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JANUARY 2024

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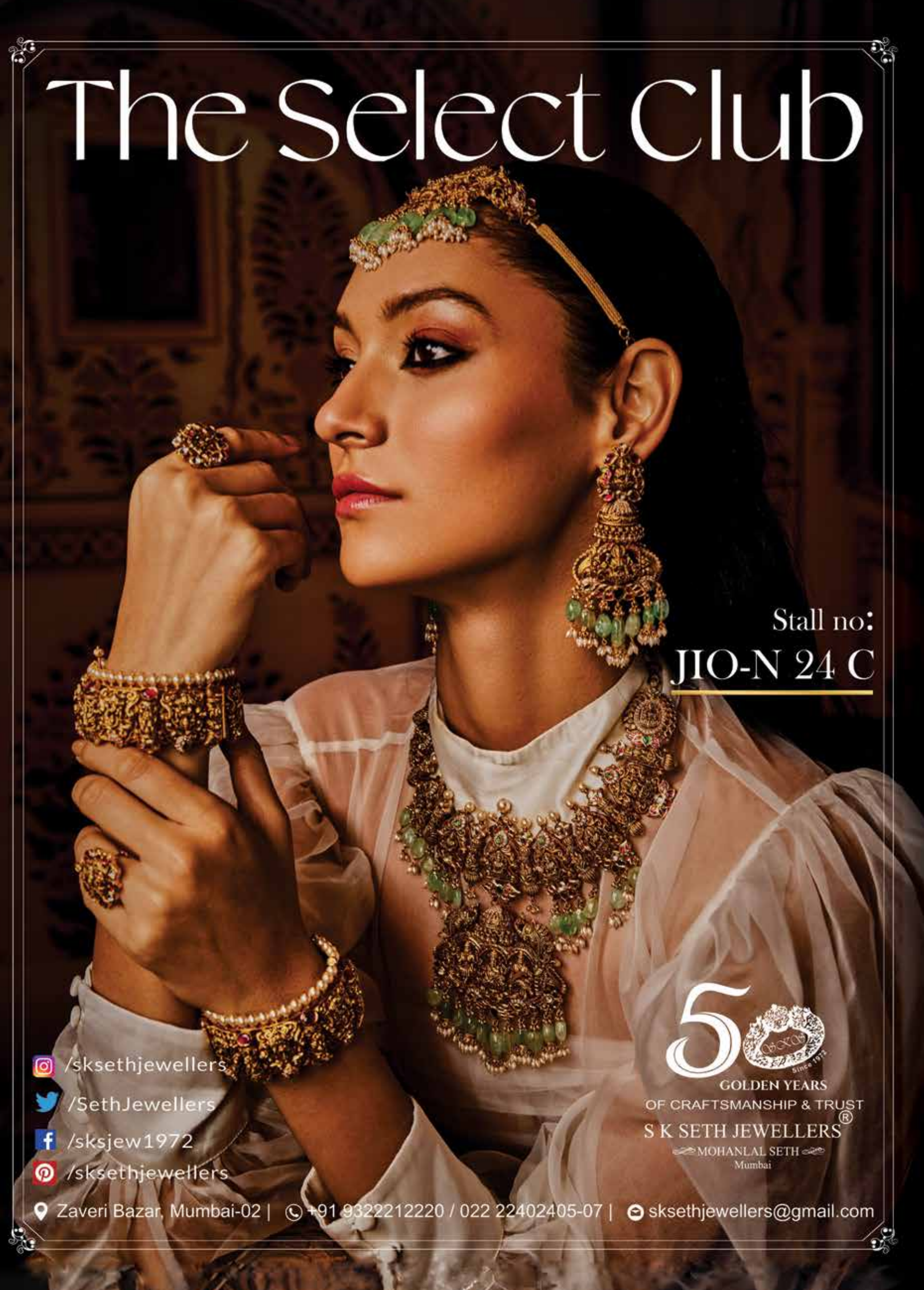
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VIPUL SHAH
Chairman, GJEPC

Welcome to the 16th edition of IIJS Signature. The year 2023 was a challenging one, but the gem and jewellery industry stood resilient, with India shining as a beacon of growth amidst global downturns. While export dynamics posed challenges throughout the year, the tide turned as we approached the Holiday and Christmas Season, witnessing a promising recovery in India's gem and jewellery exports.

GJEPC, in response to these challenges, pursued an assertive promotional strategy, actively participating in major international gem and jewellery shows. Apart from this, GJEPC actively explored opportunities in hitherto under-explored markets such as the UK, Latin America, and Cambodia among several others. The Indian Government is deeply involved in negotiations for additional Free Trade Agreements (FTAs) with the UK, Europe, GCC, Oman, and Canada; and I am sure these negotiations hold the potential to significantly bolster gem and jewellery exports.

India-UAE CEPA has been a saviour in these hard times. Exports of plain gold jewellery to UAE surged 47.5% to USD 2121.45 million for the period April – November 2023 as compared to last year same period.

GJEPC also launched the India show named Jewels UnBounded in Hong Kong. This exhibit showcased India's prowess in product engineering, design innovation, and manufacturing expertise.

Another important initiative boosting the exports gem and jewellery from India is the India Jewellery Exposition (IJEX) centre, established by GJEPC in Dubai. IJEX serves as a dedicated B2B platform, providing GJEPC members with the opportunity to exhibit their products and secure orders in the UAE market throughout the year. This platform opens up trade prospects in the Middle East, with a particular focus on Dubai, Africa, and CIS countries.

As we look towards 2024, our primary goal is to maintain the encouraging demand recovery trends that surfaced towards the end of 2023. The USA and China continue to be pivotal markets for Indian gem and jewellery exports. While the USA exhibits a gradual recovery, we await signs of improvement in China, especially ahead of the upcoming New Year celebrations.

If all anticipated developments unfold as projected, we foresee a potential uptick in exports during the latter half of 2024. However, these projections are subject to various factors, including the easing of economic pressures in Western markets and geopolitical concerns in the near future.

As we start a fresh year, our fervent wish is for peace and harmony to prevail worldwide, creating an environment where businesses thrive and prosper.

Here's wishing you a highly successful IIJS Signature 2024—a platform for new opportunities, collaborations, and the celebration of exquisite craftsmanship. ■

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KIRIT BHANSALI
Vice Chairman, GJEPC

Greetings from the Gem & Jewellery Export Promotion Council (GJEPC). I am delighted to welcome you to IIJS Signature 2024, India's top-of-the-line jewellery show by the GJEPC.

As the first design-centric jewellery show of the calendar year 2024, IIJS Signature sets the stage for the industry's top-notch trade exhibition. The show, which follows the successful dual-venue strategy of IIJS Premiere, will bring the entire global gemstone and jewellery industry under two roofs. The show will feature 1400+ exhibitors, 3000+ stalls, 65000+ sq. mtrs of exhibition space, and 32000+ expected trade visitors from 60+ countries.

IIJS Signature is a platform for showcasing the finest craftsmanship, design, and innovation in the Indian jewellery sector. The show will offer a wide range of product categories, such as Gold and CZ Jewellery,

Diamond, Gemstone and other Studied Jewellery, Silver Jewellery, Artefacts and Gifting Items, Loose Stones, Laboratories and Education. The show will also highlight the latest trends, styles, and collections from the leading jewellery brands and designers in India.

IIJS Signature is not just a trade show, but a celebration of the Indian jewellery industry's achievements, potential, and vision. The show will also host various events, seminars, workshops, and networking opportunities for the industry stakeholders.

I invite you all to join us at the IIJS Signature 2024 show and witness the brilliance of the Indian jewellery industry. It will be a memorable and rewarding experience and I look forward to exchanging ideas and insights on the future of the industry.

Thank you for your continued support and patronage of the trusted IIJS brand. ■



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NIRAV BHANSALI
Convener
National Exhibitions, GJEPC

Welcome to IIJS Signature 2024, an event meticulously crafted to elevate your experience and amplify your success within the global gem and jewellery industry. Over the years, the IIJS Signature has not just been a trade show but a catalyst for fostering connections and propelling businesses to new heights.

As we embark on the 16th edition, it's with immense pride that we present a platform brimming with opportunities. With 1500+ exhibitors occupying 3000+ stalls sprawling across 65000+ sq. mtrs. of exhibition area, this event is set to unite the entire gem and jewellery fraternity under one roof.

What makes IIJS Signature unique is its dedication and commitment to provide a superior experience which is evident in the meticulous planning and execution. From user-friendly digital entry badges and an intuitive IIJS app for on-site navigation to shuttle services and accommodation options near the venue, every aspect is designed for your convenience.

