



**18th**  
Edition

**IIJS Bharat**  
SIGNATURE INDIA  
INTERNATIONAL  
MUMBAI 2026 JEWELLERY SHOW

Concurrent Show  
**IGJME Bharat**  
TECHNOLOGY AND  
SIGNATURE, Mumbai 2026 MACHINERY EXPO

8<sup>th</sup> to 11<sup>th</sup> January 2026 & 9<sup>th</sup> to 12<sup>th</sup> January 2026  
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# SHOWDAILY DAY 4

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## COVER STORY

### High Craft, Smart Design in a High-Gold Era

As gold prices continue their upward climb, the fine jewellery industry is responding with agility and creativity. From lower karatage gold (read 18- & 14-karat) and fancy diamond cuts to a renewed love for coloured gemstones, exhibitors at IIJS Bharat Signature reveal how evolving consumer sensibilities are reshaping design, pricing, and sourcing strategies—without compromising on craftsmanship or desirability.

Rising gold prices have prompted exhibitors to scale down on karatage, with a visible shift towards 18-, 14- and 9-karat diamond-studded jewellery. At the same time, rose-cut, marquise, drop, and baguette diamonds sit firmly at the top of the popularity charts, emerging as clear favourites across collections. Vintage and heirloom-



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## COVER STORY

inspired diamond jewellery continues to trend this season, reflecting a preference for timeless aesthetics, reaffirming their enduring emotional and investment value.

According to **Sidhartha Sawansukha, Managing Director, Sawansukha Jewellers**, jewellery priced below 5 lakh is seeing particularly strong traction.

“While diamond bridal jewellery sales are slightly slow, the aesthetic remains classic,” he says. “Consumers are moving towards minimalism. This is a no-clutter generation—they want designs with longevity.”

Fancy-cut diamonds, he notes, are performing exceptionally well. There is also a growing tilt towards coloured stones; a trend he believes will strengthen further. “I also feel pearls will come back—in a big way,” he adds, highlighting renewed interest in organic gems.

Pear-shaped marquise diamonds, in particular, are doing “wonders,” he observes. To counter rising metal costs, the brand has managed to reduce metal weight by nearly 15% through technology, with many designs now shifting to 14-karat gold.

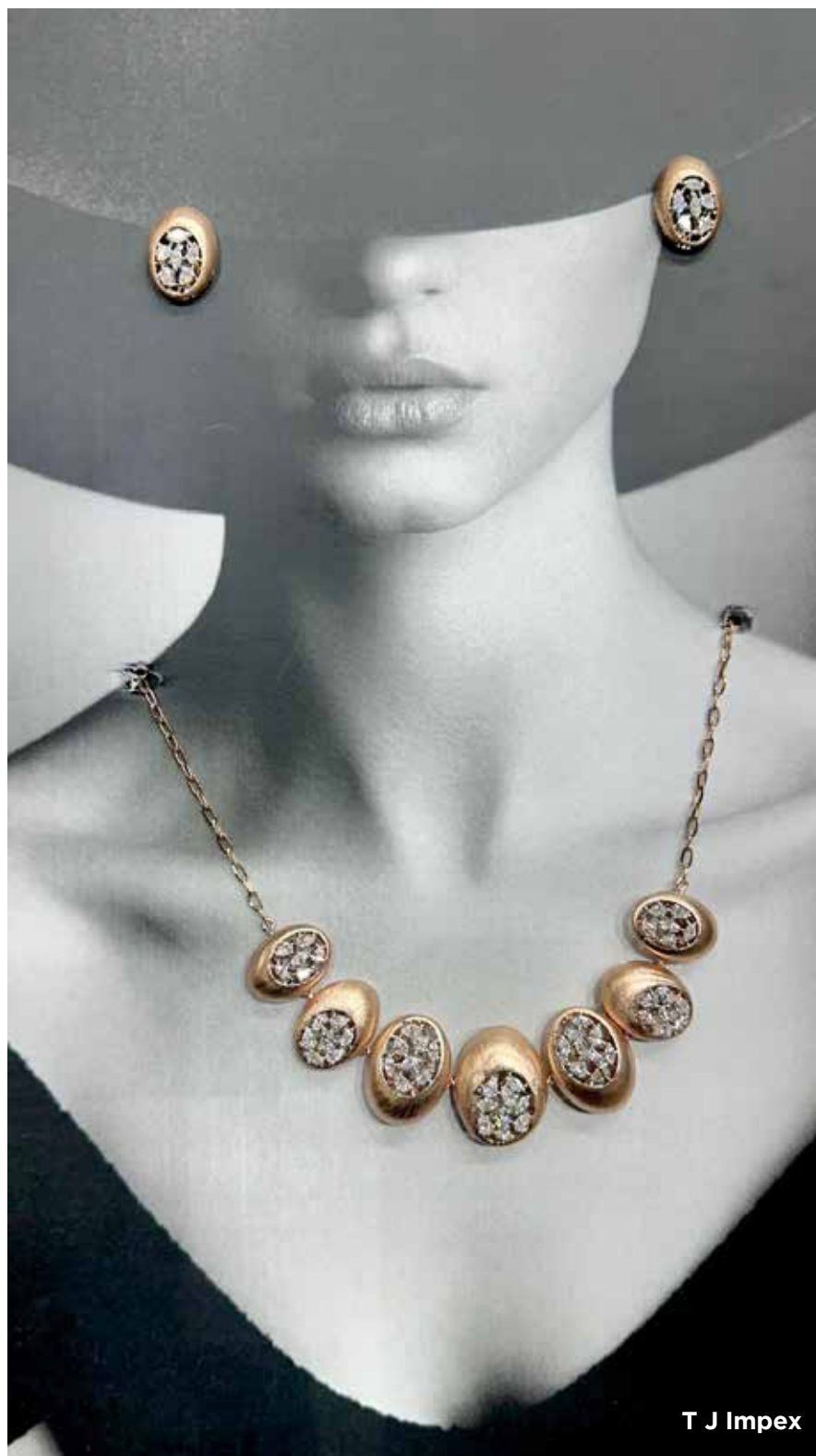
At **Sanskriti Jewels**, innovation has taken centre stage. **Nidhi Garodia, Head Designer and Co-partner**, shared that the brand recently introduced Sikraya, a 9-karat jewellery line inspired by the iconic jaali work of Fatehpur Sikri, with price points starting at 1 lakh.

