylon and much more.

What is the most innovative jewel created by Imaginarium?

At Imaginarium, we firmly believe in making innovative ideas a reality – whether it is producing anodised titanium pieces across a rainbow colour spectrum or manufacturing innovative metal designs with nylon fused material. We have several projects that I can highlight such as the Guinness World Record “The Divine - 7801 Brahma Vajra Kamalam” finger ring as well as a customised proposal ring with sound waves.

What are your expectations from IIJS Premiere 2022?

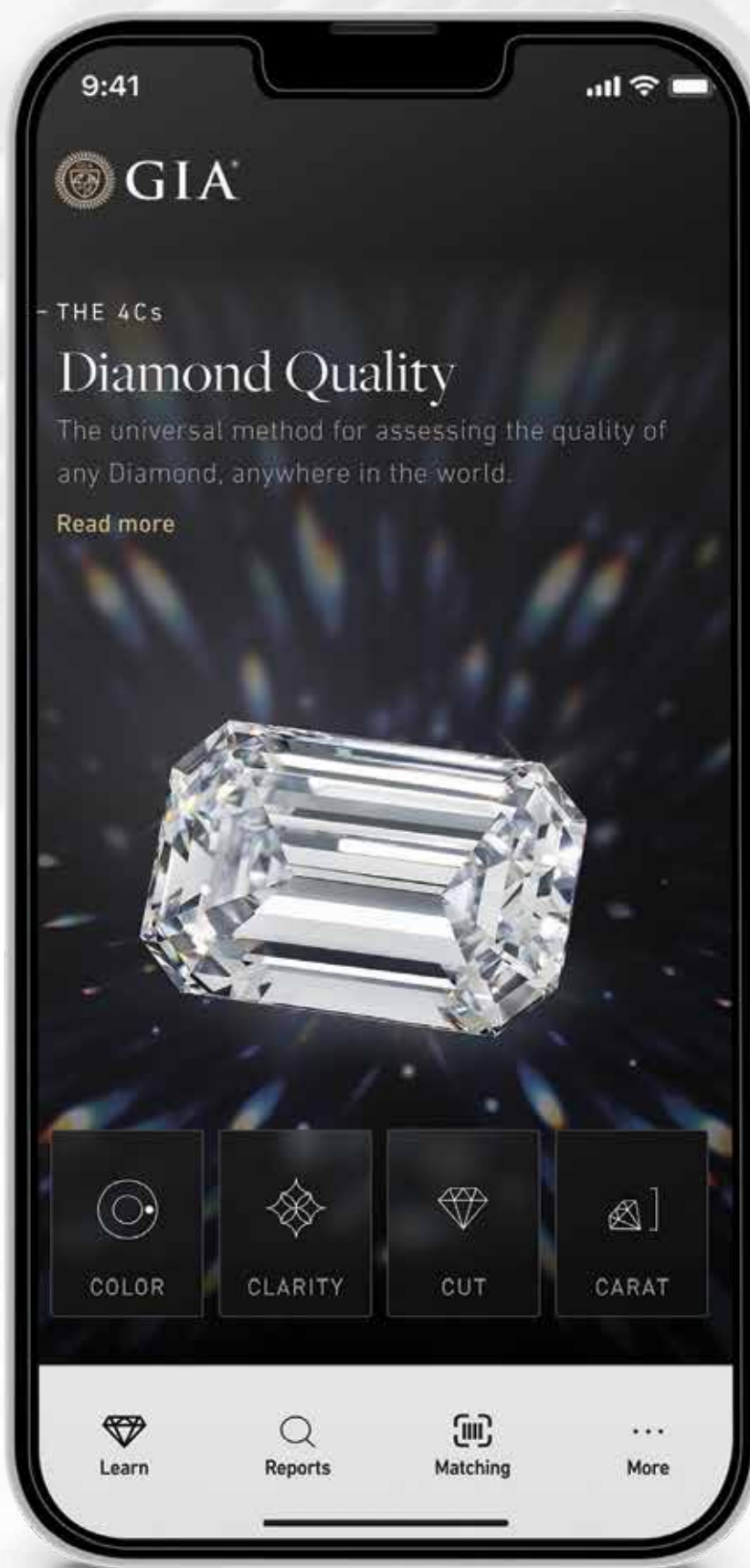
IIJS has consistently surpassed our expectations year after year. We believe it's all going to be about new mindsets and innovations at the forthcoming edition. We are confident

that visitors will come with an open mind ready to absorb and adopt the latest technology and manufacturing advancements in the jewellery industry.



