

SHOWDAILY

3 DAY

6TH AUGUST 2022

COVER STORY

Jewellers for Hope Contributes ₹1 Cr To Deepika Padukone's LLL Foundation

On the sidelines of its IIJS Premiere flagship show, the Gem & Jewellery Export Promotion Council (GJEPC) organised the 7th edition of its charity dinner 'Jewellers for Hope' in association with World Gold Council and De Beers, and Powered by GIA. As every year, this time too, the event raised Rs. 1 crore from jewellers. The proceeds of the charity dinner were donated to leading Bollywood actress Deepika



(From left) Sachin Jain, Colin Shah, Deepika Padukone, Sriram Natarajan, and Somasundaram PR.

1790+
Exhibitors

40,000+
Buyers

2900+
Booths

VISITOR LOGIN LIVE NOW

Login with your Registered Mobile no.

VISIT US: Hall 4, Booth #4.481A



ISHA

*She is courage,
 fearless and strong.
 Born to nurture,
 she is the protector who accepts no wrong.*

A*Star Jewellery

Mumbai: +91 22 6195 8786
 Chennai: +91 99625 99494

Hyderabad: +91 98851 52999
 Ahmedabad: +91 99988 09388

www.asianstargroup.com



Celebrating



GOLDEN YEARS
OF CRAFTSMANSHIP & TRUST
S K SETH JEWELLERS[®]

MOHANLAL SETH

Mumbai





IIJS INDIA INTERNATIONAL JEWELLERY SHOW

PREMIERE 2022

4th - 8th AUGUST

BOMBAY EXHIBITION CENTRE- MUMBAI

Hall No: 1

Stall No: 1.130A



GOLDEN YEARS OF CRAFTSMANSHIP & TRUST
S K SETH JEWELLERS®

MOHANLAL SETH
Mumbai

📍 Zaveri Bazar.Mumbai-02

© +91 9322212220 / 022 22402405-07



Padukone's foundation Live Love Laugh (LLL) that strives to raise awareness about mental health issues and assists those in need. Deepika Padukone personally attended this event on behalf of LLL and spoke about the organisation and the impact it has created in India. This charity dinner was hosted on 4th August at Grand Hyatt, Mumbai.

Jewellers for Hope is the charity initiative of the GJEPC, launched in 2014 to mobilise the entire industry from manufacturers, traders to miners and retailers, to raise funds for NGOs that are doing commendable work in their respective fields - be it education, health, tribal welfare, women's empowerment and so on.

Deepika Padukone, Founder, Live Love Laugh commented, "When I first started LiveLoveLaugh, my mission was

to help save at least one life. Today, I am grateful that our programs and initiatives, namely, Mental Health Education for Adolescents, Capacity Building, Access to Mental Healthcare in Urban and Rural Communities, Public Awareness and Stigma Reduction Campaigns, and Research have made a difference in the lives of several million. I sincerely appreciate this gesture of the GJEPC and the entire gem and jewellery sector who have come together to amplify this cause that is close to my heart."

Colin Shah, Chairman, GJEPC said, "Since its inception, the gem and jewellery industry has spearheaded CSR initiatives as a way of giving back to society and uniting for a common cause. Through Jewellers for Hope, the Council has supported several causes including education, women empowerment, sanitation, etc. They have been

the torch bearers for silently striving towards the betterment of society. I am happy that today through 'Jewellers for Hope', the industry has one again collectively contributed to a noble cause - people suffering from mental health issues, especially post the pandemic, which requires immediate attention. I am happy we have associated with Live Love Laugh foundation to support this cause."

Somasundaram PR, Regional CEO, World Gold Council, India, said, "We are extremely proud for being part of Jewellers for Hope. We look forward for this collaboration."

Mr. Sachin Jain, MD, De Beers India said, "Over the past few years, GJEPC has done some incredible work in bringing the industry together towards supporting a noteworthy cause. We feel extremely proud to be

a part of Jewellers for Hope and support such a critical issue of mental health. At De Beers, we believe we have an opportunity to create a positive impact that lives long beyond the last diamond we discover. Supporting such a great cause gives us the opportunity to create a brighter future keeping in line with our 2030 Building Forever goals enabling us to make life brilliant."

Sriram Natarajan, Managing Director of GIA India said, "It's a proud feeling to be part of the Indian gem and jewellery industry that considers philanthropy a responsibility. Jewellers for Hope embodies the belief of the industry and the charitable contributions go a long way in making a difference to countless lives. GIA is proud to be able to support noble causes, including the LiveLoveLaugh foundation that offers hope and resources to people experiencing stress, anxiety and depression."

In the past 'Jewellers for Hope' has supported NGOs like Make A Wish Foundation, Swades Foundation, Friends of Tribal Society, working towards girl child education, sanitation, etc. Also, the Voluntary Action Association run by Nobel Prize winner Kailash Satyarthi working with a mission to end all forms of exploitation among children in India; Giants Welfare International run by Social Activist Shaina NC; Bhagwan Mahaveer Viklang Sahayta Samiti or Jaipur Foot; Army Welfare; Tribal Integrated Development and Education Trust (TIDE); and Shrimad Rajchandra Love and Care (SRLC).



GJEPC Committee of Administration members pose for the shutterbugs.