This edition brings not just a showcase of the latest trends and innovations but also a forum for knowledge exchange. Innov8 Talks, seminars designed to inspire and educate, and the networking evenings promote connections that go beyond business transactions.

Moreover, we are proud to present the Prime Lounge, curated spaces offering comfort and networking opportunities to our esteemed visitors and exhibitors, creating a conducive environment for meaningful interactions.

As we converge for business, let us not forget our responsibility towards our planet. The One Earth initiative, having achieved a significant milestone of 1 lakh trees planted, signifies our collective commitment to a sustainable and eco-friendly event.

IIJS Signature 2024 isn't just a gathering, it's a testament to our collective aspirations and endeavours. We invite you to explore, engage, and embark on this journey towards spectacular success. ■



MILAN CHOKSHI
Convener
PMBD, GJEPC

As we usher in 2024, the landscape of the gems and jewellery industry continues to unfold with promise and anticipation. We envisage a narrative of recovery, resilience, and revival – a testament to our ability to surmount challenges and embrace new opportunities.

Among the much-anticipated events shaping the narrative of 2024 is the IIJS Signature, the pinnacle of India's jewellery shows orchestrated by GJEPC. As the inaugural design-centric jewellery exposition of the year, IIJS Signature stands as the grand canvas where the latest trends, innovations, and creations take centre stage.

The special edition of Solitaire International dedicated to this event serves as a well-crafted compendium, featuring insights from industry luminaries on the demand trajectory of gold, natural diamonds, and platinum.

The pièce de résistance is the captivating Cover Feature displaying high-end jewellery by some of the Signature exhibitors that is an alluring assemblage of natural diamonds and colourful gemstones of various hues. Within the pages of this issue, three stylised product shoots spotlight the allure

of platinum jewellery and the minimalist charm of gold jewellery, resonating particularly well with the tastes of the younger demographic. Our focus also extends to high-end designer earrings, adding a touch of sophistication to the narrative.

As you delve into the pages of this edition, envisage a journey into the heart of creativity and craftsmanship. In an exclusive interview, renowned couturier Manish Malhotra shares his creative prowess as he ventures into crafting high-end jewels for A-list personalities.

In a global embrace of design, we bring you interesting reading on the creative processes of two distinguished UK-based designers, Tomasz Donocik and Eliza Walter, offering a glimpse into their artistic realms. A shining star on the rise, A.win Siu, talks about her philosophical musings that give life to collections that have meaningful yet playful narratives.

I hope you enjoy reading this edition of Solitaire International, and I look forward to meeting you at IIJS Signature 2024. Let us join hands to make this show a grand success and a memorable experience for all.

Here's to a prosperous and successful year ahead. ■

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(IIJS SIGNATURE EDITION)

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TRENDY FLAPPER
Woven pearl choker featuring an arresting central motif designed with pearls, emeralds, fancy-cut diamonds, complemented by a broad, multi-row pearl bracelet designed with plaques set with fancy-cut diamonds, pearls, and emeralds.

The white gold ring features rows of emerald baguettes in channel setting framed with diamonds. The ring is topped with a long baguette diamond bordered with pearls.

The white gold ring features rows of emerald and diamonds and topped with a bezel-set long baguette.

Jewellery
MOKSH FINE UNSEEN JEWELS
(TANVIRKUMAR & CO)
Top & Skirt
JADE

COVER FEATURE



26

**DISCO READY**

The intricately crafted rhombus openwork earrings showcase a stunning tapestry adorned with diamonds and morganite.

The centrepiece of the dual-tone gold ring is a heart-shaped ruby with a bezel-set round diamond at its tip, while the other finial features a heart-shaped diamond with a bezel-set ruby. The shank is partially covered with baguette diamonds.

Earrings & Ring
GEM PLAZA

The broad ring is designed with channel-set rubies and lined on one edge with ruby cabochons. The spotlight is on a large marquise diamond in bezel setting.

Ring
MOKSH FINE UNSEEN JEWELS
(TANVIRKUMAR & CO.)

Jacket & Skirt
PANKAJ & NIDHI

**TARAS TARAPORVALA**

Cover Photographer

This was my first time working with the *Solitaire* team. We took a little inspiration from old Hollywood actresses with make-up and styling and photographed our model in a contemporary way. The beautiful jewellery added glamour to the images. It was a fun day, and I was very pleased with the final images we could produce.

**KIRAN DENZONGPA**

Hair & Make-up

Being given a space for creativity always delivers! And to top it off, an excellent team helped create some beautiful images.

**DIVYAK D'SOUZA**

Fashion Stylist

For me, working with the *Solitaire* team is always extremely fulfilling as a creative artist. They are always open to experimentation; they are always innovating concepts to showcase jewellery in different artistic manners. We had a wonderful team – Taras and Kiran. They did a fantastic job, and our vision came to life. It was a wonderful day at work, and I look forward to more amazing shoots.

**SAAKET SHRIKANT**

Still life Jewellery Photographer

Collaborating with the *Solitaire* team for the first time was exhilarating. We crafted three impactful mood boards, highlighting lightweight platinum and minimal gold, and high-end earrings. Our focus remained on showcasing the products prominently, using carefully chosen props to enhance the overall aesthetic. Looking forward to more dynamic collaborations with the *Solitaire* team.

**RASHMI MHASKE**

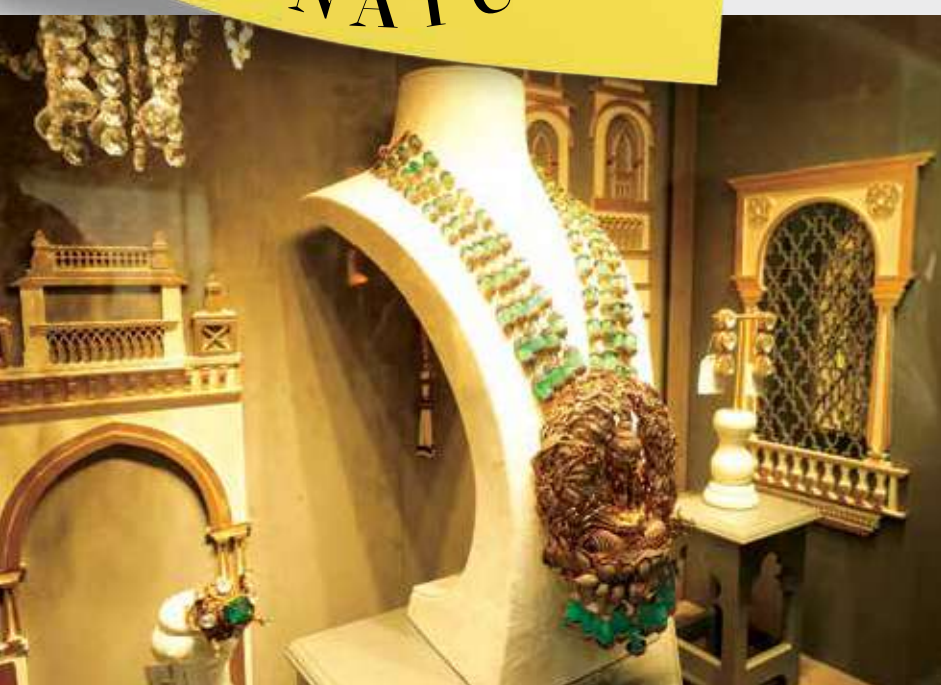
Product Stylist

This collaboration wasn't just a milestone for us, it was a celebration of artistry and innovation. We hope that this experience has set the tone for future works. We eagerly anticipate more engaging and dynamic collaborations with *Solitaire's* exceptionally brilliant team as we persist in crafting elegance in every frame.



Candid moments captured behind the scenes of the **SOLITAIRE** International Cover Feature shoot, as seen through the lens of **SUNNY S. ALEX**.





Brilliance & Craftsmanship Reimagined

IIJS Signature promises to illuminate the beginning of the new year with its 2024 edition.

– Regan Luis

The India International Jewellery Show (IIJS) Signature, one of the most prestigious jewellery exhibitions in the world, is all set to dazzle the global industry with its 2024 edition. The event, organised by the Gem and Jewellery Export Promotion Council (GJEPC), will feature more than 1500+ exhibitors, 3000+ stalls, and an estimated 32000 visitors from domestic and international trade, making it the second-largest jewellery exhibition in the world. The IIJS Signature 2024 will be held at dual venues

concurrently, JWCC (Jio World Convention Centre), BKC, Bandra from 4th to 7th January 2024 (Thursday to Sunday) & BEC (Bombay Exhibition Centre), Goregaon from 5th to 8th January 2024 (Friday to Monday).

IGJME 2024 (India Gems & Jewellery Machinery Expo) will also be held concurrently at BEC, Goregaon from 5th to 8th January 2024.