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VIEWPOINT

Venus Jewel: Exciting Times Ahead For The Diamond Business



In an email interview, **Devansh Shah**, Partner, Venus Jewel, shares details about the company's latest tech-based sales innovations, expectations from IIJS and more.

As an exhibitor in IIJS Premiere 2022, what are your expectations from the show?

We have a lot of expectations from IIJS. We intend to meet local jewellery brands from India and abroad; touch base with existing customers and meet new customers from Tier II and III cities; introduce our Preferred Diamond Selection (PDS) system



(auction), and spread awareness among customers about how easy it is to buy from us. We also aim to offer our technological solutions to potential customers.

We believe Venus Jewel has now increased focusing on large diamonds above 10 carats. Tell us what prompted this decision.

To cut and polish a larger size diamond takes much more time, effort, risk, skill and exceptional craftsmanship. We saw the opportunity to bring our expertise in the 10-carat-plus polished diamonds. The trend

to focus on large size diamonds began in the 1980s, when we became the first in India to regularly cut and polish diamonds of two carats and above. We positioned our country as the world's leading source for large size polished diamonds and left a blazing trail for the industry to join us. Along with years of expertise, knowledge and highly skilled manpower, we are able to focus on making more of these high-value polished diamonds. Currently, we also have diamonds of 30 and 50 carats-plus in our inventory.

What is the response to the Look & Feel Video feature launched by the company earlier this year?

We noticed that our customers like to feel the size and shine of their diamonds in natural daylight when purchasing diamonds. Many of them would prefer to physically view the diamond themselves to assess the same or request for someone to view it on their behalf. Hence, we launched the Look & Feel videos last year.

The response has been very encouraging, as now, while buying Venus Jewel diamonds online from anywhere in the world, our customers can use the Look & Feel Videos feature and feel like they have inspected the piece personally.

It is easier to propose high value diamonds to downstream customers and it adds more confidence in every purchase.

You introduced the already successful Preferred Diamond Selection (PDS) auctions system at JCK Las Vegas. How does PDS differ from other online diamond auctions?

It was a very successful PDS at the Las Vegas show. The PDS auctions are our diamond's first introduction to our global customer base. To ensure each customer has a fair chance and time to consider the stones and place their offers, the bidding process lasts up to one week based on size of the diamond. Over such a time period, prospective customers place single, sealed bids, with the

winner taking the diamonds for the amount of the second highest bid. This distinctive process ensures stable pricing and has developed legions of devoted customers.

What is your opinion of the changing market dynamics due to the rising popularity of Lab-grown Diamonds (LGDs)? Does Venus Jewel include LGDs in its product portfolio at present, or have plans to do so in future?

These days, consumers are aware of the lab-grown diamonds more than ever before, which is likely to be a prevalent part of the quick fashion segment for a long time.



Although the dynamics are changing, the consumer's perception does differ when it comes to buying a natural diamond. Consumers view natural diamonds as more authentic, romantic and a promise/gift which retains its value for eternity. They aren't in and out of fashion or a fad. Consumers respect natural diamonds because they are more meaningful and a product of nature.

We are only into natural diamonds and currently have no future plans to get into LGDs.

How did Venus Jewel's early entry into the e-commerce space help it during the pandemic? Did you witness an increased shift towards online sales since Covid; is the trend still holding?

In the late 1990s we introduced the first business-to-business website www.venusjewel.com for selling large size solitaires online. Today, this pioneering e-commerce engine empowers our customers to fulfil their diamond demand online and offers a combination of detailed product information, ease of inventory access and rational pricing. The success of this e-commerce platform exemplifies the trust our customers placed in us. The site and the mobile App helped in eliminating the need to create sales offices around the world.

