

SHOWDAILY

DAY 5

12TH JANUARY 2021

COVER STORY

Jadau & Diamond Bridal Jewellery In Demand

Jadau and high-end diamond jewellery have been favourites of brides since ages. Indian manufacturers are seeing a resurgence in this category ever since the lockdown rules have been eased.

In terms of trends, pink coloured gemstones are being favoured. Pink sapphires, morganites, tanzanites are moving well in combination with emeralds. The rise of the gold price has only boosted consumer confidence in the metal – as it is viewed more than ever as an asset class. On their part, manufacturers have tried to cut down on the use of gold to make the pieces lighter and used innovative colour combinations in keeping with the market demand.



GDK Jewels

Ashish Goyal, Director, GDK Jewels, New Delhi, observed that the domestic market is getting back on its feet.

Demand is coming from northern regions like Kanpur, Lucknow and other cities. “We have a wedding season ahead and enquiries are on.”

According to Goyal, people have learnt to accept that they will have to live with Covid-19,

until they get vaccinated. This has led them to move out and go ahead with purchases and wedding plans. As a result, demand is picking up, observed Goyal.

And while retailers are checking and enquiring online to generate leads and interact, they prefer to physically check the pieces to finalise the merchandise. “Also, our

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premium range is priced between Rs. 15 lakh and Rs. 80 lakh, and we cater to top 5 or 7 retailers from each city. Many retailers want to check the sets in person before they decide on booking orders.”

The forte of **Guru Kripa Design Studio LLP, Jaipur**, is to combine the elements of Mughal and South Indian temple styles in 22-karat featuring rubies, emeralds, Basra pearls, and diamonds. Agrime

Garg, Partner-Director of the company said that the number of visitors in the second edition of IIJS Virtual were more. However, conversions were not much.

“But all is not lost. The domestic market has revived since the last three months and customers are scouring for premium products that have a lasting value.” The company has cut down on gold weight by 10-15% owing to the rising cost of the precious metal, and demand has been consistent for its jewellery sets