Vipul Shah, Chairman, GJEPC said, “We are delighted to welcome you all to the IIJS Signature 2024, one of the most prestigious jewellery exhibitions in the world. This event is a testament to the resilience and excellence of the Indian gem and jewellery industry, which has overcome the current challenges and emerged stronger than ever. We are confident that this event will provide a boost to the trade and create new avenues for growth and innovation. We invite you to explore the finest jewellery products, learn from the best minds in the industry, and network with the global jewellery fraternity. We hope you have a memorable and fruitful experience at the IIJS Signature 2024.”

The event will showcase a wide range of jewellery products, from exquisite creations to everyday wear, catering to different tastes and preferences of the buyers. The highlight of the event will be “The Select Club,” an exclusive, high-end Couture Jewellery Pavilion at JWCC, designed to showcase the epitome of craftsmanship and innovation. Additionally, there will be Exclusive Sections at both JWCC and BEC, featuring Loose Diamonds (Natural and Lab-Grown) at JWCC, and Loose Colour Gemstones, along with Silver Jewellery & Artefacts at BEC.

Nirav Bhansali, Convener of National Exhibitions, GJEPC, added, “IIJS Signature will showcase the diversity and creativity of the Indian gem and jewellery industry, which has adapted to the changing needs and preferences of the consumers. We have curated the best of the best in terms of products, designs, and innovations, and we have also introduced new features and facilities to enhance the experience of the exhibitors and visitors. We are grateful for the support and cooperation of all the stakeholders, and we look forward to making this event a grand success.”

The event will offer a platform for knowledge sharing and networking, with a series of Innov8 Talks at both venues, featuring renowned national and international speakers who will delve into the latest trends, technologies, and market insights. A Networking Evening on 4th January 2024 will offer a delightful blend of entertainment and opportunities to engage with fellow exhibitors, industry experts, and potential collaborators.

GJEPC has introduced a Value Pass for Visitors, which facilitates entry only for the last two days in respective venue at discounted rates. IIJS Prime for exhibitors and visitors will continue to value-add the participation. IIJS Prime Lounge for Prime Plus members is committed to provide an enriching experience in the busy business atmosphere to all the patrons.

IIJS Signature 2024 is a must-attend event for all stakeholders who want to witness the best of the best in the industry. ■



IIJS SIGNATURE 2024

A Grand Spectacle of Innovation and Elegance

In an exclusive interview with NIRAV BHANSALI, the Convener of National Exhibitions at GJEPC, Solitaire International explores the exciting new developments surrounding the much-anticipated IIJS Signature 2024.



Could you share what's in store at IIJS Signature 2024, and what are the unique aspects of this edition?

This edition is nothing short of a revolution. Firstly, we've expanded to dual venues—Bombay Exhibition Centre and Jio—following the resounding success of IIJS Premiere.

For the first time, we've introduced the Select Club—a curated section showcasing India's design excellence. Jio will witness the convergence of top designers and high-end jewellers, promising a showcase like never before.

The event seems to have grown significantly. Could you elaborate on that?

Indeed, the scale has multiplied. Two years ago, we had 1,500 booths; last year, we expanded to 2,500 booths. This time, it's a staggering 3,500 booths, reflecting

our excitement and the increasing interest from exhibitors and visitors.

The Select Club is a fascinating addition. What inspired this initiative?

India has a rich design heritage, and we felt it was time to showcase it effectively. While we initiated the Signature Club in the past, it needed refinement. Now, the Select Club features the best in the Indian jewellery space, creating an elevated experience from booth set-up to special lounges and decor.

Starting IIJS Signature at Jio a day prior is an interesting move. How does that contribute to the overall experience?

Jio will kick off a day earlier than the Bombay Exhibition Centre venue, offering visitors an exclusive preview of the Select Club. We believe this early start will set a trend for future

shows, creating a curated experience for attendees.

Besides the Select Club, what other enhancements can attendees expect?

At GJEPC and with our dedicated team, we're always striving for excellence. Attendees can look forward to improvements in food, cleanliness, entry/exit processes, transportation, and hotel arrangements. It's about refining every detail for a seamless and enhanced experience.

Ensuring a safe and sustainable environment is crucial. How is IIJS Signature 2024 addressing this?

Safety is a top priority, considering the substantial footfall. We're running on green energy, planting trees, and implementing recycling measures for bottles, furniture, and booths. We aim for a bigger, better, safer, and greener event.

The expectations seem to rise each year. How do you cope with this challenge?

It's indeed a challenge, but we thrive on it. We consider ourselves our only competition. The focus is on surpassing our own standards with each edition, making continuous improvements.

The machinery segment at IIJS has always been crucial. Can you shed some light on what we can expect this year?

Absolutely. The machinery segment is integral to the jewellery-making process, and at IIJS, we are committed to bringing the latest international technologies to our jewellers and manufacturers. This year's machinery show is significantly larger, showcasing a 30-35% growth



from the previous year. It reflects the industry's trust and enthusiasm for IIJS.

How do you plan to elevate the machinery segment in the coming shows?

Over the next 2-3 shows, we have ambitious plans to take the machinery segment to new heights. Our goal is to introduce international technologies,

conduct symposiums, and facilitate discussions to keep our audience abreast of the latest advancements.

The decision to move the machinery section to Hall 5 seems strategic. Can you elaborate on the reasoning behind this move?

This year, we've relocated the machinery section to Hall 5, a more central location

within the venue. In the past, it was in Hall 7, a bit distant from the main halls. Now, exhibitors and visitors can seamlessly access the machinery section without leaving the venue. It's a strategic move to boost visibility and footfall.

For us, convenience is paramount. Apart from the strategic relocation, we are continually working towards making the machinery show more visitor-friendly. This includes organising symposiums, talks, and creating an environment that prompts meaningful interactions between exhibitors and visitors.

Any other message you'd like to share with exhibitors and visitors?

Trust IIJS to deliver an exceptional business experience. We are committed to continuous improvement and making every edition better than the last. Every effort we put in is geared towards enhancing the experience for exhibitors and visitors. We invite constructive feedback, and wish all participants, visitors, and exhibitors a fantastic show! ■





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STALL NO:
JIO - N 26a

Upcoming Shows



29th Feb to 4th March 2024



5th to 8th April 2024



August 2024



18th - 22nd September 2024





JAUNE ET JOLIE

The triple-drop graduating earrings are draped in a luxurious array of round emeralds and diamonds, cradled by black rhodium prongs that elevate the ensemble to an unparalleled level of style and refinement.

Crafted in yellow gold, the open bracelet gracefully features coral at its forefront, complemented by three oval emeralds embraced by diamond halos. The inner part of the bracelet reveals a sophisticated filigree motif, adding intricate charm to this exquisite piece.

The white gold ring features emerald baguettes in channel setting framed with diamonds. The ring is topped with a long baguette diamond bounded by pearls. The white gold emerald and diamond ring is crowned with a bezel-set baguette.

Earrings & Bracelet:
NIGAAM JEWELS
(ORIENTAL GEMCO)

Rings:
MOKSH FINE UNSEEN JEWELS
(TANVIRKUMAR & CO)

Dress:
MOONRAY

Yellow hat:
PÉRO

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Styling Assistant
Shikha Tiwari

Hair & Make-up
Kiran Denzongpa (Feat Artists)

HMU Assistants
Karchung Gurung, Sharmila Gurung

Model
Geetasha (Inega)

Production
Dandelion Pictures

STYLE ICON

Step into a captivating journey with this diva, showcasing fashion through various eras. From the roaring glamour of the fifties and sixties to the refined elegance of the Victorian era, the sartorial evolution captures the essence of different styles. Explore the flapper look, the swinging sixties and seventies, the free-spirited boho chic, and the era of modern fashion. What ties these periods together is the use of diamond and colour-intensive jewellery, elevating every look—be it classic, romantic, or cutting-edge—trendy. ➡



CHANNELLING BOHO CHIC

The linear floral-inspired earrings are designed with vibrant sapphires and semi-precious gems, resulting in a captivating display of chromatic splendour.

Necklace & Earrings
GYAN JAIPUR
Jacket & Pant
PÉRO



STYLE CHRONICLES

Long seamlessly interlaced necklace patterned with emeralds and diamonds.

Necklace
WONDERCUTS

The one-off ring boasts two custom-cut emeralds – one enwrapped in a diamond bow and the other bordered by diamonds. The shank features onyx embellished on either side with diamonds.

Ring
SENSUEL JEWELS

Top & Skirt
SHWETA KAPOOR

Hat
MYARAA
BY NAMRATA LODHA





VINTAGE VOGUE

The opulent white gold choker showcases intricate floral motifs, featuring a row of exquisite custom-cut emeralds at its centre and fringed with alternating cascades of lustrous pearls and vibrant emeralds on each of its floral extremities.