Diamonds paired with ceramic enamelling recreate the effect of light filtering through latticework. “The response has been amazing,” she says. Another standout line features black polkis in open settings crafted in 14-karat gold, lending a distinctive edge and elevated design language to the collection.

At **Savio Jewellery**, coloured gemstones are driving robust growth. **Abhishek Sand, Partner**, points out that tanzanite has emerged as a clear winner.

“People want blue, but many hesitate to buy blue sapphire because of its astrological connotations. Tanzanite becomes the perfect substitute,” he explains.

Beyond colour appeal, tanzanite offers consistent supply, availability in calibrated sizes, strong visual impact, and accessible pricing. The best-selling sizes range from 1 to 10



T J Impex



Savio Jewellery

carats, with prices spanning approximately \$50 to \$200 per carat, depending on quality.

“There’s also a larger shift towards coloured stone jewellery,” Sand adds. “If customers buy emeralds and rubies, blue completes the palette—and tanzanite fits beautifully.”

With lab-grown diamonds affecting the solitaire segment, gemstones are gaining renewed importance. “Gemstones are the next big thing,” Sand says. “While parts of the industry are facing challenges, we are seeing 20% growth, largely driven by gemstone jewellery.”

Savio’s palette includes emeralds, rubies, blue sapphires, along with tanzanite, kyanite, kunzite, aquamarine, iolite, tourmalines, rubellites, amethyst, and an array of multi-coloured sapphires. “All of these pair well with natural diamonds,” he emphasises.

“I firmly believe in the real diamond story. Lab-grown diamonds may attract a new, lower economic segment, but they are not replacing natural diamonds. In fact, they expand the overall market.”

The Middle East, particularly Saudi Arabia, has emerged as a promising frontier. The recent B2B SAJEX show marked a turning point.

“Saudi Arabia is an unexplored market with huge potential. Earlier, jewellery would route through Dubai, increasing costs. Now, buyers can source directly from India under favourable trade agreements,” he explains.

With growing exposure to high-quality Indian jewellery and coloured stone designs, Saudi Arabia is fast evolving into a strategic growth market.

### Crafts With a Modern Soul

Across collections showcased at the Select Club, craftsmanship remains deeply rooted in Indian heritage, infused with modern sensibilities. **Sensuel Jewels by Chhaya Jain** displayed a variety of handcrafted settings, leather cords, bird motifs, Victorian influences, flexible bracelets, convertible necklaces, and ear cuffs highlighting a design language that is both expressive and wearable.

“Many pieces take two to three months to create, with artisans preparing stones first and designing around them—a process that enhances harmony and uniqueness. While most necklaces are still crafted in 18-karat gold, bracelets and contemporary pieces are

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## COVER STORY



Spark Jewellers

increasingly moving to 14-karat, striking a balance between aesthetics and affordability.

This season, **Priti Bhatia, Founder & Design Head,**

**Awesome Sparklers,** has experimented extensively with rutile cords and vibrant colour palettes, moving beyond her signature butterfly



Savio Jewellery

motifs to introduce bee-inspired elements. Then there are playful bead and panther motifs, seamlessly integrated with cords and gemstones—further reinforcing the brand's signature blend of craftsmanship and contemporary sensibility.

Clarifying her approach to material use, Bhatia is quick to dispel the idea that lighter-looking pieces mean less gold. "People come to me for my designs and craftsmanship," she says. "Gold, for Indians, is an investment—if it doesn't belong in jewellery, it doesn't make sense. My philosophy has always been to use exactly as much metal as required, so the jewellery speaks for itself." Minimalism, for her, is about character, clarity of design, not cutting corners on value.

Versatility is another key theme. Several necklaces are designed to be worn in multiple

ways—up to three formats. A single piece can transition from a bold, front-facing statement for festive occasions to a lighter, more understated look for everyday wear. Parts of the same necklace can even be separated and styled as a bracelet, offering flexibility without compromising aesthetics.