COVER STORY

Jewellers Of Hope

In association with **World Gold Council** and **De Beers** | Powered by **GIA**

List Of Donors

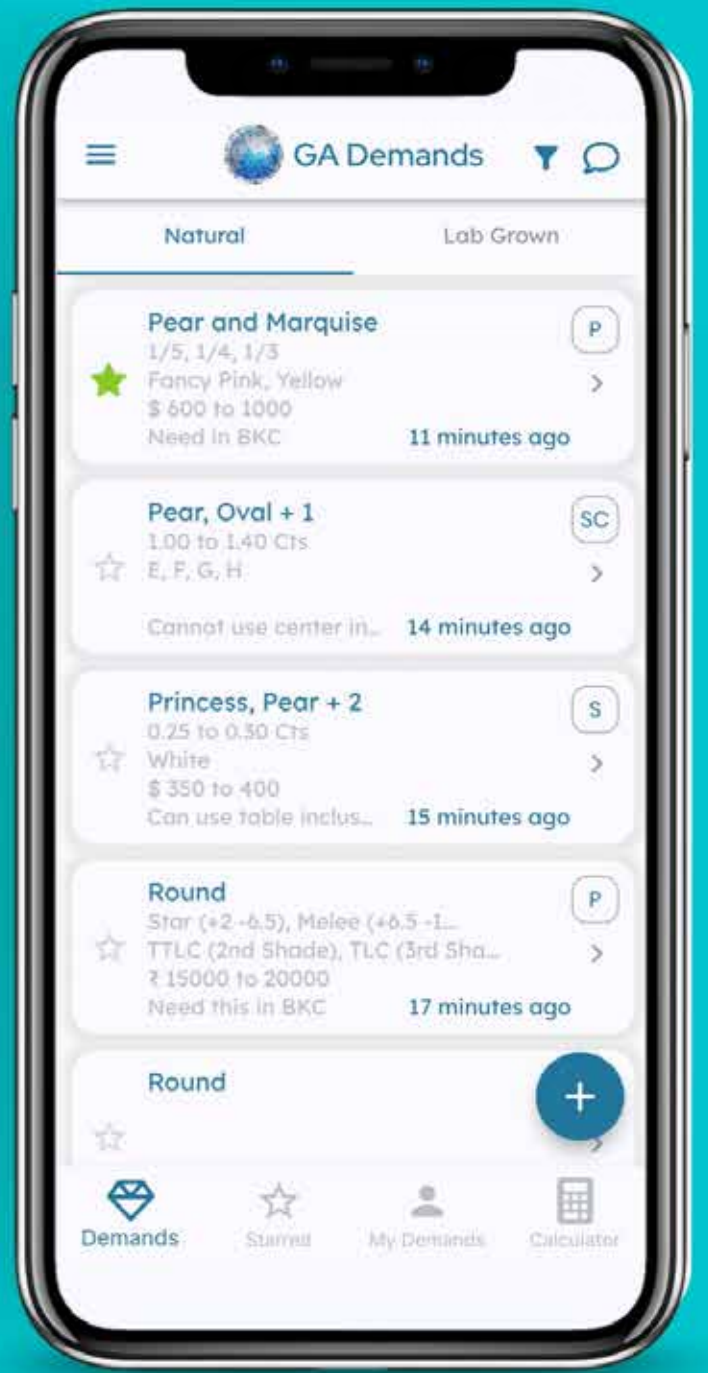
A' STAR JEWELLERY
ARIHA DIAMOND JEWELLERY PVT LTD
AURA JEWELS
CHAIN N CHAINS JEWELS LTD
CHOKSHI VACHHARAJ MAKANJI & COMPANY
DIAMOND CREATIONS
FERRARI GROUP | A BRILLIANT DELIVERY
HARIKRISHNA EXPORTS PVT LTD
INDIGO JEWELLERY (INDIA) MFG PVT LTD
INTERNATIONAL GEMOLOGICAL INSTITUTE
JEWELX INDIA PVT LTD
JITENDRA KIRTILAL BHANSALI TRUST
K GIRDHARILAL INTERNATIONAL PVT LTD
KAMA SCHACHTER
KANTILAL CHHOTALAL
KGK CREATIONS INDIA PVT LTD
KIRAN JEWELS INDIA
KP SANGHVI JEWELS PVT LTD
LAXMI DIAMOND
MANI JEWEL
MUKTI GOLD PVT LTD
PLATINUM GUILD INIDA PVT LTD
PRIORITY JEWELS PVT LTD
RAJ JEWELLERS
RAPAPORT INDIA PVT LTD
RIVERSTONE JEWELS LLP
SANSKRITI JEWELS
SHEETAL JEWELLERY HOUSE LLP
SHREE RAMKRISHNA EXPORTS PVT LTD
SILVER EMPORIUM PVT LTD
TITAN COMPANY LIMITED
UNI DESIGN JEWELLERY INDIA PVT LTD
VASUPATI JEWELLERS PVT LTD
WALKING TREE INDIA PVT LTD

85+

LIVE DIAMOND DEMANDS

NATURAL, LAB-GROWN, PARCEL, SINGLE CERTIFIED & NON CERTIFIED

1000+ USERS



goldartism

IIJS INDIA INTERNATIONAL JEWELLERY SHOW
PREMIERE 2022

4th - 8th August

BOMBAY EXHIBITION CENTRE - MUMBAI

HALL NO: 1 | STALL NO: 1.162

+91 96199 20426

goldartism@gmail.com

+91 98676 17312

*First of its kind jewellery
Mother of pearl veneered preciously with
blue Lapis Stone Creation to be launched in
IIJS Premiere show 2022*

IN FOCUS

Gold Surpasses All Expectations At IIJS Premiere

Gold has been making news for its northward trajectory for some months now. Yet exhibitors at IIJS Premiere have come prepared with their latest offerings – some have breathtaking bridal gold sets featuring detailed karigari and others have catered to the new generation with lightweight designer gold jewellery which is as light as 2 or 3 grams.