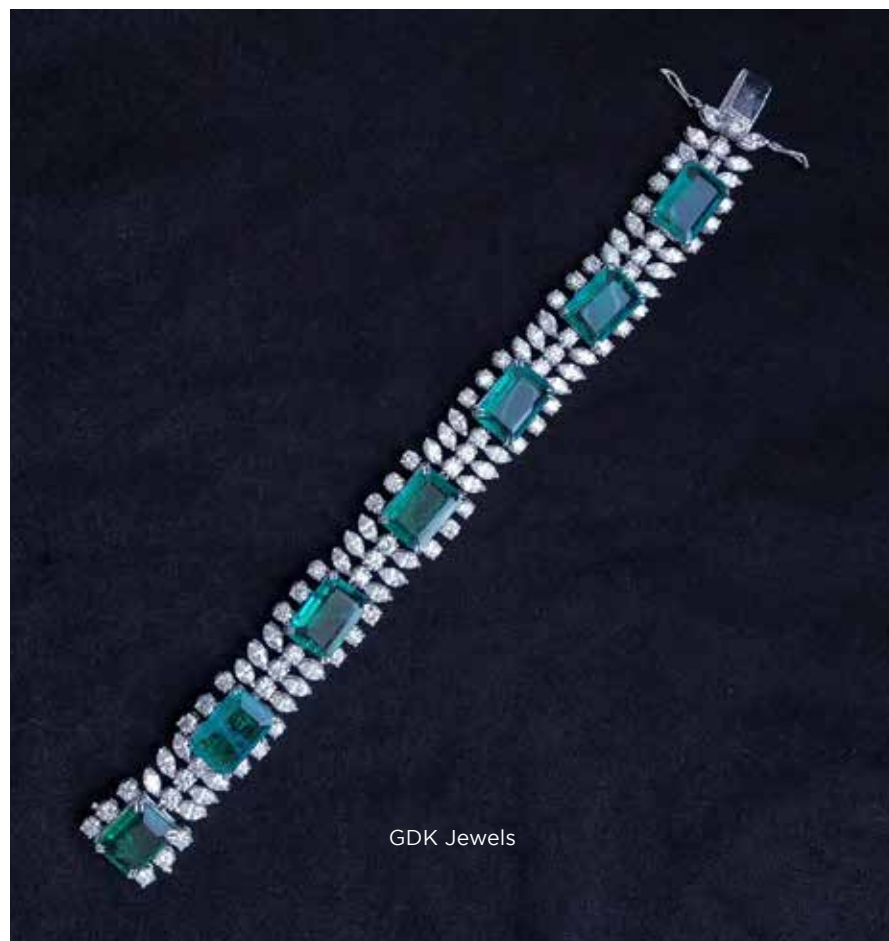
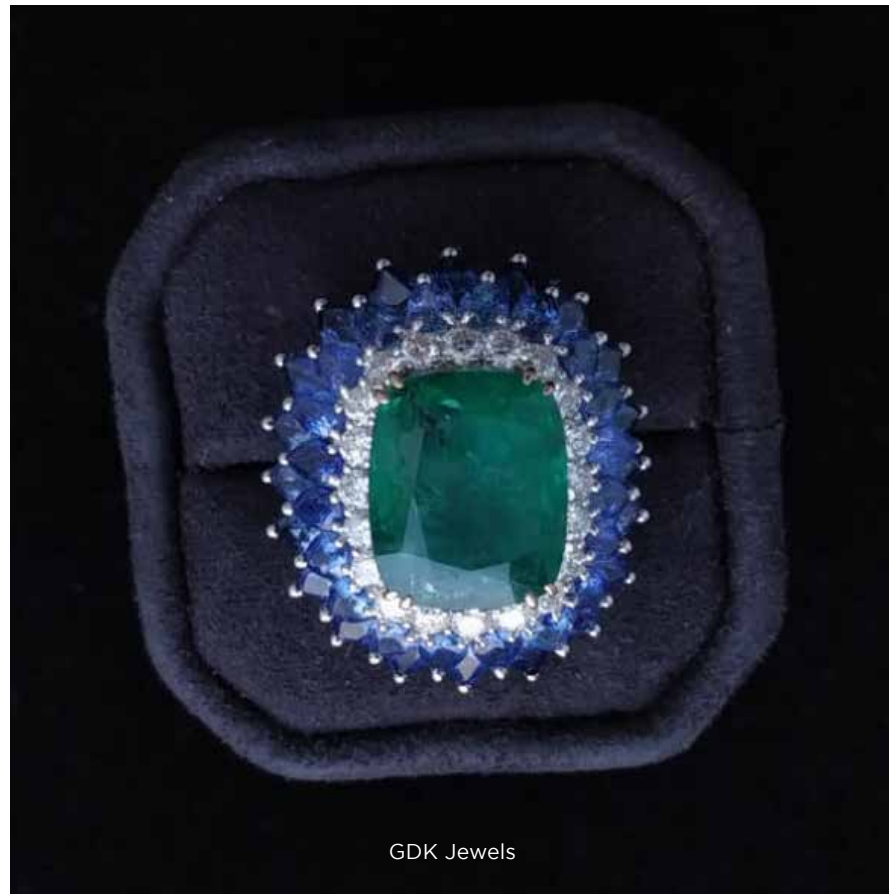
priced between Rs.15 lakh and Rs.25 lakh. Other than India, the company exports jewellery to the US as well, where the demand has been steady, noted Garg.

Laxmi Jewellery Export Pvt. Ltd. Ahmedabad noted that 22-karat jadau jewellery with antique gold touches between Rs. 3 lakh and Rs. 7 lakh was popular. **Devesh Mehta, company Partner**

noted that demand was strong across India and they were getting requests for customising jewellery according to region-specific trends.

Amish Kothari, Co-Founder, Rosentiques Fine Jewellery,

Mumbai, revealed that they have three categories in the bridal segment, namely jadau, open-setting jewellery, and diamond jewellery. All the categories have picked up well and he is sure that they will reach the pre-Covid sales figures by March or April. Necklaces up to Rs.12 lakh and statement earrings up to Rs.5 lakh were moving well.





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IN CONVERSATION

‘Demand For Diamond Sets Growing By The Day’

Amit Desai, Proprietor, Charu Jewels, Surat, is upbeat about IIJS Virtual and reveals that sales of diamond bridal jewellery across India are in great demand.

How has the IIJS Virtual 2.0 been for you?

I'd say above average. We have been having 5 to 6 meetings per day and buyers are looking for diamond jewellery. I am happy that orders are being placed.

Which regions are seeing an uptick in demand?