**Durga Tulsyan, Director, T J Impex,** informed that their Texture Collection in 14-karat gold crafted in warm rose-toned gold, with satiny oval motifs, and brushed textures were a hit at the show. Each oval pattern is accentuated with a cluster of pavé-set diamonds, creating a refined contrast between the matte gold surface and radiant sparkle.

### Gold Demand Stable

Many exhibitors noted that buyers are coming in with well-defined lists and precise requirements. Impulse buying has reduced significantly, but this has brought a positive change—payments are timely; inventory cycles are healthier, and purchases are calculated. Clients now know exactly what weight, product range, and quantities they need, often buying 40, 60, or 80 pairs instead of large speculative volumes. This cautious yet focused approach is seen as sustainable and beneficial for both manufacturers and retailers.

**Vishal Jain, Owner, Shah Vanaji Kesaji & Co.,** remarked, "Rising gold prices have pushed the industry to rethink caratage and design strategies. Even traditional family jewellers who focused on higher purity gold, have successfully introduced 18-karat jewellery—a bold move, especially for regional markets that historically preferred 22-23-karat. Acceptance of lower caratage like 14 or 9 remains limited due to cultural preferences and concerns about value in tier III and IV towns. Handmade jewellery further restricts this shift, as it does not translate well into low karat formats. However,

## Manipur Exhibitor Marks a Notable Debut at IIJS Bharat Signature

First-time exhibitors, Shree Manikumar Jewellers, Imphal, Manipur, displayed a stunning handmade Manipuri jewellery, deeply rooted in the cultural history of Manipur, with each piece reflecting local motifs, and traditions. The designs are inspired by natural elements such as flowers, insects, and indigenous forms

like the Shiroy lily, making them distinctly different from other Indian jewellery styles. With a manufacturing unit supported by around 500 local goldsmiths, every piece is handcrafted using techniques such as filigree and other traditional crafts, where individual components are made separately and then assembled. Depending on the complexity,

a single jewellery piece—especially bridal designs—can take up to one-and-a-half months to complete, while smaller items like rings also remain fully handmade. The jewellery is primarily crafted in 24-karat gold, admired globally for its rich yellow hue, and has received strong demand not only across Indian regions such as Kolkata, Mumbai, Punjab, Patna, and Uttar Pradesh, but also internationally from countries including Germany, Australia, and the Middle East. Signature pieces like the "Maray," which is traditionally worn by the bride's mother during weddings, highlight the deep cultural narrative behind the collection, making the jewellery both unique and story-driven, a quality that strongly resonated with traders and buyers alike.



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## COVER STORY

18-karat collections are seeing strong traction, particularly in ready stock, signaling a gradual evolution in customer mindset.”

Innovation in 3D technology has been another key driver of change. Initially limited to small pieces such as rings and earrings, 3D manufacturing has now expanded into bridal jewellery, achieving significant weight reduction—up to 40% compared to traditional designs.

**Mehta Gold** has unveiled Mehta Air that represents a true technological breakthrough driven by innovation. **Sandeep Mehta, Managing Director**, revealed, “Just as in the aviation industry—where every screw in an aircraft weighing thousands of kilograms is engineered through intensive



**Mehta Gold**

R&D to reduce weight without compromising strength—we recognized that jewellery manufacturing lacked focused research on metal thickness optimization and structural strength in gold. We invested decisively in this vision, and within one year achieved up to 50% weight reduction in the same designs, while



retaining identical detailing, durability, and craftsmanship. Our intent is clear: to support our customers amid rising gold prices by offering affordable jewellery with better spread, uncompromised 22kt purity, and highly intricate designs, redefining value without sacrificing quality.”

**Sandeep Karel of Spark**

**Jewellers**, noted that they got a good response during the show. Specialising in lightweight jewellery made with casting, they got many queries from the south, north and east India. In order to stay cost-effective, they also use paper casting which has helped them reduce the metal weight by nearly 40%. “Buyers are warming up to the idea of 18-kt purity.”

**In essence, the IJS Bharat Signature highlighted a few trends:** lighter gold, electroformed jewels to lend a bigger look; strong design thinking; coloured gemstones and natural diamonds shaping a new chapter in fine jewellery.

In short, exhibitors are responding to market realities while staying true to craftsmanship and luxury.

## ONE-OF-A-KIND

# Shaping Divinity in Gold: SAP Jewels LLP Unveils Electroformed Temple



Divinity truly lies in details! SAP Jewels LLP presents a typical South Indian temple crafted in 22-karat gold. It is an electroformed masterpiece signifying what contemporary gold craftsmanship can achieve.

Crafted using 615 grams of the yellow metal, the structure appears almost weightless, yet commands a powerful visual presence. Measuring 8.5 inches in height and 5.5 inches in width, the sculpture stands as a bold expression of electroforming’s potential.

Conceived and executed over



three intensive months, the creation reflects the relentless pursuit of perfection by the company’s team.

But it was not smooth sailing, as the piece was melted and reworked twice to achieve the level of detailing the technique demands!