The gold jewellery sections have been thronged by visitors from across India as well as overseas buyers. *Solitaire International* spoke to some of the exhibitors for their views.

Nikhil Parekh of Hasmukh Parekh Jewellers, informed that the show has been successful for them. The company with a 5000-strong karigar workforce engages in fine craftsmanship, exports mainly to the USA, Dubai, Singapore, Malaysia, Fiji, New Zealand among others. “With the CEPA agreement, we have witnessed an increase of 10% in our turnover,” he notes.

One of the prominent gold jewellery manufacturers of India, it presents an array of lines from bridal sets to pret wear. Demand was seen for their ivory-enamelled chokers with detailed gold embellishments, geometric kadas designed with fine fretwork and more.

Sanjay Surana of Aradhana Jewellers, who has been participating in IIJS since the last 27 years, notes that he had begun working on his new collections ranging from Rajwada and antique

bridal sets to daily wear gold lines two months prior to the show. “Our bookings have not been impacted by high gold rates,” notes Surana. “We are witnessing strong sales at the show from across India. Layering is in and today’s women want options to wear in multiple ways. Retailers are buying ranges from Rs. 2.5 lakh to Rs. 8 lakh. Participating in IIJS is the main reason for our exponential growth.”

Sunny Chordia, Director, Swarnsarita Jewels India Ltd, was pleased with the response at the show. “Our handcrafted antique jewellery weighing between 50 gm and 100 gm has been the most sought-after. The show has kept us busy all day long. For our clients from USA, Singapore, and Dubai, we specially make Kolkata jewellery.”

Varun PN, Owner, Vara Krupa Jewellers, has had no time for lunch as he has been busy catering to buyers. He says, “The show has been remarkable. We have seen a 50% rise in new buyers this time, who are booking heavy and light antique gold jewellery. Metal weight is not a consideration for our customers, from Dubai, USA, Maharashtra and Chennai.”

“First day at the show has been simply fabulous!” says Popat Sanghvi, Chairman, Payal Gold. “As always, customers want something new and this time, we have presented new lines in yellow gold with polki and enamel, Kolkata filigree



Swarnsarita Jewels India Ltd

jewellery and Kuwaiti jewellery that is a mix of handmade and Dubai-style casting. It’s a hit. There is a huge demand for Indo-Italian rose gold jewellery for women and collections for kids as well.”

Trident’s Rishabh Jain informed that with the pandemic now behind us, the wedding season ahead of us is generating tremendous demand for mangalsutras (auspicious necklace worn by married women). “This year has broken all records not just for our company, but for most of our gold jewellery exhibitors here.

“There has been no impact of gold prices on buying, and we are receiving huge orders from the Middle East too.”

Sushil Solanki, Owner, Sangam Jewels n Gold, exclaimed that the show was phenomenal! “Our ranges starting from as low as 2 gm to 15 gm have been selling like hot cakes. The delicate, pret wear lines are dotted with enamel to add a hint of colour to them. We have had buyers from Dubai, USA, Singapore and Saudi Arabia.”

Designer Manish Bhindi, too, has had a spectacular show. “Our antique old necklace sets between 70 gm and 90 gm have been the top-sellers. Not just retailers from India, we got buyers from the UK, the USA, and Dubai.”

Bhairavi Shah of Aadish Gold remarks, “IIJS is the place where we get to meet new buyers. It’s been an amazing show and we got clients from Maharashtra, Kerala and Tamil Nadu. We also got a fabulous response for our new collection Aamulyaa-The Priceless. Heavy bridal jewellery with focus on design is trending. We have smaller retailers looking for Temple jewellery between 10 gm and 15 gm, and others booking sets between 200 gm and 600 gm.”



Sangam Jewels n Gold



Payal Gold



Vara Krupa Jewellers

INTERVIEW OF THE DAY

Our Strategic Retail Partners Witnessed 100% Sales Growth In H1 2022: Vaishali Banerjee

*Platinum jewellery sales have seen accelerated growth in India in 2022, driven by Men of Platinum and Platinum Days of Love categories, shares **Vaishali Banerjee, Managing Director, Platinum Guild International (PGI) India**. Currently 60% of sales come from tier 1 cities but this will change in the coming years with the organization's concentrated efforts to make in-roads into smaller towns and cities in India while positioning platinum as a differentiated metal in tier 1 cities.*

How has the demand for platinum grown in the last three years?

Over the years, PGI has successfully managed to create a differentiated niche for platinum in India. Till 2019, the platinum jewellery market was growing by 20-25% year-on-year. The year 2020 was muted on account of the pandemic. While the Covid-19 situation had impacted buying patterns of consumers all over the world, the unlock phases were instrumental in ushering in demand for jewellery, particularly platinum. As restrictions eased, we saw demand slowly rebuilding especially from tier 2 cities and smaller towns.

The platinum business bounced back in Q3 2021 due to the festive and wedding season and the growth momentum picked up in the last quarter of the year. Platinum was the fastest-growing category for PGI's strategic partners in 2021, up by 30% year-on-year.

In 2022, platinum jewellery sales have seen accelerated demand. Our strategic retail partners witnessed a 100 per cent growth in sales volumes in H1 2022. The positive sentiment continues. We are hopeful for 2022 to be another successful year for the platinum jewellery business.