Sales went south during the pandemic which was true not only for the diamond industry, but also for the entire luxury segment. However, since our customers were already habituated to our user-friendly website and were comfortably buying diamonds, the shift was very easy. The trend still holds true for our customers as almost 60% of our sales are online. However, all of our diamonds are first viewed, researched, compared and evaluated online.

Any other comment that you would like to share with our readers?

There are exciting opportunities available in the industry and if we all work together we can help build our future and meet customer expectations more effectively and innovatively.





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JEWELLERS

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INTERVIEW OF THE DAY

Somasundaram: IIJS Is A Barometer Of Confidence For The Industry

Somasundaram PR, Regional CEO, India, World Gold Council shares his thoughts on several aspects of the gold industry, including the international gold spot exchange (IIBX), duty structures, the Gold Monetisation Scheme, the IIJS and more.



What significance does the IIJS trade fair hold for the gold industry in India?

IIJS is a leading trade show and serves as the barometer of confidence for the Indian gold and jewellery industry. It brings together a network of trusted and innovative jewellery manufacturers and retailers from various parts of the country and other regions in an effort to promote B2B contact and international trade.

With the return of IIJS show to Mumbai post the last two years of the pandemic, we expect that trade sentiment will receive a big boost.

Share your thoughts on the progress of WGC's Swarna Adarsh Abhiyan.

Swarna Adarsh Abhiyaan is an Indian avatar of the Retail Gold Investment Principles (RGIPs) which is a global initiative led by the World Gold Council to bring inherent trust in retail gold business practices. It is a massive retail transformation project that aims to promote transparent, sound business practices that underpin consumer confidence.

India's gold industry is highly unorganised and fragmented and uniform implementation of any standards to build an unified image of trust is challenging. Swarna Adarsh Abhiyaan is intended to essentially address

this challenge with the support of the wider industry. It aims to capture the best practices as a code of conduct for various segments of the supply chain that industry players - be they jewellers, manufacturers, refiners, hallmarking centres - voluntarily adopt and submit for independent verification.

We envision an industry where trust and transparency become the hallmark of the gold industry underpinned by a self-regulatory framework.

Is the recent hike in the gold import duty at odds with the Government's goal of making India a bullion trading hub?

Though duty is for domestic consumption and at this point of time, it cannot be said to conflict with the objective of becoming a bullion trading hub, indirectly, high duties do pose challenges for international trade.

There are significant opportunities for India to emerge as a global bullion trading hub through the international gold spot exchange (IIBX) with a thriving domestic bullion eco-system underpinned by globally recognised standards and infrastructure. As the second largest global market,

India's gold demand is heavily dependent on bullion and doré imports. The recent increase in import duty on gold aims to reduce gold imports and ease macro-economic pressure on the INR. However, this hike will likely strengthen the grey market with long-term adverse consequences for the gold market. A rationalised duty structure and simplified processes are fundamental to an organised trading market.

Could the higher import duty boost doré refining in the country?

Global supply linkages and recycling are more critical for growth in refining than duty.

Tell us about the World Gold Council's future plans for promoting gold jewellery to the

Millennials and Gen-Z.

At World Gold Council, we're committed to leveraging consumer insights and constantly evolving the narrative around gold to align with the changing mindset of the Indian consumers. The same has helped us to increase awareness, relevance and adoption of gold amongst the newer generations in the country.

While gold jewellery remains vital to any social occasions and celebrations for Indian families, the horizon of celebratory moments has expanded for millennials, as they embrace moments of self-expression and individuality and spontaneous celebrations. These generations form a major part of the country's demography and are redefining India's consumption story. In such a situation, gold is competing against other categories such as gadgets, electronics, and luxury experiences, that are vying for millennials' attention and wallet share. As a result of which, of late, the industry has seen an emotional disconnect from gold among the Millennials and Gen Z.

Our campaign 'You Are Gold' aims to evoke emotions and showcase creative self-expressions through heart-warming stories of celebratory moments. The campaign brings to the younger generations relatable stories around relationships and milestones that deserves to be celebrated with gold, attempting to ingrain the significance of gold in their everyday moments.

In the coming years, the World Gold Council will continue to support new-age solutions such as digital gold that cater to millennial preferences.