The technique opens new creative possibilities for gold—where innovation, craftsmanship, and luxury intersect to shape the future of jewellery design.

SPOTLIGHT

# GJEPC Launches JewelStart to Build a Structured Innovation Ecosystem

IIJS Bharat Signature 2026 witnessed a defining moment for India's gem and jewellery industry with the launch of JewelStart, GJEPC's first dedicated incubation and acceleration platform for gems, jewellery and allied startups. Unveiled at the show in Mumbai, JewelStart signals a deliberate move to embed structured innovation, entrepreneurship and technology-led problem solving into the industry's growth story.

JewelStart aims to bridge the gap between India's deep manufacturing legacy and the demands of a fast-changing global market. The initiative is designed to support early-stage ventures working across jewellery brands, manufacturing solutions, digital tools, sustainability, traceability, retail experience and allied services.

A key highlight of the launch was the announcement of collaborations between GJEPC and leading ecosystem partners, including Inflection Point Ventures, SINE IIT Bombay, National Institute of Design (NID) Ahmedabad, ICICI Bank and IndusInd Bank. These partnerships are expected to strengthen access to funding, design thinking, technical mentoring and financial support.

Addressing the gathering, Dr. Tariq Thomas, Director, Department of Commerce, Ministry of Commerce and Industry, said the pace of change confronting the gem and jewellery sector makes innovation unavoidable. "The government is actively encouraging innovation-led ecosystems across sectors, and initiatives like JewelStart align with that larger direction. The industry is operating in an environment of constant volatility, from trade disruptions to shifting consumer preferences. Traditional ways of managing challenges may no longer be sufficient. Platforms like JewelStart create a space where young innovators can engage directly with industry problems and build solutions that strengthen resilience, scale and long-term competitiveness," the Director said.

Speaking at the launch, Kirit Bhansali, Chairman, GJEPC, positioned JewelStart as a strategic necessity rather



## JewelStart

than an experiment. He said the industry has reached a point where scale and skill alone cannot address future demands. "India's strength has always been craftsmanship and scale. But the next phase of growth will come from ideas, technology and new business models. JewelStart is about giving those ideas a structured platform to grow within the industry, not outside it," Bhansali said.

He added that as India works towards ambitious export and domestic market goals, innovation must become accessible to MSMEs and young entrepreneurs, not restricted to large organisations with in-house resources.

The programme architecture of JewelStart rests on three clear pillars: market access,

mentorship and capital. Startups selected under the initiative will gain direct exposure to GJEPC's global trade platforms such as IIJS Premiere and IIJS Bharat Signature, along with guidance from industry leaders, investors and domain experts. The model is intended to help founders move from concept to commercial readiness with speed and relevance.

Sabyasachi Ray, Executive Director, GJEPC, described JewelStart as a structural shift in how the Council engages with the future of the industry. "This is not a short-term initiative. It is a movement. Just as IIJS reshaped how Indian jewellery connected with global markets decades ago, JewelStart is about introducing constructive disruption into

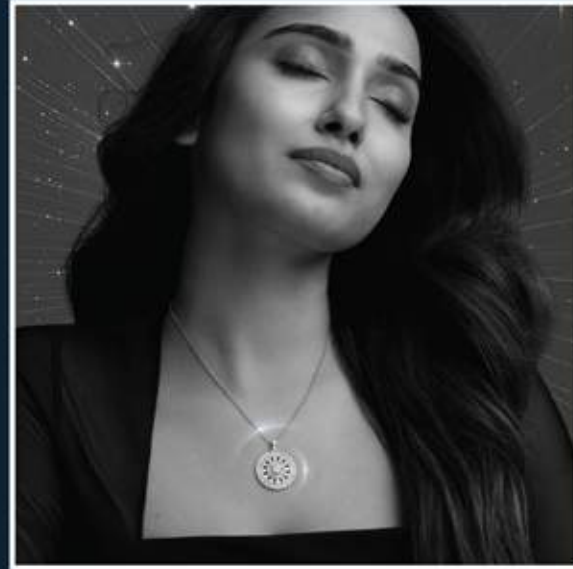
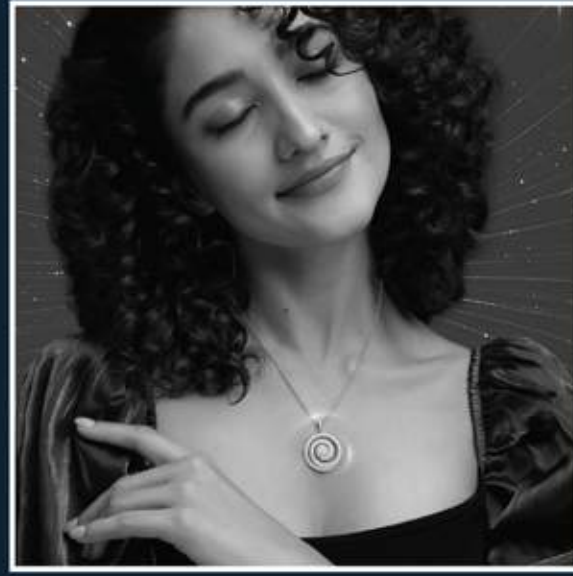
the system. If we want to reach the next level of growth, we cannot keep operating on old models. We need to challenge processes, rethink business formats, and allow new ideas to disrupt the way we work," he said.