Jewellery

NIGAAM JEWELS
(ORIENTAL GEMCO)

Dress

MOONRAY

Fascinator

BEG BORROW STEAL STUDIO



RETRO REVIVAL

The delicate, single-line white gold necklace is composed of oval motifs, each set with deep blue gems and surrounded by natural diamonds. The stacked bracelets generously adorned with diamonds, along with the floral ring, are accented with blue gemstones, infusing a regal elegance into the ensemble.

Necklace, Bracelets & Ring
BEAU JEWELS

Dress

ALPANA NEERAJ





FASHION FIX

Chic spiral white gold earrings embellished with diamonds, emeralds, and tanzanite paired with a complementary statement ring to match.

Earrings & Ring

WONDERCUTS

Black Mesh Dress

VERB BY PALLAVI SINGHI



DISCO READY

The intricately crafted rhombus openwork earrings showcase a stunning tapestry adorned with diamonds and morganite.

The centrepiece of the dual-tone gold ring is a heart-shaped ruby with a bezel-set round diamond at its tip, while the other finial features a heart-shaped diamond with a bezel-set ruby. The shank is partially covered with baguette diamonds.

Earrings & Ring

GEM PLAZA

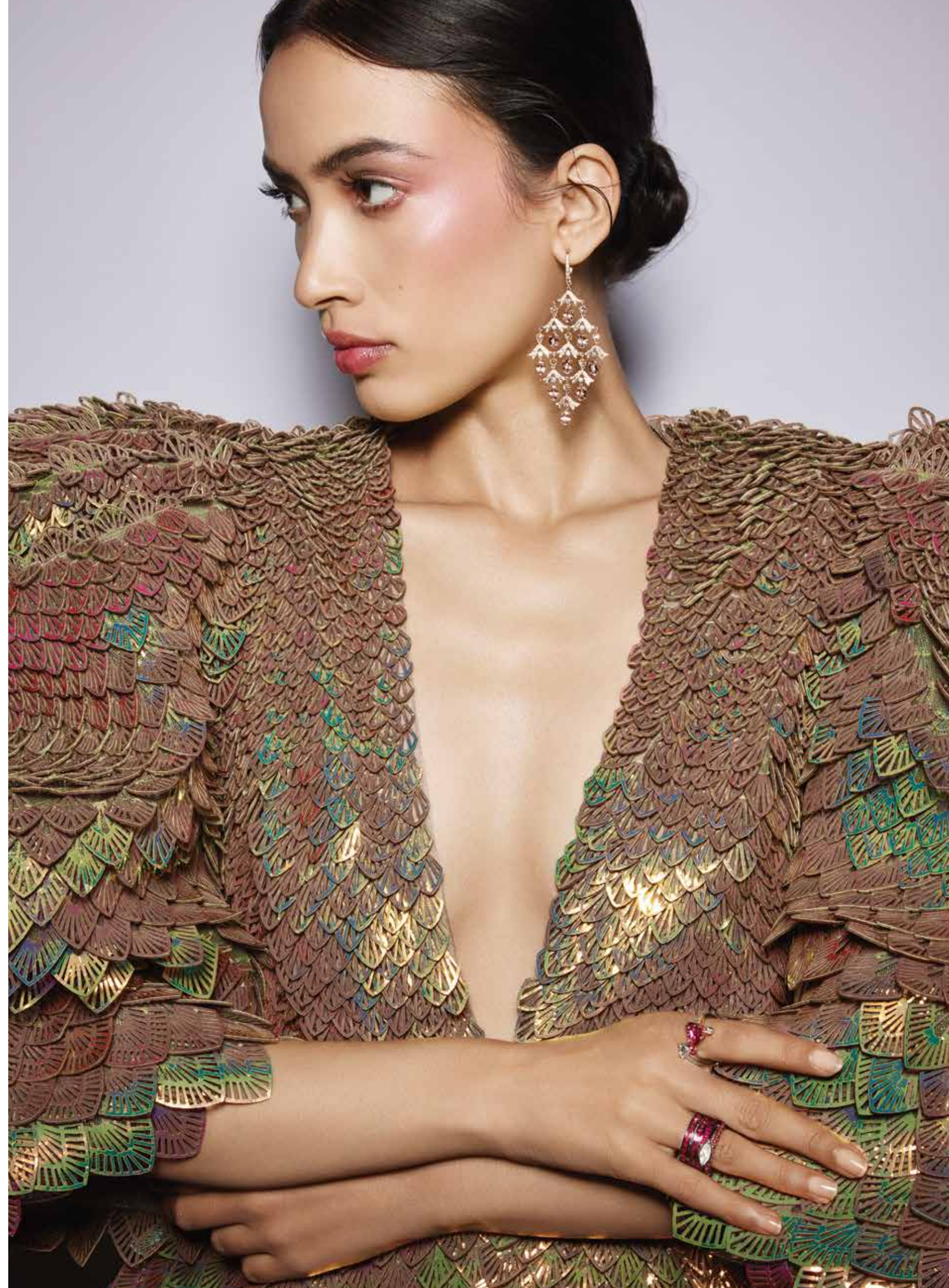
The broad ring is designed with channel-set rubies and lined on one edge with ruby cabochons. The spotlight is on a large marquise diamond in bezel setting.

Ring

MOKSH FINE UNSEEN JEWELS
(TANVIRKUMAR & CO.)

Jacket & Skirt

PANKAJ & NIDHI





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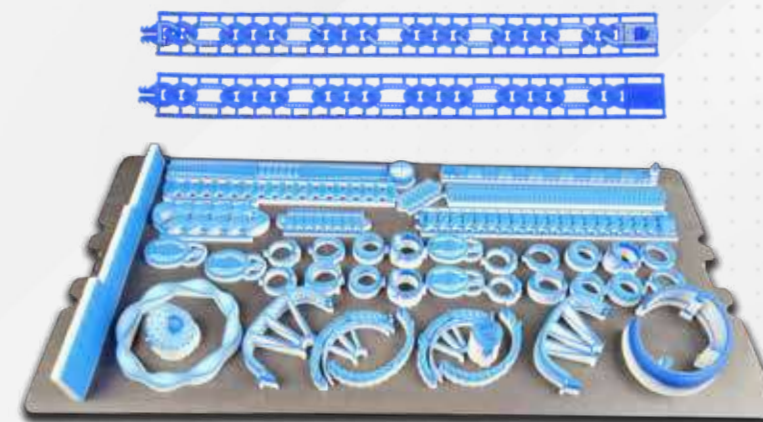
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PLATINUM PRESTIGE

Platinum, a rare and lustrous precious metal, has emerged as a premier choice in contemporary jewellery design, captivating both women and men with its enduring beauty. Celebrated for its purity and resistance to tarnish, platinum has become a symbol of unparalleled elegance. Its durability makes it an ideal choice for intricate designs, ensuring that cherished pieces withstand the test of time. In an era that embraces individuality, platinum's appeal continues to grow, embodying a cultivated taste for luxury that resonates with those seeking distinctive expressions of style.

Photographer: **Saaket Shrikant** | Product Stylist: **Rashmi Mhaske** | Assistant Stylist: **Aarohi Molawade** |
Photo Assistant: **Manoj Kumar, Rekha Jadwani** | Production: **Studio 369**



Delicate dangles and slim bracelets from the Platinum EVARA collection.



Rings, necklaces, earrings and bracelets from the Platinum EVARA collection.



Two-tone kadas, bracelets and rings from the Men of Platinum range.



Chunky chains, two-tone link bracelets, kadas, and rings from the Men of Platinum collection.



Spiral rings, single-line necklace, hoops, and spring bracelets from the Platinum EVARA collection.



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GLAM EARRING ENSEMBLES

Earrings are a timeless fashion staple, offering endless opportunities for self-expression with each passing season. This year, IJS Signature exhibitors have once again unveiled exceptional pieces. *Solitaire International* presents a carefully curated selection through a specially stylized shoot. Explore the stunning ear adornments, featuring statement two-toned gold geometric earrings, dazzling drop earrings embellished with fancy-shaped diamonds, eye-catching gem-encrusted chandeliers, and intricately carved gold earrings complemented by gems.