Read the full interview in [Solitaire magazine](#).

IIJS INDIA INTERNATIONAL JEWELLERY SHOW
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BRAND WATCH

Keep Shining

B R DESIGNS introduces two ranges of diamond-studded jewellery. The designer pret wear features openwork motifs and decorated with diamond florets, while the couture section consists of colliers and slender two-row graceful necklaces held with gem-studded tiny clasps. There's an array of curvy chandelier earrings blending rose cuts and diamonds that are apt for soirees, and for those with more understated aesthetics, there earrings with diamond-studded chevron motifs suspended with gem drops. Take your pick!



Radiant Jewels

An array of tastefully designed cocktail diamond rings, swish sparkling earrings and bracelets by J P GEMS & JEWELS glorifies the structured and curvaceous forms inspired by modern architecture. The handcrafted ornaments are accented with various shapes of diamonds, including pears, marquise, baguettes set in white and rose gold. The bejewelled pieces are the perfect conversation starters at glittering soirees.



BRAND WATCH

Elegant Symmetry

Every woman is an enigma, with a multifaceted personality that is beautiful as much as it is elusive. She seems fragile yet stands strong, calm in the face of a storm yet passionate about life. This IIJS, A'STAR JEWELLERY unveils her mysterious side through the symbolic designs of its "Maya" collection. The designs are an evocative play of abstract forms and fluidity that portray a seamless yet contrasting flow of pattern. The symmetry of metal and diamonds creates an optical illusion of size and sparkle. Crafted in 9- to 18-karat gold, these fanciful, conversation-worthy jewels are a perfect match for her alluring persona.



Colour Accents

Surat-based AWESOME SPARKLERS livens up their contemporary diamond jewellery collections with a hint of colour by using gemstones such as rubies and sapphires. A multilayer diamond necklace gives way to a cascading pendant interspersed with gemstones in hues of pink and red. A bracelet playfully interprets the scalloped pattern with rubies and diamonds.

For those who want even more colour in their jewellery, a tennis bracelet is composed of chromatically arranged gemstones that range from blue to pink with diamonds at its fringes.

For diamond purists, the link bracelet gets a luminescent makeover with round-diamonds studded all along its circumference.