For us, it is mainly the northern region – buyers are opting for diamond bridal sets with accents of gemstones. The range that is popular is between Rs.4 lakh and Rs. 15 lakh.

In terms of trends, what is being preferred?

I'd say rose gold is on top of the popularity charts. We cater to a wide audience and customise heavily. We make collections in 9-, 14- and 18-karat gold. Surprisingly, we are getting orders for 14-karat bridal sets set with fancy-cut diamonds. The most popular range is G,H, I colour with SI clarity in the northern region.

But we have a retail showroom in Surat where customers prefer E, F, G colours and VS clarity. It differs from region to region.

Is your jewellery handmade?

Yes, all our jewellery is handmade, but we do use some technical expertise as well to ensure that the parameters of quality,

finish and flexibility are never compromised.

What is your prediction for diamond jewellery sales in India?

Since we also retail, I can vouch that the popularity of this category will only grow manifold. In fact, I have opened a new showroom on an appointment-only basis. We have realised that customers today are keen on customising jewellery. We have also been getting many requests for remodelling their old jewellery and turn them into modern pieces.





SUNIL JEWELLERS



IIJS Virtual 2.0

8th Jan - 12th Jan 2021

Hall no. 4, Premium
Category

IN CONVERSATION

‘Novel Bridal Jadau Jewels Are In Vogue’

Ankit Lodha, Founder and Creative Director, GIE GOLD CREATIONS PVT. LTD., Jaipur, , shares his views on the increasing popularity of jadau jewellery and coloured stones that are being favoured in this category.



Jewels of Jaipur is a brand of GIE which has a strong base in the domestic as well as certain international markets. Could you throw light on what is currently trending in Jadau?

Classics are evergreen in these times and customers want to wear heirloom pieces, but with a contemporary slant. They want something different. So, we have to be sharp enough to realise what is the current demand and innovate and



create something new all the time.

How do you achieve that?

We use various techniques. For instance, now we are blending open and close setting of gemstones in our lines. Gold has become expensive, so we are striving to use less gold in



the pieces, but we enhance the metal by giving it an antique finish.

What are the gemstones that are trending?

I would definitely bet on Russian emeralds in melon cuts, intricate inlay of jadai work, carvings. Our forte has always been melon cuts so we employ more of them in our collections. We also try new colour combinations such as a pastel and

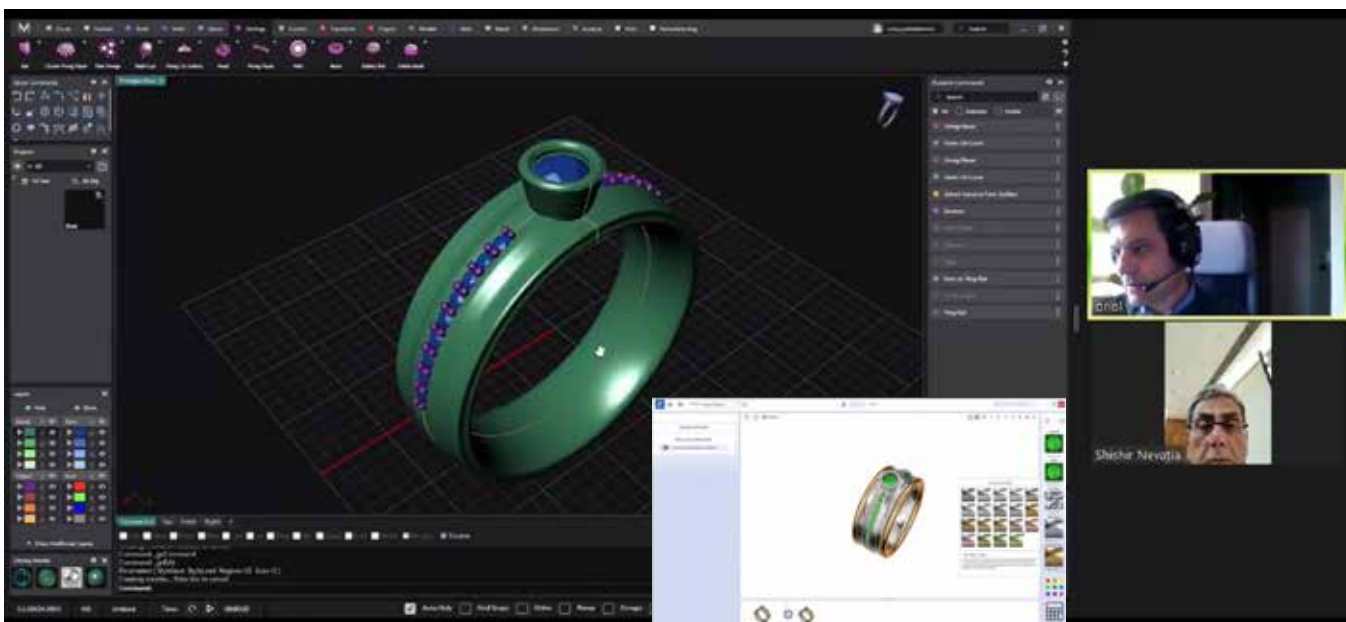
dark hues – so we use Russian emeralds that are light in colour paired with Zambian emeralds that are deep green. Onion shades of rubies, pink sapphires, tanzanites, morganites, and a combination of pink and green gemstones is trending currently. For us, bridal sets between Rs.7 lakh and Rs.15 lakh are moving well across India.