Which part of India accounts for maximum demand?

Platinum is present in over 658 leading retailers with 1600+ doors across 330+ cities. While 60% of all platinum jewellery sales come from tier-1 cities, another 35% comes from tier-2 and tier-3 cities.

We are working to position platinum as a differentiated



offering in tier 1 markets. We have a strong presence in places like Kochi, Nashik, Hyderabad, Bhubaneswar, Vadodra, Surat, Indore, Lucknow, and Coimbatore which are growing in both distribution and retail sales.

Geographies like Baroda and Cochin feature in our top 10 markets and almost 50% of the traffic to our websites is from beyond the key metros. We will continue to find ways for platinum to enter different markets and expand our footprint and penetration to smaller towns through our strong retail partner network.

PGI has three broad segments. Which accounts for maximum sales and why?

PGI has built a strong emotional connect with consumers through three branded categories - Platinum Days of Love, Platinum Evara and Men of Platinum.

Platinum Days of Love, which taps into couple gifting segment, continues to be our largest segment accounting for 45-48% of our total sales. Platinum Evara, which caters to the women's bridal trousseau and self-purchase category, accounts

for 17-22% of all platinum jewellery sales in India.

Our Men of Platinum category is PGI India's most one of the most successfully growing categories. Currently, it accounts for 33 to 35% of our total sales in India.

Tell us a little more about the success of the Men of Platinum collection.

Men of Platinum was launched in 2019 to accelerate the growth of platinum while capturing the incremental opportunity that men represent in our country. Amidst younger men, there was an opportunity for platinum to be a means of expression of self, of one's individuality. This category has identified the unmet need of young male consumers to mark significant moments, milestones and success in their life. Within two years of launch, the Men of Platinum brand penetration reached 55% of the total platinum distribution and remains one of the most successfully growing categories for PGI India.

In 2020, we conducted a Brand Health Study with NielsenIQ India which was done in 11 key markets in the country, to understand consumer preferences and based on that we saw that 62% of men feel platinum is rare, 66% perceive it to be an extraordinary/unique metal, 64% believe it's the choice of today's young generation, and 56% believe that platinum is a marker of significant moments.

This category has grown very aggressively and has offered an incremental business opportunity for us. We put in efforts to leverage consumer marketing to create an

understanding of platinum and a lure for this category through a partnership with ace cricketer and trendsetter KL Rahul that acted as a vehicle for the integrated marketing campaign in 2022.

What are the challenges that PGI faces in growing platinum's market share in India?

When PGI started its journey in India, the jewellery industry was dominated by only two metals — gold and silver. Platinum wasn't a part of our stories, history or mythology. Platinum as a metal has come a long way since these times and enjoys a distinct positioning now. At PGI our efforts are to create a narrative based on progressive values, thus striking a chord with the younger segment through a design language that is rooted in modern minimalism and meaning embedded in every design. It took us over a decade to carve out a distinctive niche for platinum and create a new jewellery segment for the industry.

Platinum is a relatively niche category of the jewellery market in India, all our efforts in consumer marketing are towards creating awareness and education to ensure that it sits on top of consumers' minds. At PGI, we are working towards bringing in a different kind of a jewellery experience for the consumers and creating an incremental opportunity for platinum in the industry. Our trade marketing ensures that the salespeople are trained on how to sell platinum based on both the rational and emotional values of the metal, the in-store experience is delivered as per the expectation of the



younger audience and that the platinum design appeals to our consumer and is meaningful. Today, consumers are choosing platinum jewellery to mark important milestones in their lives, they are choosing it as a marker of something precious, valuable and timeless.

We will continue to work with our partners in maintaining

relevance and fostering holistic differentiation to help people develop a deeper bond with the metal. This is important as we have new consumers coming into the category continually.

What are your goals and expectations from IIJS 2022?

IIJS is one of the most integral, prestigious and renowned



jewellery shows in the country and has always been instrumental in bringing the entire industry together on an annual basis to prepare for the next season. At Platinum Buyer Seller Meet held in July, we witnessed participation from about 9 manufacturers and hosted about 65+ retailers. However, IIJS will offer us an

opportunity to interact with 300+ retailers, some of who aren't part of the PGI program. IIJS will also provide a platform to share our marketing strategies and platinum opportunity with potential partners. We also plan to introduce our wholesale program to ensure higher reach and expansion at IIJS.

SEMINAR

Is India's Road To Growth Paved With Lab-Grown Diamonds?

It was a packed house with standing room only at the seminar on the hot topic of 'Lab-Grown Diamonds Business Opportunity' on Day 2 at IIJS Premiere.

The eminent panel of speakers representing the entire LGD value chain comprised Mukesh Patel, Chairman, Greenlab Diamonds; Kevall Virani, Chairman, Indian Diamond Institute (IDI); Pooja Seth Madhavan, MD & Founder, Limelight Lab Grown Diamonds; Manish Jiwani, Convener, MSME Sub-Committee Panel, GJEPC; Tom Moses, Executive Vice President, GIA; Leanne Kemp, Founder & CEO, Everledger; Dipu Mehta, MD, Orra Fine Jewellery; and Zulu Ghevriya, CEO, Smiling Rocks who attended virtually.

The well-attended seminar was moderated by long-time industry observer, Neelesh Hundekari, Senior Partner & Global Lead, Gems & Jewellery, A.T. Kearney, who led the discussion from product manufacture through consumer preferences to the market and

finally product marketing in India.