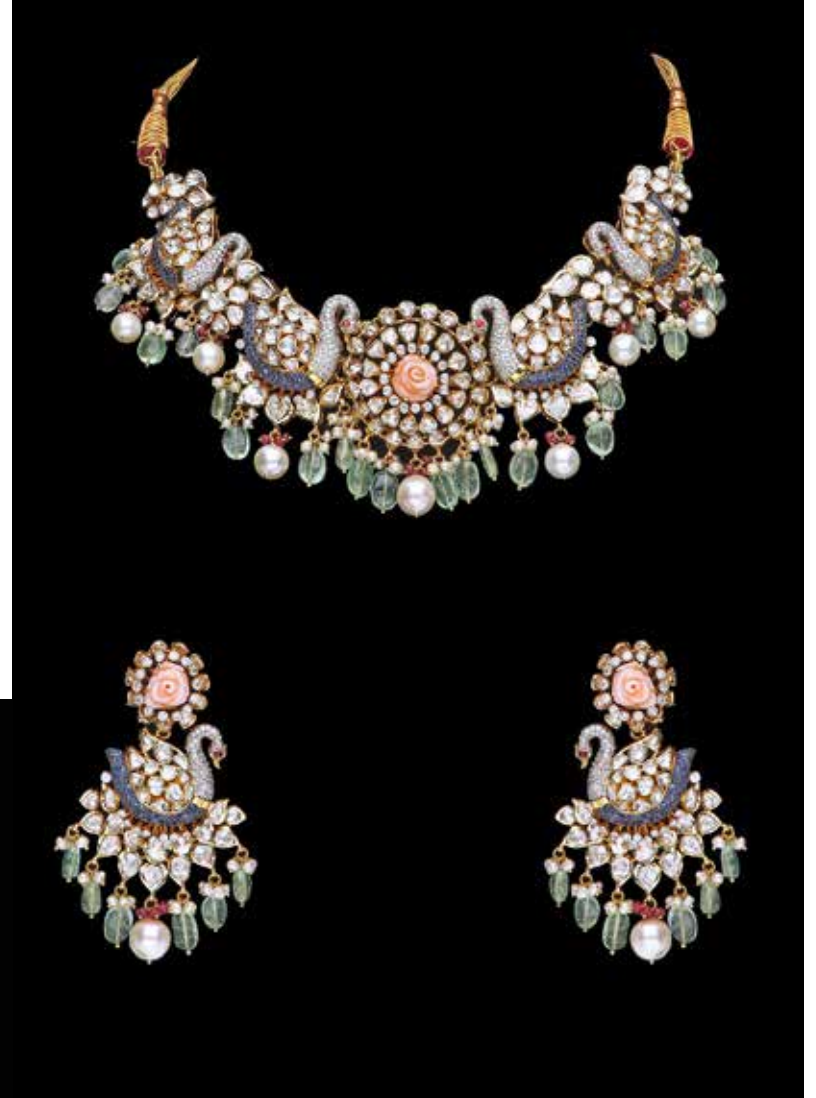


BRAND WATCH

Vintage Keepsakes

Nature is an eternal inspiration for jewellery designers. DASSANI BROTHERS unveils a special 18-karat gold collection, Elements, at IIJS Premiere 2022. Replete with colours, Elements consists of long necklaces with pendants, chokers, cocktail rings, multirow necklaces that remind one of lush forests, monotone deserts, bright flowers and dark clouds.

Designed by skilled artisans, the jewels are liberally embellished with polkis, round brilliant cut diamonds, Zambian and Russian emeralds, rubies, morganite, tanzanite and coral flowers.



Bewitching Bling

The Zing collection by KALASH JEWELS speaks the design language of modern consumers. The sophisticated range consists of the ever-popular Cuban chains and bracelets, and ultra-lightweight Italian jewellery in rose and yellow gold. Some of the openwork link bracelets and chains have been accented with diamonds to add a touch of glamour to them.