"We studied startup ecosystems across technology, manufacturing and design institutions before building JewelStart. What we are launching today is informed by that learning but grounded in the realities of the gem and jewellery sector," Ray added.

JewelStart will operate through a structured, multi-stage journey, starting with problem identification sourced directly from industry stakeholders. These problem statements will be opened up to entrepreneurs, designers and technologists, encouraging solutions that are practical, scalable and commercially viable. Selected startups will move through incubation, prototype development, market testing and eventual scale-up, supported by GJEPC's infrastructure and network.

With the launch of JewelStart, GJEPC has placed startups and innovation firmly within the industry's mainstream conversation. As the programme rolls out its first cohort and industry-led challenges in the coming months, JewelStart is expected to play a vital role in influencing how India builds its next generation of jewellery enterprises, combining legacy with new thinking at scale.





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## IN FOCUS - SILVER

# Silver on the Rise & The Growing Importance of Hallmarking

Driven by sharp rise in price, silver is enjoying a moment in India. From jewellery and wedding wear to décor and lifestyle products, demand remains resilient despite rising prices. As silver moves into the mainstream, the spotlight is now firmly on purity and the evolving role of hallmarking in building consumer trust.



Shyle

Silver value has appreciated by nearly 125% in the last one year – from about ₹90,000 per kg in December 2024 to about ₹2,00,000 per kg as of mid-December 2025.

In India, while the tonnage demand for silver bars and coins has risen by nearly 21% year-on-year, demand for the fabrication of silver jewellery and silver-ware has dropped by nearly 11%, according to Metals Focus data.

This decline, however, is not indicative of waning interest in silver jewellery and wares, “on the contrary, the demand for silver products has held up despite a sharp appreciation in value,” Harshal Barot, senior research consultant at Metals Focus, points out. Even as silver’s price rises, it is still far more accessible than gold, enhancing its appeal as a versatile metal and as a store of value.

With gold prices more than doubling in the last two years, consumers are increasingly turning to silver as a credible and accessible alternative for jewellery. “Today’s silver and gold-plated silver jewellery rivals gold not just in design and finish but also in sophisticated retail presentation,” says Rahul Mehta, Managing Director, Silver Emporium, one of India’s biggest manufacturers of handcrafted Silver jewellery and silverware. The shift in silver’s



Sangeeta Boochra

desirability is visible across segments; from everyday and fashion-led purchases among younger consumers to affluent buyers. Even bridal wear has seen an uptick in gold-plated silver jewellery, notes Mehta, “in weddings, where safety and portability of jewellery is a concern, consumers prefer to not carry their very expensive gold jewellery and instead opt for gold-plated silver bridal and wedding jewellery.”

Silver’s demand is also being driven by rising household wealth in India that has pushed silver beyond cupboards into living spaces. Consumers are buying silver artefacts, dining ware, pooja-room essentials and statement decor pieces. Silver is increasingly viewed as cultural capital - valuable, visible and meaningful. “What was once relegated to gifting or storage is now being showcased in homes, reflecting a shift in attitudes towards ownership and display,” notes Krishna Goyal, Chairman & CEO of Dwarka Gems Ltd.

Diwali gifting volumes at Silver Emporium were up roughly 15-20% year-on-year despite silver prices rising. Growth is especially pronounced in small



Silver Emporium

towns, signalling deep, broad-based demand rather than metro-led consumption alone.

Silver’s comeback follows years of scepticism after the 2011 crash, when prices halved after a big slump. In recent years, however, steady price gains have rebuilt confidence in its value, even amid daily volatility, explains Barot, “supported by not just jewellery but also with growing demand from EVs, solar and other industrial uses.”

Even for startup founders in the jewellery industry, silver offers a new route to the

consumer market. Shyle, a Jaipur-based silver jewellery brand secured 70 lakhs funding in the India edition of Shark Tank, in 2025, due to its robust performance. Astha Katta Sirohiya and Radhesh Sirohiya founded Shyle in 2017 and chose silver for the jewellery “as the metal offers both cultural and commercial opportunities. It was better suited than gold for an online D2C venture,” says Astha Katta Sirohiya, who is also the creative head at Shyle.

The brand has seen success because of its design experimentation and the acceptance of silver as a lifestyle and statement product. According to Astha, “Silver lends itself better to frequent wear, contemporary styling, especially among women aged 25+ and increasingly even younger buyers.” Shyle concentrates on silver-only designs for women, without the use of any stones. The brand has seen strongest demand come from metros such as Delhi, Mumbai, Bengaluru and Chennai, “where consumers prioritise design, finish and comfort over weight alone,” she reasons.