The session saw general consensus on the notion that there is no competition between natural diamonds and LGDs, with both segments catering to loyal customers.

The speakers estimated that Surat had about 5,000 to 6,000 CVD diamond reactors. They said that on the manufacturing front, India was clearly established as the world's leading manufacturer of CVD-based lab-grown diamonds, while HPHT manufacturing was almost negligible in the country. Jiwani explained that Indian LGD manufacturers were hesitant to invest in HPHT technology due to China's dominance in the category and its ability to compete on pricing due to an early-mover advantage.

LGDs up to 1 carat are priced around 70-80% lower than their natural counterparts, and LGDs larger than 1 carat are 40-50% cheaper, giving consumers more bang for their buck.

The manufacturers were optimistic that the use of



green energy to produce LGDs would be a strong selling point, especially to eco-conscious millennials and GenZ. However, Leanne Kemp offered an insightful counterpoint, noting, "We cannot say something is good unless we can prove it is good. These diamonds are made using 'green power' but gasses such as argon and methane used in the LGD growing process are an environmental challenge from the global warming perspective. Until there's a solution for that, we cannot say that buying lab-grown diamonds is a mindful choice."

The US market has the largest

acceptance of lab-grown diamonds, with nearly 70-80% of retailers stocking LGD jewellery. Education, awareness and the sustainability factor were the key reasons for this, they agreed.

The panellists informed that buy-backs were offered on LGD jewellery by all retailers in India in order to ensure consumer confidence in the nascent category. However, whether consumers will continue to invest in lab-grown diamonds, which are expected to fall in value as the technology improves and production scales up, was a question for all to ponder.

SURYA GOLDS

Creations

For those who believe in quality

IIJS INDIA INTERNATIONAL JEWELLERY SHOW
PREMIERE 2022
4th - 8th August
 Bombay Exhibition Centre - Mumbai

FIND US
HALL No. 1
STALL 1.127

Surya Golds is participating with more space, innovative designs and at a better location

50,000 + Designs
70 + Categories
50 + Cities covered
20 + Years of Experience

Surya Golds has established itself as being one of the leading CZ gold manufacturers in India. The Svar cz studded jewelry bears not just a mark of excellence, but also an assurance of quality that is recognized the over the world. Each CZ product is designed meticulously to obtain optimum radiance and shine which give Surya products an edge over the competition.



SURYA GOLDS PVT. LTD.
 Corporate Office
 Plot. no. 15, Road no. 10, MIDC, Behind
 Tunga Paradise, Andheri East,
 Mumbai, Maharashtra, 400093, India

W: www.suryagolds.com
 E: sales@suryagolds.co.in
 T: +91 2240207700
 M: +91 9867183843



[f](https://www.facebook.com/geetashyamjewel) [i](https://www.instagram.com/geetashyamjewel) [geetashyamjewel](https://www.geetashyamjewellers.com)

Rubaab

Grace, Grandeur and Heritage

IIJS INDIA INTERNATIONAL JEWELLERY SHOW
PREMIERE 2022
4th - 8th August
 Bombay Exhibition Centre - Mumbai



BOOTH #1.35A
HALL #1

1072, Diamond Plaza, Ganga Mata ki gali, Gopal Ji Ka rasta, Jaipur, Rajasthan, 302003

☎ +91 992 9111 114, +91 141 4011011

✉ info@geetashyamjewellers.com 🌐 www.geetashyamjewellers.com

SPOTLIGHT

Emeralds Top The Chart, But Other Gems, Too, Finding Favour



Exquisite fine jewellery



GIE Gold

Post the pandemic, people want jewellery infused with colour and one of the easiest ways to this is by including vibrant gemstones.

The acceptance level of gemstones in jewellery has gone up drastically in the last few years and consumers are open to experimenting with different gemstones, including those beyond emerald, rubies and sapphires.

“Coloured stone jewellery is working very well right now. Jaipur manufactures nearly 300 different gemstones. About four years ago, only limited gemstones were accepted in jewellery. Now all kinds of coloured stones are being used in jewellery in India,” informed Nirmal Kumar Bardiya, Chairman & Managing Director, RMC Gems India Ltd.

“In between, it was difficult to procure rough emeralds and rubies but now they are

easily available. There is a high demand for emeralds and rubies followed by tourmaline, rubellite, tanzanite and morganite in India,” elucidated Bardiya. He added that sourcing raw materials of semi-precious gemstones is slightly difficult, but the overall market is good.

There is demand for Colombian emeralds but a greater availability of Zambian emeralds in the last three years, makes them more affordable. Even Russian emeralds which have a lighter colour are in demand. At RMC, there is demand from India as well as international markets like USA, China and Europe for emeralds.

“Long beads, especially of Russian emeralds, are doing well in India in statement kundan-meena jewellery,” elaborated Bardiya.

Vijay Kothari of Arihant Gems shared, “Zambian emeralds are

in demand in the domestic as well as international market like China. Prices of emeralds are going up but there is availability of goods and demand is supporting current prices.”

In India, jewellery manufacturing centres like Mumbai, Hyderabad, Delhi and Kolkata account for the demand for emeralds, shared Rajesh Jain of Navratan Gems. “Fancy-cut emeralds of medium quality are doing well as it is comfortable for customers to purchase them. We expect good sales at IIJS Premiere 2022,” exclaimed Jain.

Hitesh Dusad of Bliss Gems

& Minerals, shared, “Those who want high quality stones are opting for Colombian emeralds, while others prefer Zambian emeralds. Carvings and melon-cut emeralds are doing well in India.”