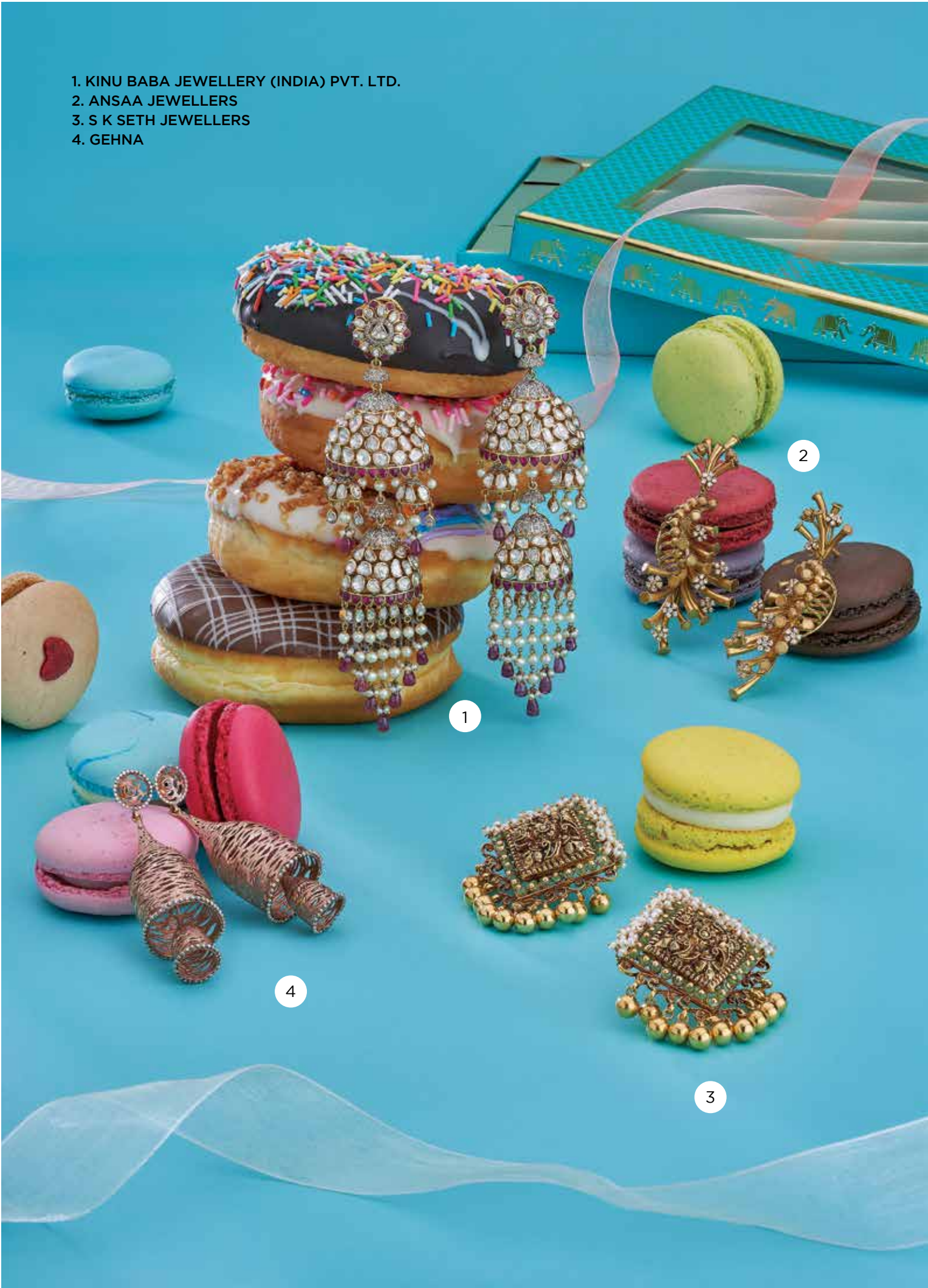
Photographer: **Saaket Shrikant** | Product Stylist: **Rashmi Mhaske** | Assistant Stylist: **Aarohi Molawade** |
Photo Assistant: **Manoj Kumar, Rekha Jadwani** | Production: **Studio 369**



1. S K SETH JEWELLERS
2. MANOJ ORNAMENTS
3. ANAND SHAH







1., 4. ANAND SHAH
2. MANOJ ORNAMENTS
3. S K SETH JEWELLERS

DELICATE AND DESIROUS

Everyday design-centric gold essentials can be likened to wardrobe basics that bestow an elevated elegance to your persona. Exhibitors at IIJS Signature are presenting a diverse range of lightweight and dainty neckpieces, slim sinuous two-tone bracelets with floral or structured forms, petite earrings and more, accented with a hint of diamonds, mother-of-pearl or enamel. These pretty pret jewels are a perfect choice for today's on-the-go gals.

Photographer: **Saaket Shrikant** | Product Stylist: **Rashmi Mhaske** | Assistant Stylist: **Aarohi Molawade** |
Photo Assistant: **Manoj Kumar, Rekha Jadwani** | Production: **Studio 369**



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DAZZLING DREAMS

ANAN JEWELS INDIA presents an awe-inspiring collection of high-end jewellery adorned with rare fancy colour diamonds. These exquisite pieces feature a captivating mix of warm, rich diamond hues, beautifully contrasting with the brilliance of white diamonds. The interplay of light renders each piece symbolic of refined taste.

Seen here are two-tone floral ear studs featuring pink and yellow pear-cut diamonds; geometric dangles adorned with a pair of 4 carats of Asscher-cut fancy yellow diamonds complemented by 1.5 carat green diamond drops; a two-finger floral ring of yellow and white diamonds; a stunning ring showcasing a harmony of colours with green, yellow and pink diamonds; the two-layered necklace and a delicate single-line bracelet teeming with diamonds – each commanding attention. ■



SPARKLING SYMPHONY

Indulge in the opulence of **GEHNA'S** diamond jewellery, an aesthetic blend of fine natural diamonds and 18-karat gold. Accented with subtle touches of colourful gemstones, each flawlessly finished piece features intricate design elements. Spanning classic to contemporary styles, the diverse range of collections embrace the brilliance of natural diamonds set in gold. Elevate your personal style with these designer pieces that express your individuality and refined taste. ■





MAJESTIC ALLURE

GIE GOLD CREATIONS PVT. LTD. presents Ivat, Sanskrit for magnificence, grandeur, and splendour. The word "Ivat" reflects the immense beauty, power, and excellence of this collection, which showcases the extraordinary use of coloured gems, artistry, and aesthetics. The collection, consisting of striking bridal chokers, long pendant necklaces, rings, bold brooches and more, is articulated in 18-karat and 24-karat gold, and features natural pearls, polkis, diamonds, chakris and natural gemstones that dazzle with brilliance. ■



AQUA HARMONY

HOUSE OF SPARSH presents a dynamic collection named Rheos: The Flow Of Mizu that symbolises the grace of overcoming obstacles, drawing an evocative link between women and the fluidity of water. The collection is inspired by the Vedas and explores the beauty of water (Jal) and its significance.

Both women and water possess the innate ability to adapt, flow, and find new paths despite challenges. Like water, women can remove negativity and radiate positive energy, guiding their own lives with patience and perseverance.

To capture the serene azure aesthetic of water, the collection is prettified with tanzanites, tourmalines, rubies, rose quartz, diamonds and uncut diamonds along with Keshi and freshwater pearls. ■



EAR GLAMOUR

KINU BABA JEWELLERY (INDIA)

PVT. LTD., renowned for its extensive collection of chandeliers, fashionable ear studs, gem-studded jhumkis, presents yet another enticing fare. Earrings crafted in yellow gold boast mesmerizing, curvilinear designs that are versatile and can be paired with both modern as well as ethnic ensembles. The earrings are embellished with polkis, pearls, and an array of fine gemstones of contrasting colours that will help you redefine your style. ■



VERDANT APPEAL

Inspired by lush nature, **MANOJ ORNAMENTS'** latest offering celebrates the various shades of the ever-popular emerald. The high-end bridal collection consisting of rings, chokers, layered necklaces is set with fancy-cut emeralds and white sparkling diamonds.