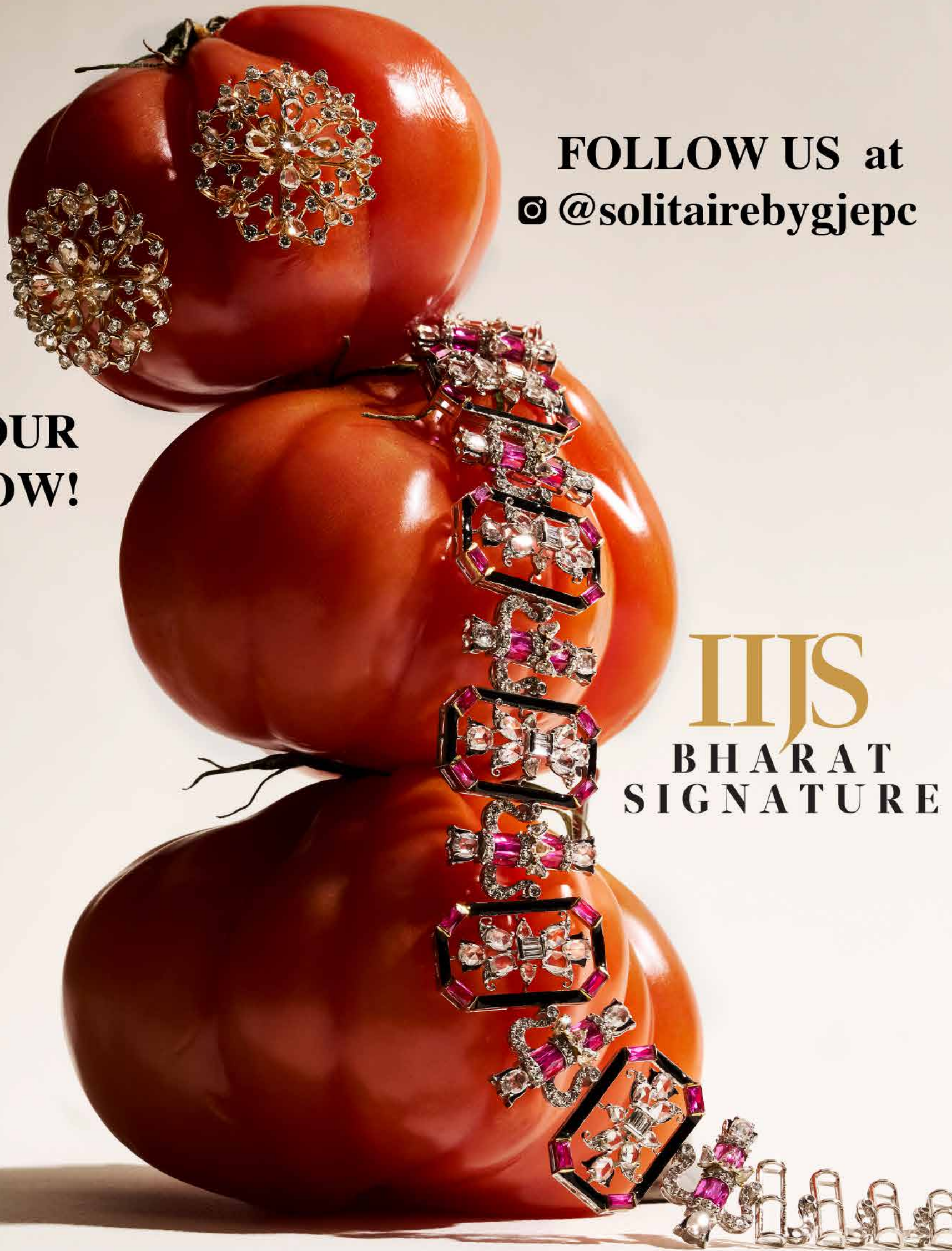
To aid silver’s momentum in the precious jewellery market, greater consumer awareness around purity and hallmarking is crucial. “Historically, silver jewellery has typically been made at 30-60% purity. Today, jewellery crafted in 92.5% silver is gaining traction. Higher-purity silver items are seeing fastest growth,” Barot informs.

Barot points out that mandatory hallmarking is necessary even in silver, for increased consumer confidence in the metal.

While hallmarking of silver remains voluntary, according to a report published by GJEPC, an HUID mark became compulsory for those silver pieces that were hallmarked from 1 September 2025, as per a mandate by the Bureau of Indian Standards (BIS). Since then, over 17 lakh silver articles were registered within just three months of its implementation, the report says.

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## SPOTLIGHTS

# Hupari – The Silver Town

This year's IIJS Bharat Signature theme, Art Forms of India, focuses on the country's masterful craft traditions and how they continue to shape modern jewellery design. Today, we turn our spotlight to **Hupari**, a town in Maharashtra renowned for its silver ornaments, especially its iconic anklets. Visit the **Crafts Pavilion in Hall 4** to witness live demonstrations by master craftsmen who have been practising this art for decades.



What sets Hupari apart is its deeply personal, home-led production ecosystem. Silver jewellery is crafted within homes, where generations of artisan families work together. From melting and drawing silver wire to shaping, soldering, assembling and polishing, every step is done by hand. Women play a vital role

in assembling and finishing, while men typically handle structural work and trade, making the craft both inclusive and community-driven.