Your collections include a generous amount of polkis as well. Are customers comfortable buying non-certified polkis?

The good part is labs such as IGI and SGL are certifying natural diamond polkis – both filled and non-filled. Yes, we only feature certified polkis and as a result, consumers are aware of what they are opting for. Transparency always helps in making informed choices.

INTERACTIVE KNOWLEDGE SESSIONS

The Future of CAD Is Here Already



Spain-based Gemvision Product Director Oriol Colledemont took IIJS Virtual 2.0 participants on a journey to the Future of CAD. He offered a live demonstration of the power of the latest MatrixGold CAD software for jewellery manufacturers and the CounterSketch custom jewellery

designing software for jewellery retailers.

In conversation with Shishir Nevatia, Director, Sunjewels, Oriol said he envisioned a future which had greater synergy between CAD software used at the workbench and on the sales floor, as the world is moving online. He demonstrated ease

with which designs could be created in MatrixGold and then imported into CounterSketch for sales persons to show to the end customer, who could then further customise the design to her liking. The customised design could then easily be exported to MatrixGold for producing the finished jewellery

piece.

Oriol noted that MatrixGold gives manufacturers the flexibility to not only make their own software tools, but also to fine-tune settings to suit each factory's unique requirements and avoid manufacturing errors.

Changing the shape, size or individual feature of a design didn't require any complicated backward steps or undoing hours of hard work; it could simply be achieved at the click of a button, he noted.

The software also has a built-in calculator to be able to give customers a real-time price estimate instantly.

CounterSketch was based on libraries that make it easy to make modifications right in front of customers with few weeks of sales staff training.

Gemvision, Oriol emphasised, is not just focusing on making designs, but is helping you to sell these designs as well.



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BRAND WATCH

Lighweight Sparklers

Lotus Jewellery Creation, Rajkot, presents feather light 3D collections in 22- and 18-karat gold. Amor is a laser filigreed collection accentuated with hollow beads and light hollow CNC diamond cutting beads. Amor Astro is a 3D collection perfect for daily wear that blends laser filigree and handcrafted work featuring diamond faceting threads to lend a sparkle to every piece. And the Aumaze collection uses laser technology with double layers of dull satin and high polish finishing. Here's an elegant way to wear the trend!



Fresh Perspective

Sweta S Fine Jewelry is the brainchild of Sweta, a design professional, whose roots in Bengal and lineage of Rajasthan, come together beautifully in the pieces she designs. A certified diamond expert from the GIA, her technical expertise is unparalleled. Her handcrafted pieces are unique in design and she works with master craftsmen from Bengal. She presents two collections – one leaning towards traditional designs crafted in gold, diamonds, ruby beads, emeralds, blue sapphires and enamel. Ranging from Rs. 1lakh to Rs.5 lakh, the collection consists of chokers, rani haars, nath-inspired earrings, pendants, and head ornaments like borlas. The second collection Nihaara is an outcome of three years of effort, and is contemporary and lightweight. Rough gemstones are the hero of the pieces crafted in gold and enhanced with diamonds.