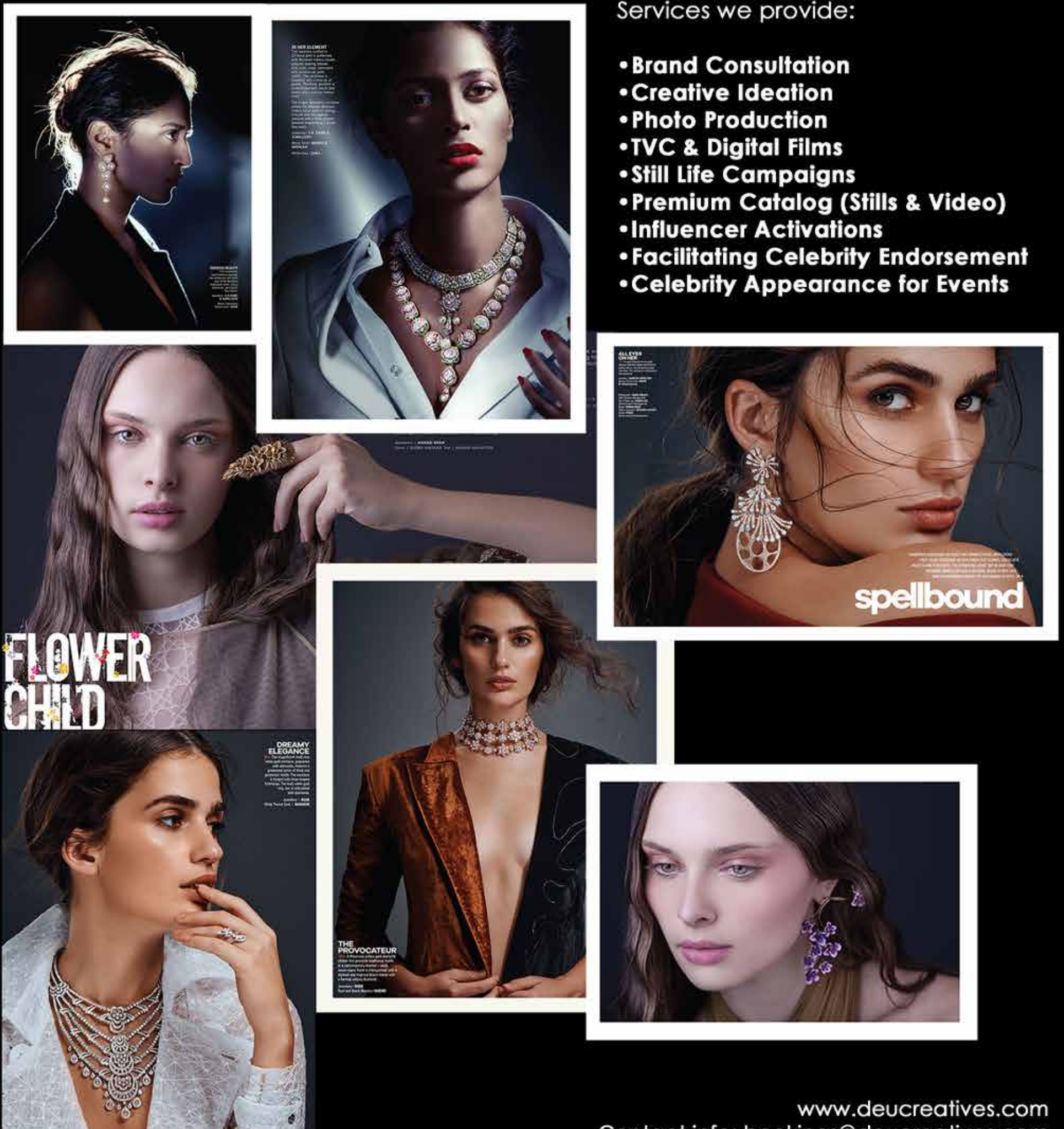


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DESIGN CORNER

New Gold Designs For New-Age Consumer



Manish Bhindi, Director, Manish Bhindi Jewels, Rajkot, presents an extraordinary blend of Indo-Western collection in 22-karat gold to cater to global consumers. The third-generation jeweller, who also doubles up as a landscape painter, is known for his exclusive antique-finish renditions that are handcrafted with age-old crafts such as naqashi, granulation, texturing and more.

How do you feel about IIJS returning to Mumbai this year?

IIJS is no longer just an exhibition, it is now a well-known global brand. We are extremely happy and grateful to participate this year's exhibition in the beautiful city of dreams – Mumbai!

What is your company's USP?

At Manish Bhindi Jewels, our USP is to curate collections of exquisite designs with great attention to detail given to each piece of jewellery that we manufacture.

We are extremely proud to have the most gifted craftsmen who bring our artistic designer visions to life for our esteemed customers.

Tell us about the new collections that you are showcasing at IIJS Premiere 2022.

We're thrilled to launch our one-of-a-kind Indo-western collection Glisten at IIJS this year. The collection is a unique fusion of Indian traditional aesthetics along with the timeless stylish

silhouettes from the West. One can only experience the true magic of this collection by witnessing it in person.

Many of the necklace sets have been inspired by the Cubism movement and I have used overlapping and crisscross patterns accented with gemstones set in an unusual manner so as to enhance the beauty of each piece.

What kind of jewellery is trending at the moment?

Lightweight jewellery in modern shapes and designs is trending currently. Moreover, customers are looking for unique designs which would distinguish them from everyone else.

What are your expectations from the show?

IIJS Premiere 2022 will be hosting a lot of NRI buyers who could not make it over the past few years due to the pandemic. Their presence this time shall open up a lot of opportunities for export. We are looking forward to meeting NRI buyers at the show.

What are your expectations from the second half of 2022?

We are excited and confident that the second half of 2022 will be even better than the first.



IIJS TRENDS

Classic Vibes

Saturated with myriad-coloured gemstones, polkis and pearls, these stunning neck pieces skillfully handcrafted in gold are sure to appeal to the bride of today. Solitaire International spots these elaborate jewels from the endless bridal accessories that are being showcased at IIJS Premiere 2022.