Hupari's artisans are celebrated for their precision and patience. A single pair of anklets can take hours or even days to complete, depending on the complexity of the



Photograph No. 13

The small pieces of design as obtained through the press machine (photograph No. 7) are arranged together and then the entire ornament is soldered with a hand-stove.



design. The signature sound of Hupari anklets—created by carefully joined silver beads and links—is as important as the visual beauty, making each piece a complete sensory experience.

Today, Hupari supports around 2,500 small workshops across surrounding villages, engaging an estimated 40,000 artisans. This thriving ecosystem provides a livelihood for close to 100,000 people, forming the undeniable economic backbone of the region.

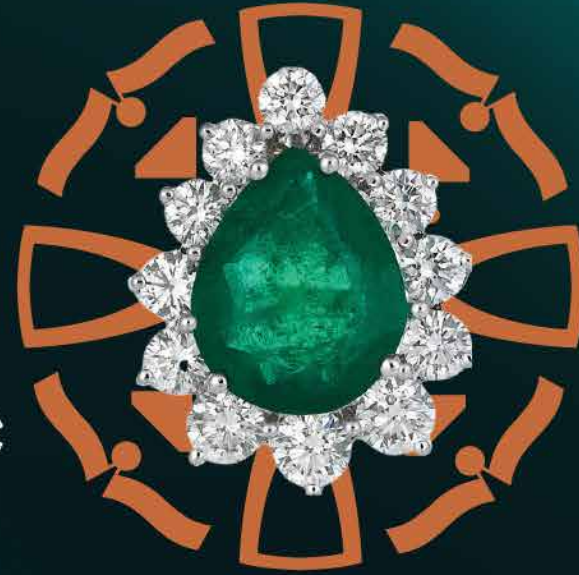
The craft's cultural significance has earned Hupari silver jewellery a Geographical Indication (GI) tag. While firmly rooted in tradition, the craft continues to evolve as artisans are adapting designs for modern lifestyles, creating lighter, more versatile pieces while retaining time-honoured skills. At trade shows and global platforms, Hupari represents more than silver jewellery—it stands for living heritage, human skill and a legacy that continues to shine through artisanal skills.



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09<sup>th</sup> - 11<sup>th</sup> APRIL 2026

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# The Select Club

## EXPERIENCE THE LUXURY

**The Select Club at IIJS Bharat - Signature will host 107 Couture jewellery exhibitors, displaying a wide range of exclusive high-end jewellery.**

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- DHANRUPJI DEVAJI CO
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- DIPTI AMISHA
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# Highlights from the Show Floor

This visual diary captures the bustling aisles, breakthrough trends, and business moments that defined the show





# Osmium: Discover the Final Frontier of Jewellery

You heard right! Osmium is one of the rarest metals on Earth — and among the very last to revolutionize the high-end jewellery world. Join Scarlett Clauss, Vice Director of the Osmium Institute, Germany, on Saturday, 11th January 2026, 5 pm, at the Launch Pad, Hall 1, Bombay Exhibition Centre,, during IJS Bharat Signature. She will unveil the mesmerizing world of crystallised osmium: its unmatched brilliance, extreme rarity, unforgeable crystalline structure, and exciting potential as the next premium material for exclusive jewellery pieces. Don't miss this rare opportunity to explore the future of luxury jewellery — right at India's biggest gem & jewellery trade event!



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**INNOV8**

# NESCO INNOV8 SCHEDULE

Topic	Speaker Name	Date	Time
The Global bench mark for Gemstone pricing	Atul Jogani	11 January 2026	12:00 - 12:30
Beyond Lanes & Legacy Markets India Gold Capital and the Future of Jewellery Trade	Haresh Sundar	11 January 2026	01:00- 2:00
How to Think 10X- Breaking Mental Barrier/Success your Birth-right	Dr. Sudhir Rao	11 January 2026	14:00 - 15.00
The Power of Storytelling: How stories shape brands, cultures, & leadership	Arti Saxena	11 January 2026	15:00 - 16:00
	Jayant Raniga		
	Ravishankar Iyer		
	Anil Prabhakar		
Natural Pearl Trade & Evaluation	Abeer Al-Alawi	11 January 2026	16:00 - 17:00
A New Era of Rarity and Luxury: Crystalline Osmium Makes Its Indian Debut	Scarlett Clauss	11 January 2026	17:00 - 18:00

# SYMPOSIUM

Topic	Speaker	Company	Date	Time
Artificial Intelligence in Indian Jewellery Manufacturing and Retail	Vinit Jogani	Diatech Ai	11th January	14:00 - 15:30
	Rahul Desai	International Institute of Gem-ology		
	Aagam Shah	Plushvie		
	Kaushik Sanghvi	SNDT		
	Vishal Usapkar	IRYS		
	Akash Subramanian	The New Jeweler International Media Group		
AI & Design Congruence	Devyani Parekh	GIA	11th January	15:30 - 17:00

## innov8

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## WHAT'S NEW

# Modern Glow

Crossover bracelets are wonderfully versatile and slip comfortably onto any wrist. **Nine Jewellery** showcases an extensive selection crafted in textured gold, highlighted with bezel-set uncut diamonds and gemstones in vivid colours and varied cuts. Some pieces are further uplifted with luminous pearls, adding a soft, elegant glow.