Rubies are the second most favoured gemstone. At Sambhav Gems, ruby carvings are receiving a good response. “Currently Mughal carvings inspired from architecture are faring well. Hyderabad and Mumbai account for majority of the demand in India. Tourmaline carvings are also doing well after the rubies,” noted Vaibhav Banthia of Sambhav Gems.

Among semi-precious gems, rubellites are gaining traction, informed Jain.

Dusad notes that pink tourmalines, morganite, tanzanite and aquamarine are witnessing higher demand among the wide range of semi-precious gemstones available. “Pears and ready layouts that can be easily set in jewellery are popular. The demand for gemstones is growing very well and it will be very good for the next four to five years,” foresees Dusad.



Intergem



wondercuts

LAUNCH PAD

IGI Commemorates 1st Anniversary of its Women Empowerment Program



The International Gemological Institute (IGI) celebrated the one-year anniversary of its Women Empowerment program initiated at its Surat facility with a felicitation ceremony at Launch Pad on 5th August at IIJS Premiere. Under the guidance of Tehmasp Printer, Managing Director, IGI, the program has successfully provided an

opportunity for 70 women from socially challenged backgrounds to pursue a fulfilling career in the field of gems and jewellery.

Beginning with 16 students in its first batch, IGI has trained eight batches with over 70 women completing their training under experts. Each of these women have now discovered their passion in grading and are

placed at IGI Surat in various departments. The training ensured a 360-degree approach, helping them develop their personalities.

Tehmasp Printer, Managing Director, IGI commented, "Every woman deserves an opportunity irrespective of the background they belong to. In fact, it is their right to be introduced to such

avenues to discover their true calling and potential. We at IGI, believe in the many abilities in women that could do wonders not just to the organisations they are associated with but also society at large. We are proud of our young women who are now soaring heights and making their contribution count in this thriving industry."

The Fine Art Of Visual Merchandising

A panel discussion on the Power of Visual Merchandising was held at the Launch Pad by industry leaders including, Siddhartha Sawansukha, MD, Sawansukha Jewellers, Bhavin Jhokia, CEO, Om Jewellers, Dr Devika Kapoor, Kashi Jewellers, and Aditi Kotak of Vision Board Studio. The session was moderated by Nirupa Bhatt, Consultant Adviser, IIGJ. The panellists noted that today's clients needed pampering, good ambience, attractive visual merchandising and narratives around special jewellery pieces in order to engage them. It's almost like building a fantasy world for them to fan their aspirations.



IIJS NEWS

GJEPC Signs MoU with Shypmax To Facilitate Logistics Solutions For Members



GJEPC signed an MoU with Shypmax, a company engaged in the business of providing simplified cross-border logistics services, for offering exclusive benefits to GJEPC members, including door-to-door delivery of retail gems and jewellery parcels in India as well as overseas. The MoU was signed by Sabyasachi Ray, Executive Director, GJEPC and Nisschal Jaain, CEO, Shypmax at the ongoing IIJS Premiere on 4th

August. "We are delighted to announce our very first collaboration with Shypmax. As the apex body of the gem and jewellery trade in India, the Council has been collaborating with allied services for offering exclusive services to our members. With this association with Shypmax, our effort is to provide better and affordable logistics services to our members. These collaborations will help GJEPC

members to be better prepared for the anticipated boom in retail exports in the coming future."

Exclusive Benefits to GJEPC members:

1. Any GJEPC member can start the shipments in just 5 minutes of the automated procedure after completion of necessary compliance.
2. GJEPC members can start their account with just Rs. 500/- top-up wallet instead of Rs. 2000/-
3. Dedicated account manager

4. Dedicated Helpline number for GJEPC members.
5. A 2.5% Discount on Card rates of Shypmax for GJEPC members.

GJEPC will be organising webinars/ seminars to disseminate information of the logistics services offered by Shypmax and to train the members about the process flows for registering on Shypmax, shipment booking, document preparation, etc.



BRAND WATCH

Chromatic Splendour

RANIWALA 1881 showcases jadau jewellery at its eloquent best. The brand celebrates traditional jewels of India exquisitely handcrafted with a timeless appeal. Their latest collection combines the finest polkis with iridescent gemstones and pearls to present bridal pieces that can be treasured for generations. Some of the pieces are crafted with traditional kundan setting while others feature open setting for a lighter look and feel. The brand also showcases uncut diamonds with a contemporary flair for those who want jewels with a global appeal.





GIA®

GRADUATE GEMOLOGIST®

BRING YOUR TALENTS TO LIFE

The Professional Credential That Opens Doors in the
Gem and Jewellery Industry

ENQUIRE NOW



1800 41 999 14 | eduindia@gia.edu | GIAindia.in

BRAND WATCH



Pretty Blooms

KGK CREATIONS presents a colourful bouquet of pendant sets, cocktail rings, and arresting earrings. Beads and fancy-shaped emeralds and rubies handpicked for their rich palette are patterned along with fine white diamonds in openwork motifs to give volume to the piece yet keeping the weight in check. The collection that will add sparkle to your look consists of slim cross over bracelets, pendants with tassels, floral ear studs, and statement rings.



Jewelled Statements

SANSKRITI JEWELS presents one-off creations that are conversation starters. Each piece has been designed with a holistic concept in mind and then artfully rendered into jewellery studded with diamonds and coloured gemstones and enamel work set in yellow and white gold. Many of the pieces are inspired by winged beauties - birds and butterflies in their natural habitat surrounded by dainty flowers and foliage. Another absolute stunner is a jewelled writing instrument fashioned in the shape of veena and is a tribute to Saraswati, Goddess of learning and music.