The scalloped choker is the right choice for the bride of today to stand out on her special day. Refreshingly red ruby beads, polkis and pearls make it an eye-catching heirloom piece. By Raniwala 1881



Polkis, rubies and pearls breathe life into this attractive multi-row bib arranged with blooming flowers and geometric patterns. By GIE Gold



A row of emerald and polki motifs laced with large stylized curvy flowers is jazzed up with rubies, polkis, diamonds and emerald beads. By Dassani Brothers



Generously set with a profusion of light green emeralds the light, open patterned necklace looks fuller due to the large polki and pearl plaques dotted with rubies. The central pendant focuses on a ruby with floral carvings. By S K Seth Jewellers



The symmetrical necklace juxtaposed with oval motifs of gold and diamond and floral emerald beads recreates a stylish narrative for the modern-day bride. By CVM



Centered on a row of three-dimensional ruby florets, the opulent necklace is lined with polki and ruby blossoms on the top row. The fringe of drop-shaped polkis bordered with pearls adds depth to the piece. By Birdhichand Ghanshyamdas Jewellers



The 22-karat gold bib decorated with rows of intricately crafted patterns in naqashi and filigree work underpins a feat of craftsmanship. The neck piece is fringed with rubies, pearls, and emeralds. By Geeta Shyam Jewellers

DESIGN CORNER

Anand Shah's New Lines High On Design, Light In Weight

One of India's most recognised and famed gold jewellery artist, **Anand Shah**, has a knack to spring surprises -- he employs alternative material like Murano glass, crystals, beads, oil paints, wood elegantly paired with gold, his favourite metal.

With gold prices heading northward, Shah decided to pare down the weight of gold and relied on time-honoured crafts such as filigree, granulation, and openwork designs. At IIJS Premiere, Shah is presenting light-weight bridal jewellery -- a feat that, he believes, is difficult to accomplish given that his nature-inspired designed bridal lines are generally on the heavier side in weight. "It took me six months to conceptualise and work closely with my artisans to gauge ways in which we could cut down on the metal weight without compromising on high design," says Shah.

The bridal sets, weighing no more than 150 grams, have been embellished with rows of pearls, gemstones like Morganite, emeralds and rubies, kundan-set polkis without wax, set in openwork design.

Diverting from his usual nature-based genre, this time Shah has also played with struc-

tured forms accented with tiny polki-studded florets. One of the chokers is assembled with an assortment of textured triangles, while the other has two rows of sharp antique gold leaves.



A piece de resistance is the long, handcrafted antique-finish gold pendant with an enamelled peacock nestled amidst dense foliage that can be rolled on to the wrist as a floral bracelet. The modular jewellery piece can also be used as a table-top decoration!





*Naina & Karishma.
Sisters by birth,
now cheering
each other's success.*

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

You are gold.



**WORLD
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VIEWPOINT

“IIJS Is A Global Brand”

Kalpeshkumar Vaghasiya, Director, Elvee Jewels, Ahmedabad, considers the IIJS show as a global brand. Preparation is the key and he is presenting over 200 jewellery lines that are globally appealing.

Tell us a little about your company. When was it founded? Are you a first-gen jeweller?

Established in 2017 and housed in the heart of Gujarat's inner south, Elvee Jewels is known for manufacturing designer jewellery that is synonymous with beauty and sophistication.