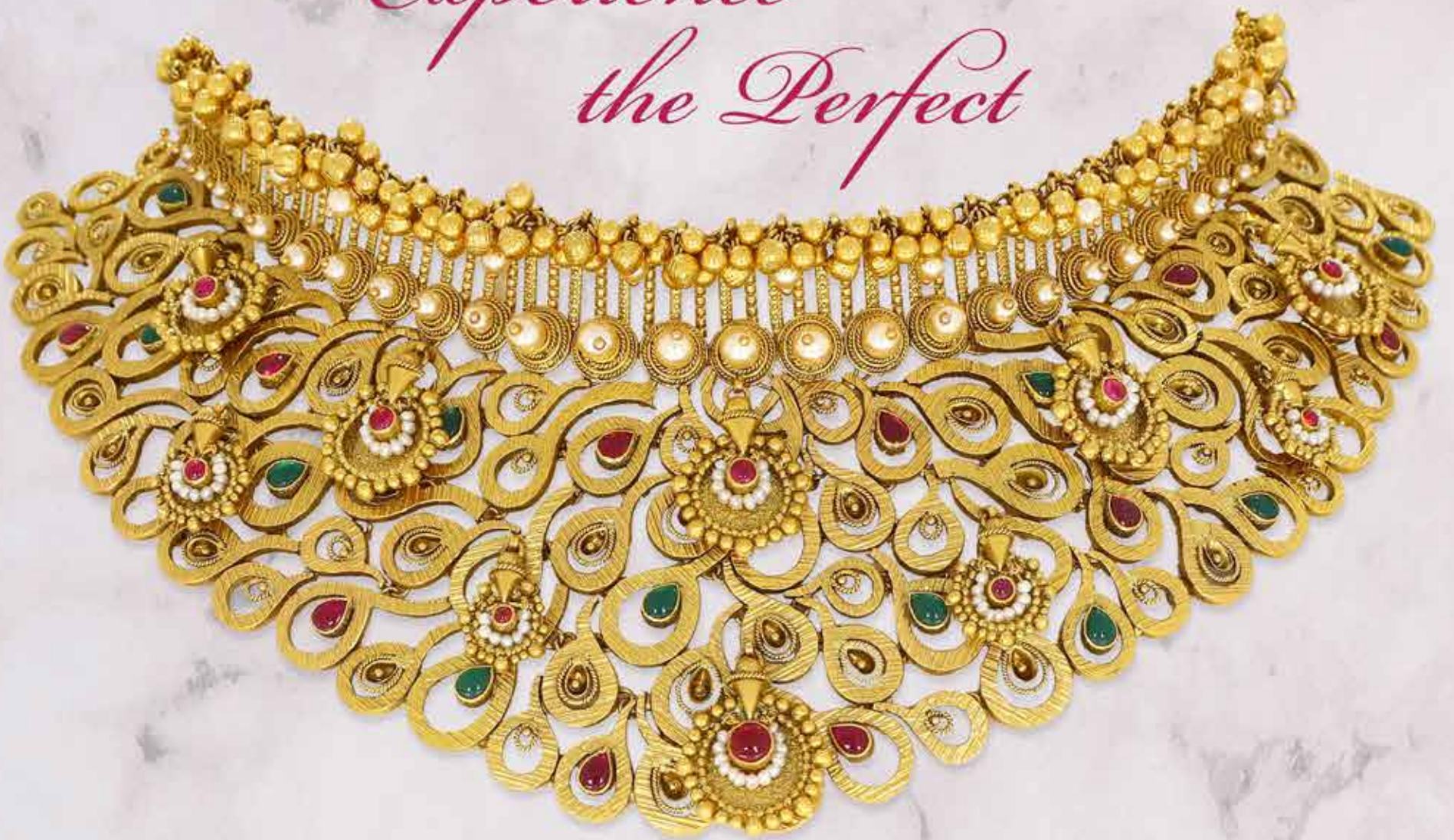


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BRAND WATCH



Positively Royal

Exquisite and crafted to perfection, Sunil Jewellers, Jaipur, presents a stunning range of jadau jewellery featuring delightful pink and green precious gemstones, and polkis. Elements of naqashi and filigree work in antique gold are interwoven tastefully to give the grand chokers a majestic look.

Glorifying Tradition

Varakrupa Jewellers of Bengaluru specialises in handcrafted antique and temple jewellery in yellow gold. Employing filigree, naqashi and traditional gem-setting techniques, the collection of necklace sets, bangles and rings featuring time-tested motifs such as paisleys, florets, vines, stylised elephants and peacocks, scrolls, vines, and deities, evoke an old-world charm.