The contrast between the green and white hues creates a striking visual effect that enhances the beauty of the jewellery. The fancy-cut emeralds add a touch of uniqueness and personality to the pieces, while the diamonds add an ultra-modern edge and brilliance. The collection is designed to suit the preferences and tastes of the modern bride who wants to stand out on her special day. ■



GILDED ELEGANCE

S K SETH JEWELLERS presents an arresting collection of studded gold jewellery incorporating figurines and idols. Handcrafted with care, the 22-karat gold line is a stylised form of temple jewellery and employs various textures, filigree work, rawa work and chitrai to bring to life the floral elements and idols of gods and goddesses. The attention to detail in every handcrafted design speaks to a legacy of excellence, making these creations not just accessories but exquisite works of art. The studded gold jewellery transcends mere adornment; it tells a story of cultural richness and artistic finesse. Accented with pearls, rubies and emeralds, the collections are ideal heirlooms that can be cherished for generations to come. ■



COLOURFUL SPLENDOUR

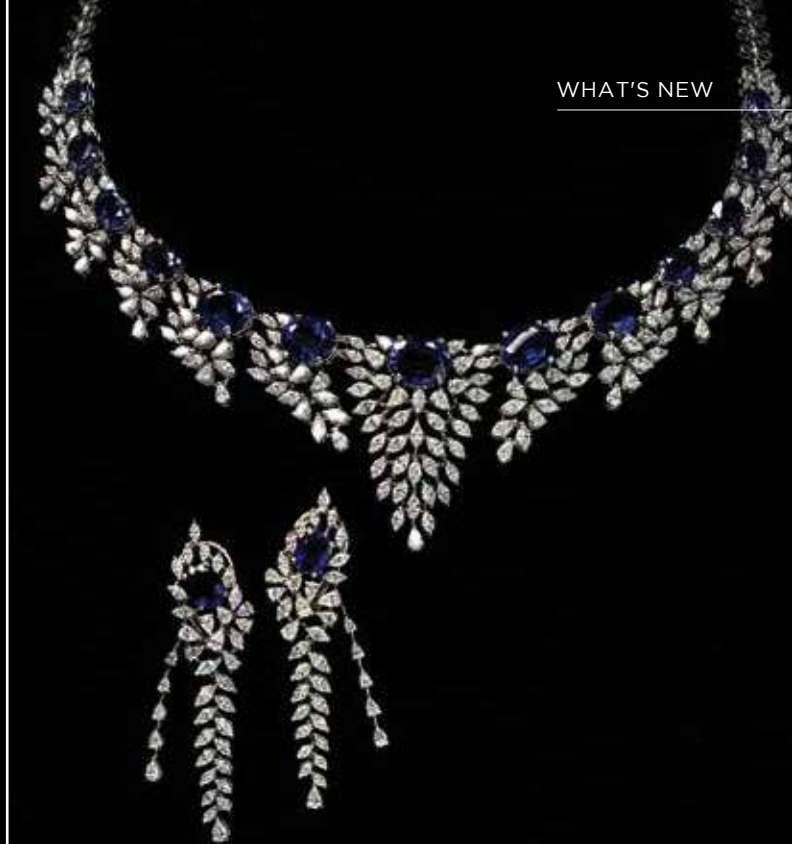
SAVIO JEWELLERY presents two resplendent jewellery lines that showcase the beauty of gemstones. The Emeraldo collection features a captivating blend of Zambian emeralds and brilliant-cut diamonds in soft and feminine forms. These minimalist and elegant pieces are perfect keepsakes for any occasion.

The Tanzano collection highlights the rare and exquisite tanzanite, a gemstone that symbolises wisdom, truth, dignity, hope, and prosperity. The classic collection offers necklaces, earrings, rings, and bracelets that exude sophistication and charm. All the pieces are handcrafted to perfection boasting a universal allure. ■



COLOURFUL EXTRAVAGANZA

The mainstay of the acclaimed, award-winning brand, **SANSKRITI**, lies in colourful gemstones. The brand revels in portraying its jewels with a rich spectrum of colours. The choker crafted in 14-karat rose gold is suffused with Zambian emeralds and embellished with floral vines studded with round and fancy-shaped diamonds. Each blossom is dotted with delicate rubies, and the choker culminates with a large tanzanite drop. The earrings, too, mimic the design language, while the kada focuses on a diamond-studded floral motif. The singular pair of leafy earrings (above right) are composed of Zambian emeralds, Mozambican rubies, diamonds and mother-of-pearl. The high-end jewels are an apt choice for nature lovers. ■



RADIANT GRACE

KULTHIAA JEWEL presents Eternal Elegance, an expertly crafted line-up of bridal jewellery for the upcoming wedding season. The extraordinary necklace sets, designer rings, and bracelets are designed with fancy-shaped diamonds and radiant gemstones, creating a harmonious blend of classic charm and contemporary flair.

Managing Director Anand Kulthia strongly believes that crafting jewellery not only enhances the beauty of the wearer but also tells a tale of enduring love and commitment. Eternal Elegance is an expression of love that transcends time, making it the perfect choice for celebrating life's most cherished moments. ■

HIGH-END FEAST

TARA FINE JEWELS, an esteemed brand celebrated for its innovative designs, showcases a fascinating range from exquisite fine jewellery to exclusive, avant-garde pieces that embody modern sophistication. The collection boasts diverse silhouettes, seamlessly transitioning from geometric, structured patterns to graceful organic forms. Expertly incorporating ceramic or enamel, each piece displays a contemporary charm. The unveiled collections at IIJS Signature are elevated with the brilliance of sparkling crystals, rose-cut diamonds, and a selection of distinctive gemstones, including tanzanites, emeralds, and sapphires. ■



FOR HER MAJESTY

GHANSHYAM DAS KOTAWALA presents a plethora of stunning jewels that appeal to discerning connoisseurs. Immerse yourself in opulence with these meticulously crafted gems, evoking a sense of royalty fit for a contemporary princess. Luxurious large emeralds, tanzanite, and rubies elegantly harmonise with custom-cut diamonds and polkis, forming timeless designs destined to become cherished heirlooms. From stunning cocktail rings saturated with diamonds and gemstones to grand bridal necklaces and complementary earrings, it's a veritable feast for the eyes. Indulge in the allure of these exquisite creations born out of extraordinary artistry. ■



FROM COUTURE TO CARATS

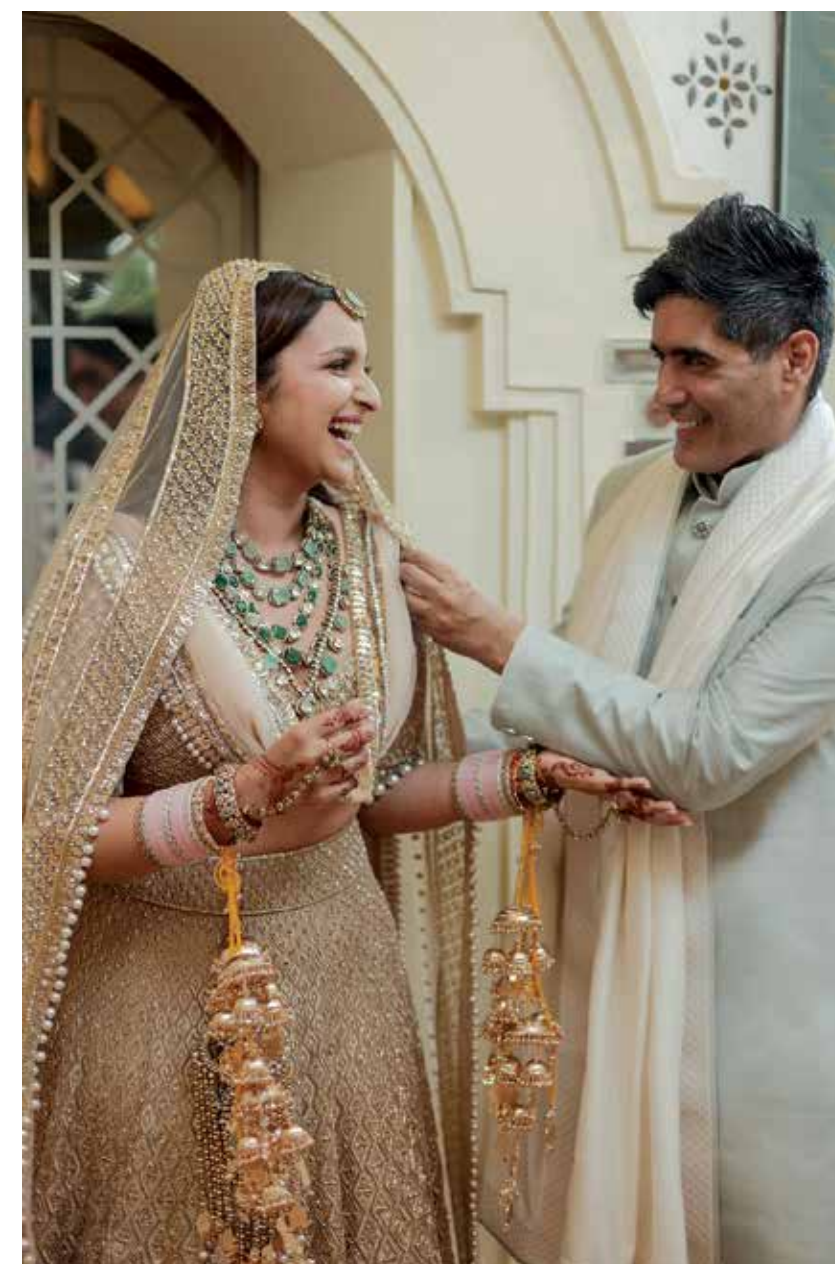
MANISH MALHOTRA'S JOURNEY INTO THE
WORLD OF FINE JEWELLERY

Envision the epitome of resonant Bollywood melodies, accompanied by the enchanting twirls of intricately designed lehengas and the graceful drapes of sarees that have left an indelible mark on India's ever-evolving cultural landscape over the past three decades. It's quite probable that a significant number of these captivating ensembles can be attributed to the visionary couturier, **MANISH MALHOTRA**, who has skilfully sculpted one of India's most coveted luxury fashion brands from the ground up. Now, poised to make an indomitable statement in the realm of high jewellery, he unveiled a precious-jewellery vertical in 2023, a glittering extension of his eponymous brand.