RAJ
JEWELLERS

REET

CZ JEWELLERY

kiranraj1111@gmail.com
+91 98216 80168 | +91 98694 45693



RETI

MOUNTING JEWELLERY

retimounting@gmail.com
+91 82912 79021 | +91 82912 79022
+91 82912 79024



REVAJ

ANTIQUUE JEWELLERY

raj.ethnicgold@yahoo.com
+91 97022 22999 | +91 99307 96231
+91 99306 07475



iijs

PREMIERE 2022
INDIA INTERNATIONAL JEWELLERY SHOW

4th - 8th August

Bombay Exhibition Centre - Mumbai

HALL NO - 04
STALL NO - 484A

Office No. 12, 2nd Floor, Bldg No. 50/52,
Mirza Street, Zaveri Bazar, Mumbai - 400 003.

Export Enquiry Solicited

BRAND WATCH

Wristy Glamour

Specialising in gold and rose gold bangles - both handcrafted and machine-made - PAYAL GOLD presents an enticing range this time with antique bangles and kadas and openwork filigreed broad cuffs. The machine-made bangles, bracelets and slim bangles feature motifs and trellises that have contemporary silhouettes. The company has also introduced a new range of plain and studded gold rings, fashionable chains and more that are a harmonious blend of past and present.



Fashionably Feminine

A cornucopia of full blooms, vines, leaves and buds grace the fresh collections introduced by GOLD ARTISM, renowned manufacturer of antique gold jewellery. Each piece is one-off featuring new-age designs, to help make the woman of today look stylish with minimal effort. The handcrafted jewels featuring filigree and bead work are a testimony to the unsurpassed skills of artisans. The collection is infused with baroque pearls, pastel-coloured gems, polkis and enamels and beautifully textured gold.



**STALL NO - 1.62
HALL - 1**

**4th-8th AUG
2022**



"BANGADI"
A COLLECTION OF
BANGLE & BRACELETS

Contact Us @
+91 90073 27452
+91 96745 32968



IGI

Visit us at IIJS Premier 2022

Hall No: 3,

Booth No: 3.3396

GRADING ON SITE



Experience

Integrity. Accuracy. Consistency

with International Diamond Grading Standards

THE GLOBAL AUTHORITY IN DIAMOND, GEMSTONE AND JEWELRY GRADING

BRAND WATCH

Matchless Beauty

MANMOHAN EXPORTS presents an arresting line-up of bridal jewellery wrought in gold-plated silver. Taking inspiration from Mughal art, the graceful sets are arranged with geometric patterns decorated with gemstones, beads, polkis and enamel. The lightweight collections but bold in form. Crafted with care by ace artisans, the classic and modern patterns make this collection truly timeless.



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

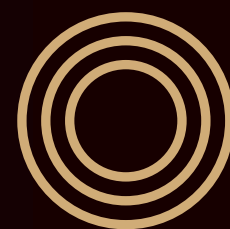
	12 noon -1 :00 pm	2:00 pm to 3:00 pm	3:30 pm to 4:30 pm
6th Aug	Divine Solitaires	Rosentiques	Ausper Gold
7th Aug	Limelight		
8th Aug	Triologic		



*Niki Saha.
Dreamer yesterday,
entrepreneur today.*

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

You are gold.



**WORLD
GOLD
COUNCIL**

VIEW POINT

'Fresh Colours And Unique Pieces Are In Demand'

SUKEN SHAH, Founder & Director And HEMA SHAH, Director, House Of Sparsh Pvt Ltd.,

What is the USP of your jewellery?

At House Of Sparsh (HOS), we curate aesthetically designed jewellery with the beautiful hues. We make use of gemstones which are exceptional and unique. Each and every piece of HOS jewellery is extensively made in our own facility.

What will you showcase at IIJS Premiere 2022?

After the splendid success of Herencia, the continued collection is modernised and is intricate and beguiling. It is inspired from history. Herencia comprises a jugalbandi of diverse eras of different parts of the world. The purpose behind this collection is to preserve and relive the past in the present with House Of Sparsh's modern touch. The collection incorporates heavy chokers, gala-bands, small chokers, bangles, necklaces, statement cocktail rings and jhumkis. The pieces draw on symmetrical patterns from Middle Eastern countries.

What are the current jewellery trends?

Fresh colours and fancy jewellery are the current flavours of the season. Majority of our clients prefer our multi-functionality pieces. Designs that are unique, nature inspired and with multi-dimensions are liked by customers. Price points are not a factor for our collections as we cater to a very niche crowd where more priority is given to the style than to the price. Fusion jewellery is something that's appealing to young millennials.

What are your expectations for IIJS Premiere 2022?

IIJS Premiere has always been one the biggest attraction of the

year for the jewellery industry and brings bulk business for everyone. This year, we feel that it's going to generate great sales for the participants. We are sure it's going to be a successful edition.

What are your expectations from H2 2022?

Since all the prime shows are in second half of the year, our turnover volumes are always higher in the latter part of the year. We are extremely optimistic that we will surpass our targets this year.