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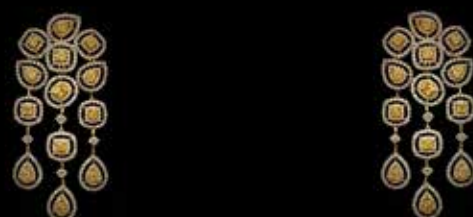
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BRAND WATCH

Exemplary Creations

Known for their exclusive diamond-studded designer jewellery, Peacemoon Traders, Mumbai, present dreamy dangles, statement bracelets, and magnificent necklaces that can take you from a cocktail to a wedding reception with ease. Patterned with top quality yellow and white colour diamonds such as pear, marquise, round, baguette, and heart shapes, these high-end pieces resonate perfectly with aesthetic of today's woman.



Feast For Your Eyes

Romil Jewelry presents a range of contemporary lines crafted in 18-karat rose gold. Fluid forms or standout geometric patterns are jazzed up with round and fancy-shaped diamonds to create dramatic and dreamy pieces. It's a blend of stylised traditional motifs and modern forms that lends a charm to the collection.





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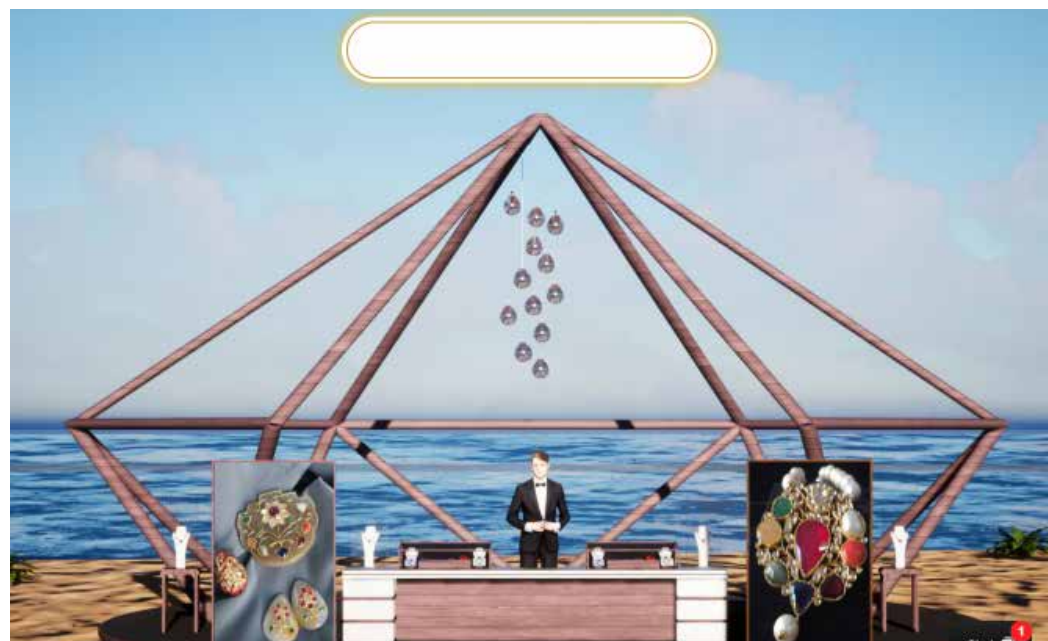
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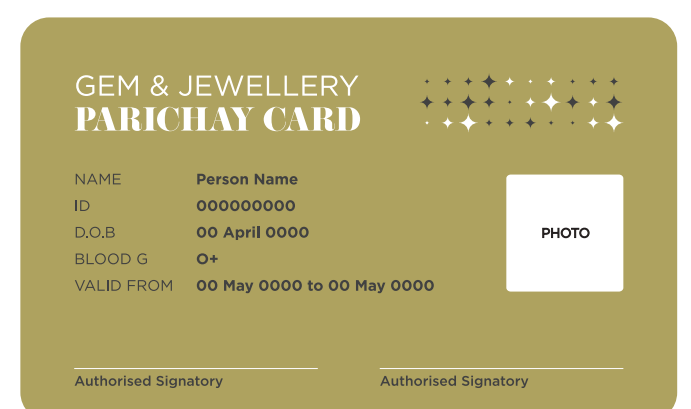
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