The earring range takes a more contemporary route, featuring clean, geometric forms shaped like navettes. Their chokers and two-row necklaces strike the right balance between style and occasion, making them perfect for evening soirées and family gatherings.



# Vivid Sparkle

**Peacemoon Traders** unveils a collection that shimmers with white and natural fancy colour diamonds in an array of shapes and sizes. High-end pieces accented with rubies, kunzites, and other vibrant gems bring a vivid energy to each design, making them irresistible to the fashion-forward. The workmanship feels polished and confident, and the collection is crafted for those who enjoy making a statement without losing their sense of elegance.



## WHAT'S NEW

# Botanical Geometry

**Raj Diamonds** offers a fresh, contemporary interpretation of nature. Crafted in 14-karat gold, the bridal necklaces draw inspiration from buds, blooms, leaves and flowing, curvy stems, articulated with diamonds, rose-cut stones and pops of colourful gemstones arranged in a geometric play. The collection spans classic full chokers and necklaces, alongside clean-lined open necklaces designs that feel light yet structured, delicately infused with diamonds and gemstones.



# Polki Appeal

A captivating interplay of irregularly shaped uncut diamonds—generously scattered large and small polkis—dance merrily with vibrant coloured gemstones in this exquisite collection by **Valentine Jadau** of Jaipur. Each piece celebrates the raw beauty of unpolished diamonds juxtaposed against bursts of emerald, ruby, sapphire, and tourmaline hues. The line-up is a celebration of grandeur: Resplendent bridal chokers, dramatic party-wear pendant necklaces, oversized statement earrings with regal flair, bold cocktail rings, and broad, intricately worked cuffs that embrace the wrist like royal-style. This medley of vivid colours and textured sparkle effortlessly elevates every attire.



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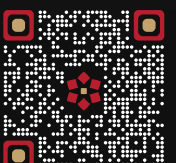
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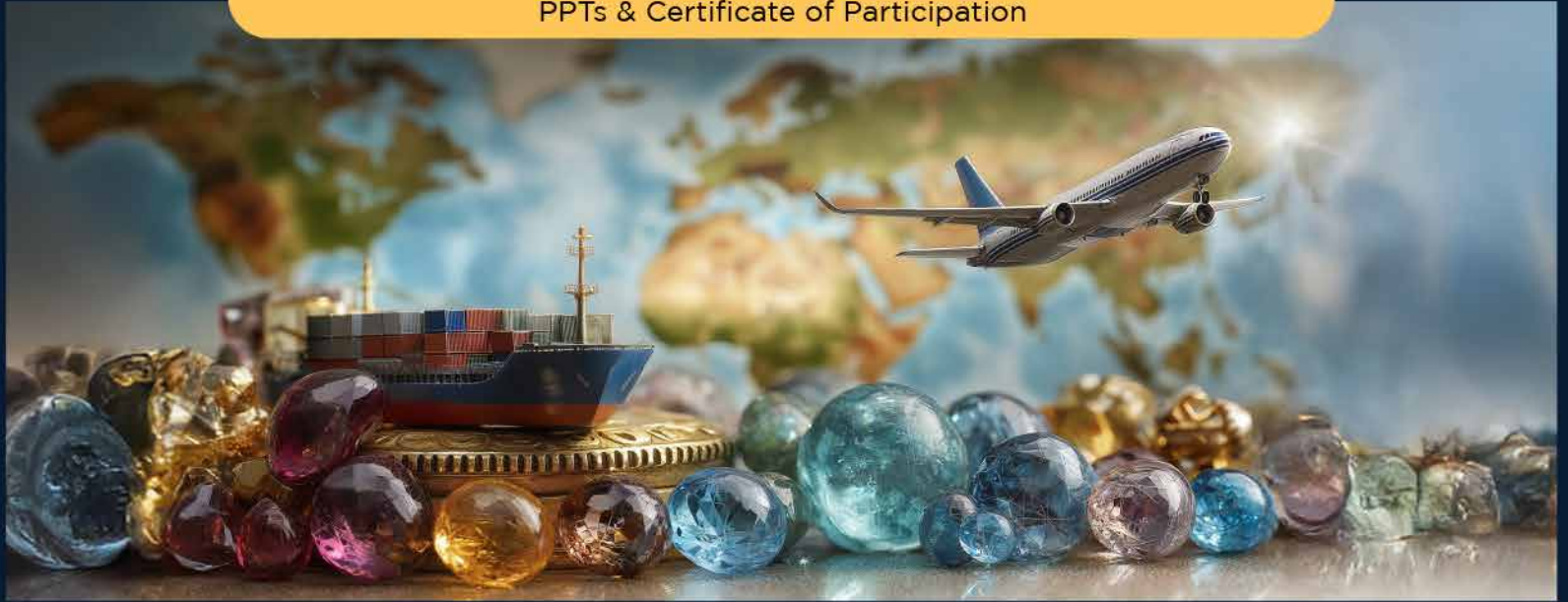
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