**TURN BEAUTIFUL INTO
SPECTACULAR**

Images shot for Adorn & Solitaire International



DEU: Creative Management
**Visual Content Agency
for YOUR BRAND!**

Services we provide:

- Brand Consultation
- Creative Ideation
- Photo Production
- TVC & Digital Films
- Still Life Campaigns
- Premium Catalog (Stills & Video)
- Influencer Activations
- Facilitating Celebrity Endorsement
- Celebrity Appearance for Events



www.deucreatives.com

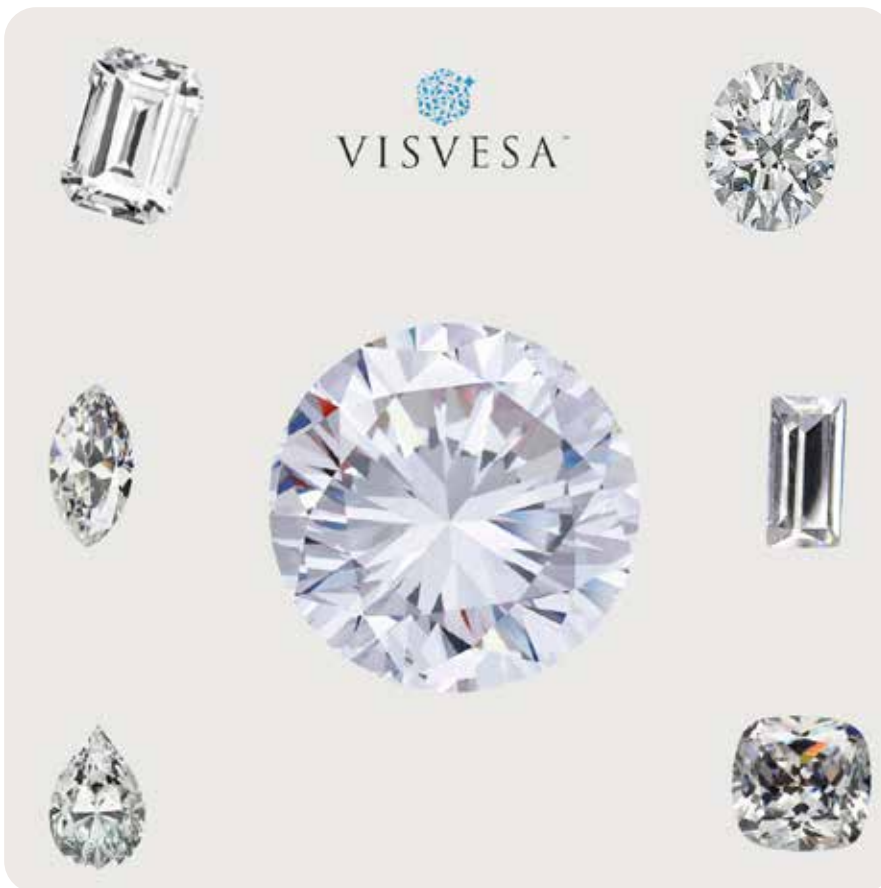
Contact info: bookings@deucreatives.com

For Business Enquiries call us on +91 9769604006 /+91 9769992543

VIEW POINT

Visvesa's Laser Engraved CZs To Raise Consumer Confidence

Vishal Thakkar, owner of Shree Siddhivinayak Enterprises, shares details about the new product - Laser Engraved Cubic Zirconia - that they have introduced at IIJS Premiere.



Tell us about your company.

We are a one-stop shop for cubic zirconia, precious and semi-precious gemstones. Our goal is to provide quality products at competitive costs. We started selling CZ from 2006 to jewellery manufacturers and helped bridge the gap between demand and supply of sizes and qualities, which are not easily available, thus making the process of procurement and production easy for our suppliers. The most benefited manufacturers were the ones who were into sample line jewellery making.

While we are committed to growth, we also wish to see this industry reach new heights along with us.

Throw some light on the laser engraved cubic zirconia. What are the advantages of engraving CZs?

It was a task for most of our clients to distinguish between a natural diamond and CZ due to bulk usage of both at similar times. To make segregation easy between lookalike stones we introduced Laser Engraved Cz under the brand name Visvesa in the year 2021. This product enabled the process of quality control checks easy especially when a CZ is replaced or mixed with real diamond. This product added a feather in our cap as it helped us achieve client satisfaction along with a high-end quality product.

The laser engraved CZ will give a unique identity to any jewellery. We specialise into micro sizes of tapers and baguettes starting from 1.10

mm in length to 3.00 mm. Sizes above 3mm are also available on request.

We offer Laser Engraved Cubic Zirconia that are wax-castable with an exceptional lustre that elevates the whole look of the jewellery! We specialise in Laser Engraved taper and baguette cuts in micro sizes starting from 1.10mm to 3.00 mm in length.

We have laser engraved and non-laser engraved CZs as well available in a variety of sizes, shapes, and colours starting from as small as 0.60 mm!

What exactly is the composition of Cubic Zirconia (CZ)?

Natural and lab-grown diamonds are made of carbon, while CZ is cubic crystalline form of zirconium dioxide. CZ is usually hard, colourless, durable and flawless. It is a lookalike of real diamond with crystal clarity and is classified as a diamond stimulant.

How does one check the quality of CZ?

A five-level system of A (which is the lowest grade) to AAAAA (the highest grade) is utilised to describe the quality of CZ. This system provides the level of clarity amongst different CZ.

What is the growth rate of synthetic diamonds like CZ in the global market?

According to research reports, globally, the synthetic diamonds' growth is expected to increase by \$9.8 billion at a compounded annual growth rate of 8.11 percent during 2019 - 2024.