In an exclusive interview with Shilpa Dhamija, Manish Malhotra describes his inspiration and growth plan for his new jewellery division.

- Shilpa Dhamija

Sharing a light moment with Manish Malhotra during her wedding, actor Parineeti Chopra chose to wear the multi-tiered Aaira necklace featuring Russian and Zambian emeralds and uncut diamonds.
By Manish Malhotra Fine Jewellery



The Roisin necklace designed with rubies and diamonds. By Manish Malhotra Fine Jewellery

Like most successful global luxury brands, couture brands in India too are diversifying beyond apparel to capitalise on brand value and explore avenues for growth. What prompted you to diversify your brand into precious jewellery?

Launching our jewellery line was a decision close to my heart. To me, jewellery isn't just an accessory; it's a reflection of who we are, embodying our emotions and heritage. Moreover, the realisation that a bride's ensemble is made complete with the perfect jewellery was a compelling driving force for me.

The overwhelmingly positive response to our initial venture into jewellery reaffirmed that our vision of elegance and sophistication deeply resonated with our audience.

We started with the classic beauty of polki designs and the response was simply amazing. Building on this success, we ventured into high jewellery, incorporating natural diamonds, Russian and Zambian emeralds that added a lot of depth to our collections.

How has the transition from designing and materialising clothing to jewellery been, so far?

My designs demanded keen attention to detail, and finding the right artisans was no easy feat. Discovering these gifted individuals was challenging, as I wanted to ensure that their skills and dedication aligned perfectly with our commitment to crafting meaningful narratives and celebrating artistry.

We now have exceptional artisans who use traditional techniques passed down to them through generations.

The challenges I faced revolved around the differences in technicalities between designing clothes and crafting jewellery. It required me to delve into the intricacies of jewellery making.

What are the moulding and gem-setting, cutting techniques used in the natural diamond jewellery?

Our collections showcase a versatility of gem cuts and settings that reflect the expertise of our craftsmen. The 'Armour Cut' is our signature technique. It adds an allure to Zambian emeralds.

When it comes to diamonds, we embrace brilliant, marquise, and rose cuts, each bringing its own touch of elegance and charm. We have also featured pear-shaped and oval-shaped gems.

Who was the first Manish Malhotra Jewellery bride? What kind of jewellery did she choose and why?

I've always been passionate about the idea of a 'diamond bride'. Then, Kiara Advani came along and she became the first-ever diamond bride for Manish Malhotra Jewellery. While most brides go for uncut (diamond) jewellery, she was on board with my vision for her to do something different.

She wore our stunning Zaria necklace and earrings, which featured exquisite pear-shaped diamonds and rare Zambian emeralds.

For her reception, she just dazzled in the 'Inara' necklace. It's an amazing trilogy of a choker; a layered diamond necklace, and a lariat piece, all adorned with our unique armour-cut emeralds, complemented by sparkling diamonds and pearls.

You have used various colours and types of emeralds in your first collection. The Russian emerald, in particular, is eye-catching. What pulled you towards this gemstone for your first bridal collection?

When I was creating my first bridal collection, I just couldn't get over the allure of emeralds. This gemstone, with its mesmerising green hues, adds a unique charm and a touch of luxury to bridal elegance. It resonates with the preference of the modern bride, especially against a pastel canvas.

Each shade of emerald has its own story, mirroring different aspects of a bride's personality and journey. For example, Parineeti Chopra and Kiara Advani both wore emeralds, but each in her way. Parineeti chose the Russian emerald, and Kiara went for the Zambian emerald.

The fascinating thing is how these different emerald shades brought out their individual beauty and styles. It's amazing how the same gemstone can take on such different characters and perfectly complement each bride's unique style and personality.

In the Indian culture, bridal jewellery is often considered a potential heirloom investment. Do you see modern-day brides acquiring elaborate bridal jewellery with the same vision?

I'm confident that Gen-Z and future brides will keep embracing this tradition but with their own twist. You see, modern brides cherish their ancestral heirlooms, but they also want something that reflects today's style. That's where our high jewellery line comes in. We've found this sweet spot where we preserve heritage and give it a contemporary edge.

Crafting jewellery is a very intimate process for me as I aim to create pieces that connect with the modern woman's unique journey. Each piece carries emotions and I hope it finds a lasting place in their life's extraordinary story.

What should one expect from your upcoming jewellery collections? Will you bring non-bridal precious jewellery in your collections, too?

The romance with natural diamonds will continue to shine in my upcoming jewellery collections. We'll continue to pair them perfectly with various gemstones and colour palettes.

Our jewellery collections aren't just for weddings.



The Alora necklace features cabochon Russian emeralds complemented by brilliant-cut diamonds. By Manish Malhotra Fine Jewellery

We've got exquisite pieces that are perfect for celebrations like cosy soirées or fancy cocktail parties, and even for the runway. What we're aiming for is to craft masterpieces that hold the same level of artistry and meaning, no matter the occasion.

India is one of the world's leading destinations for crafting jewellery and cutting gems. According to you, what should the industry do to further strengthen its position in the global arena with its gem and jewellery expertise?

Boosting the global brand image of India's incredible jewellery and gem crafting tradition requires a multifaceted approach. First, fostering innovation in design and craftsmanship is essential in keeping traditions relevant and appealing.

It's also crucial to source materials ethically and sustainably to meet global standards. Finally, emphasising transparency and quality control in the industry can enhance trust and reputation, further elevating the brand image of this age-old art, worldwide. ■



ELIZA WALTER'S CREATIVE ALCHEMY FOR A SUSTAINABLE WORLD



14-karat yellow gold & peridot Antrim ring. By Lylie Jewellery

Meet
ELIZA WALTER,
a brilliant UK-based jewellery designer and Founder of Lylie Jewellery whose journey through the intricate world of design was uniquely shaped by the challenges of dyslexia. Eliza discovered her true voice in the embrace of precious metals and shimmering gemstones and found a connection to her inner self. Her artistry extends beyond the creation of stunning jewellery; Eliza is slowly revolutionizing the industry by championing the repurposing of old gold, aligning her work with a deep commitment to environmental sustainability. Caring for the planet has become her guiding mantra. In Eliza's skilled hands, precious metals transcend mere materials; they metamorphose into a medium that translates emotions, reshapes the language of art, and amplifies the urgency of preserving our 'precious' planet. Her creations not only adorn, but they also advocate a harmonious balance between art and environmental responsibility.

– Shanoo Bijlani

To gain a deeper understanding of your background, could you tell us about your education and whether you had always envisioned yourself becoming a jewellery designer?

I'm obsessed with art and design and am profoundly dyslexic – so much so that I was taken out of mainstream education at the age of 9 to go to a specialist boarding school called The Old Rectory, where we focused on reading and writing.

After A levels, I completed an art and design foundation course and then went to Bristol University to study History of Art. Believe it or not,

I had a scribe who came to each lecture with me! Dyslexia has allowed me to approach problems in different ways and I now see it as my special gift.

What inspired you to start Lylie in 2017?

A love of design paired with wanting to make fine jewellery in a less destructive way.

In addition to bespoke commissions, could you elaborate on the process of conceptualising and bringing your collections to life? What sources of inspiration drive your creative journey?

Nature is my main source of inspiration when creating designs. Our designs have a signature granulation ball detail somewhere in/on them, which resembles the shape of earth and signifies the circular process through which our jewellery is made.

When working on collections and shoots, I have cultivated the brand's spirit with a nod to the romantic movement; with its curiosity in folk tales, an appreciation of nature and love of the medieval period.

We'd like to know more about Lylie's in-house gold exchange program and how it works?

We send our reusable postal pouches to collect client's old, unworn gold, silver and platinum jewellery with a pre-paid returns label.