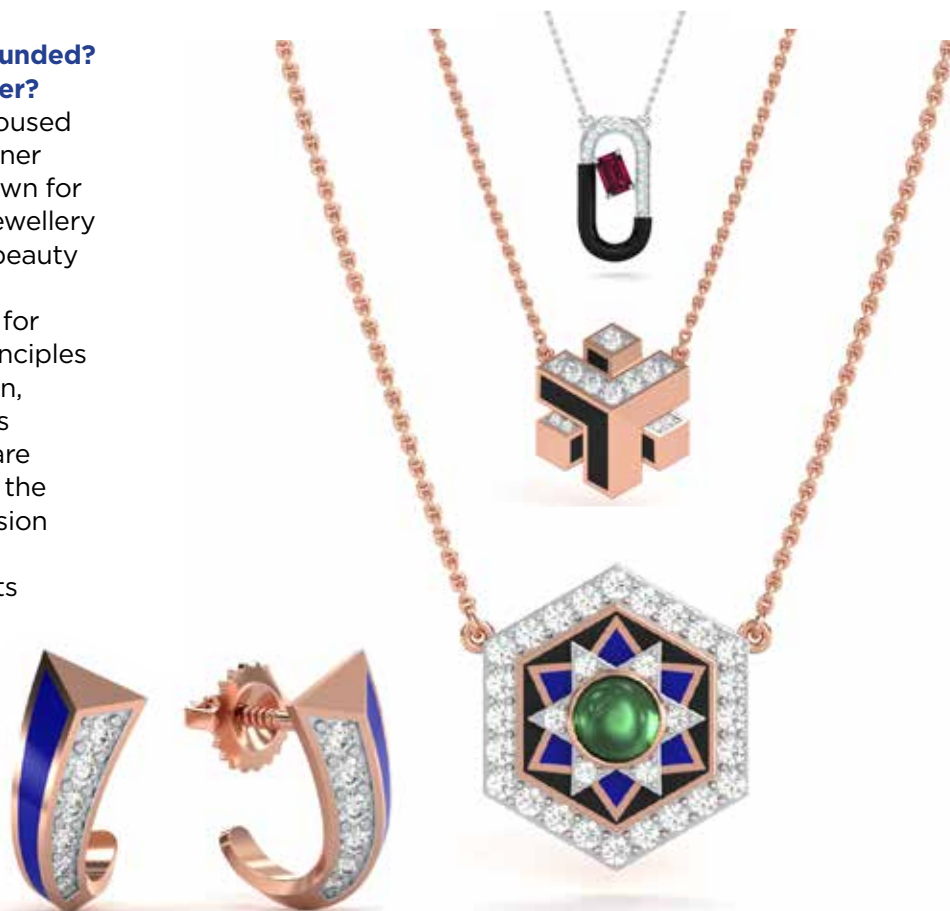
Our dedication, passion for excellence, and simple principles on style, quality, innovation, and price has taken us this far today. We believe we are on the right path towards the accomplishment of our vision with Elvee Promise. Elvee Promise is renowned for its luxury jewellery. It has fused inspiration and technical process into creations to develop brilliant collections. An array of wondrous pieces spotlighting the same boundless creativity and expertise. We are committed to bringing inspirational and never seen before masterpieces with the help of our experienced team of skilled artisans and designers. The very soul of a creation is encapsulated in the vibrant life and light of its exceptional diamonds. These marvels are the result of visionary design to deliver only excellence to keep up with the ongoing trend and style.

Since how long have you been participating in IIJS? Has it contributed to expanding your export and domestic business?

We have been participating in IIJS for a long time. The show provides such a big platform that people from all over India attend it. There are other regional shows as well. The platform is so big that exhibitors and visitors have high expectations from it.

What is the USP of your company?

All our products are studded



with diamonds and created with a variety of technologies such as laser engraving, CNC, ceramic, and many others.

Which are your major export and domestic markets?

We are widely exporting to the USA, Canada, and Australia. We deal with reputed brands and well-known retailers from all over India.

Tell us about the collections that you are exhibiting at IIJS this year?

We will be showcasing 200+ collections at the IIJS 2022 show and expect an overwhelming response from the buyers. All our designs are inspired from elements that we encounter in everyday life, such as nature, architecture, the fascinating shapes of geometry and mostly

abstract designs created and detailed by our team of designers.

You have introduced ceramic jewellery. Is it difficult to manufacture it, especially when teamed with precious metals?

No, it is not difficult to manufacture it, and its application is also easy. The whole process is manually done where a liquid is injected onto the metal and then perfected manually by our artisans.

What are the current market sentiments for jewellery?

Earlier jewellery was worn as an adornment to beautify oneself, or as a part of a tradition, and mostly that was limited to just gold jewellery. But today, jewellery is more than just a piece of gold moulded into a design; it's a fashion statement and so many elements and technologies are used, to keep up to the market trends.



What are your expectations from IIJS 2022?

As always, IIJS is a platform which opens opportunities for businesses like ours to meet and build relations with new and well-known retailers from all over India.



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has been made at
the show.**



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