Once we have received the pouch and precious metal at the studio, a skilled member of staff analyses it, and gives values based on the metal carat, gemstones and weight. We offer 7.5% above the scrap metal value to incentivise recycling and if a client wants to go ahead, we exchange it for a brand credit which can be used against any purchase of Lylie Jewellery.

We recycle the old precious metal by refining it and then casting all our collection jewellery with it. This means as a brand we are totally circular. We have amazing films and a step-by-step webpage that can be followed here: <https://lylies.com/pages/gold-exchange>

What challenges did you face when initially implementing this sustainable approach in the jewellery industry?

The biggest challenge has been getting the business operations in place – we had to custom-build a webpage that picks up the daily spot price of precious metals, adds the 7.5% and generates an accurate price indication for a user.

Getting the insurance in place to be covered for collecting precious metals of unknown carats is an ongoing battle. All are challenges I'd imagine any entrepreneur trying to do something slightly differently faces.

E-MINING IS THE FUTURE OF GOLD-MINING IN MY OPINION AND IT CAN ALSO ACT AS AN AMAZING EDUCATIONAL PIECE AND GET CONSUMERS THINKING ABOUT THE END OF LIFE OF THEIR BROKEN DEVICES.



14-karat yellow gold Wave ring topped with a rose cut diamond.
By Lylie Jewellery



9-karat yellow gold Ayida Staghorn earrings.
By Lylie Jewellery



9-karat yellow gold Dodola Diamond Pinkie ring.
By Lylie Jewellery

Is the concept of recycling gold catching on among consumers in the UK? Can you share some examples of the most unique or meaningful jewellery pieces that you have created from recycled gold?

Jewellery is almost always sentimental – that's one of the things that makes working in the industry hugely fulfilling.

A recent example is a longstanding client sent in all her grandmother's old pieces she didn't want, including a 9-karat gold purse! They got a credit note that exceeded £3,000 and with that, they could purchase something for her and her daughter that they both really loved.

You see recycled metal everywhere now but unless it has had a long life span before it isn't necessarily that sustainable, so recycling unworn jewellery is the most sustainable choice of them all.

In the past, you delved into recycling gold from e-waste? Could you share the story of how you first became interested in this unique endeavour?

When I was 16, I was taken on a school trip to a local foundry where it was explained that our mobile phones' circuit boards contain gold, platinum and silver.

This got me thinking about the huge potential of e-mining so when I found out that if you were to mine one tonne of the earth's ore, you would get a yield of fewer than 30 grams of gold, while if you were to mine one tonne of electronic waste, you would get 300 grams.

It's the future of gold-mining in my opinion and it can also act as an amazing educational piece and get consumers thinking about the end of life of their broken devices.

As a young entrepreneur what advice do you have for individuals or businesses looking to make more sustainable choices in their jewellery?

Ask questions and constantly think about if there is a better way of making something or sourcing something. It's often the longer, more involved route, but if we want a thriving eco-system for future generations to live on our earth, it's the only option.

Are there any new developments or projects on the horizon for your brand?

We are looking to introduce fine jewellery rental in 2024 using our reusable pouches. We have the most beautiful studio in Belgravia so it will also give more of our community the opportunity to visit it. ■



18-karat yellow gold and diamond Dew Drop ring.
By Lylie Jewellery



18-karat yellow gold English Daisy Etruscan ring adorned with lab-grown diamonds.
By Lylie Jewellery



9-karat yellow gold Circle of Cloud earrings. By Lylie Jewellery



9-karat yellow gold Isla Seaweed ring accented with lab-grown diamonds. By Lylie Jewellery

A.WIN SIU'S GENIUS A SOULFUL TAPESTRY OF COLOUR & THOUGHT

Chinese jewellery designer **A.WIN SIU'S** emotionally charged, kaleidoscopic depictions of the world underscore the transformative power of colour. Bold and contrasting deep hues add depth and dimension to her jewels and create an explosive visual experience to convey her profound connection to the beauty of the natural world. An introspective artist, A.win Siu delves into existentialism and is an ardent admirer of the cosmic spectacle.

A professional illustrator to begin with, A.win Siu combines the best of both the art forms in her fascinating creations that radiate a sense of optimism and reflect her profound philosophy on life.

– Shanoo Bijlani

You were born Xiao Xintong, what made you change your name to A.win Siu? Could you share the story behind the significance of your new name?

This is a very interesting question, and one that everyone is curious about. In fact, Awin Siu is the pronunciation of my first name in Chinese, and it is also the English name I have always used.

I changed my Chinese name to Xiao Xintong, which is actually more in line with my expectations for the world. My English name is Awin Siu ("Siu" is the Cantonese pronunciation of my family name, which is similar to the pronunciation of "Seal" and my brand name is A.win Siu.

In China, the family name comes before the first name. So, "Xiao" Siu is my family name, "Xin Tong" is my first name, "Xin" means "Faith", and "Tong" means "World Great Harmony".

How and why did you join the world of jewellery designing? Tell us more about yourself and who were your role models as a child.

I used to be an illustrator, using paper as my canvas. Now, I design jewellery ... what has changed are the materials and the creative process. Minerals and metals are the new mediums of my artistic expression, and creating jewels has endowed my creations with longevity.



The "Playful Ring" topped with a ruby, is made of handmade glass and titanium, and accented with diamonds and sapphires.



Cat's eye ring from the series "Cloud Iridescence in Mogao Caves" collection, is adorned with crystal, diamonds, sapphires, and titanium.

I have been educated in China, and my major is closely related to visual arts. I found later that experiential knowledge offers a special advantage when it comes to creative process.

My role model as a child was Leonardo da Vinci, and in later years, it was Nikola Tesla. It was not just because of their academic achievements, but also because of their rich life experiences. I firmly believe that life is an ongoing journey of exploration and discovery, of embracing new experiences over fixating solely on outcomes.

Did being an illustrator help you in creating your jewellery lines?

My previous career has given me a lot of extra benefit. My heightened sensitivity to the interplay of lines and colours is a direct result of my past experiences.

When and how was the brand born?

My brand was conceptualised in November 2017, when I drew the first jewellery designs. However, the first finished jewellery was created in February 2019!

What motivated you to start your brand, and how has it evolved over the years?

In August 2016, I held my first personal illustration exhibition. I thought I had completed one of my major goals. That prompted me to try new things, with a career change as a major objective.

As I said before, "Life lies in experience." I wanted to explore different things and live different lives, which inspired my journey into jewellery design, thus giving birth to this brand. Because I have always collected antique jewellery, the birth of this brand was it was a natural progression.

Tell us more about the philosophy of your brand ... and why does colour play such an important role in your jewels?

I think good work should evoke resonance. Artists can employ vision, perception, and ingenuity to trigger thoughts in others or awaken and nurture inner peace and love.

I am more sensitive to colour, and you can see that there are many high-saturated combinations in my works, because I hope everyone can feel happiness directly. I think different colour combinations can awaken people's subconscious emotions.

Some of the pieces are inspired by drawings and dreams I had as a child. At that time, although my painting skills were not refined, I could only express my fantasies and feelings about the world through this medium. I think this kind of creation is very pure.

Regarding touch, I sometimes choose materials with natural textures, or materials that are not so cold to the touch, such as amber.

When designing for the sense of smell, I often use scented wood ...

I think memorable moments or beautiful things stay rooted in our subconscious ... Maybe it was the first time I went to an amusement park, the first time I ate candy, the first time I had my own fairy tale book, etc. Maybe when I need the most strength, awakening beautiful memories is also one of my creative skills.

We learnt that you were interested in diverse subjects like astronomy, philosophy, history, psychology and travelling. Tell us more...

I'm glad you asked this question; I'd love to share my hobbies as this is what has helped me shape as a jewellery designer.

During my elementary school, I lived in a boarding school, and spent a lot of time alone. At age 10, I got a book "The Unsolved Mysteries of Humanity", which changed my perspective on life. I found many articles in it that triggered my curiosity ... features about ancient civilizations, extraterrestrial civilizations, magic, alchemy, black holes, wormholes, cosmic dimensions, etc.

Thereafter, I often had existential questions: 'Who am I? Where do I come from? Why do I need to study? Is the knowledge a teacher imparts, correct? Why doesn't the teacher teach us magic? Are the stars I am looking at staring back at me? What is outside the Universe? What is behind the black hole? Why is the Universe expanding?' and so on.

Coincidentally, my boarding school bed was placed next to the window, allowing me to spend a lot of time to gaze at the night sky. I guess this ignited my interest in the universe and philosophy. The star I observed most often was Sirius, because in winter, it always appeared by my window.

When I was a kid, there were three careers I was keen on taking up: archaeology, science, or astronomy. Although the book "Unsolved Mysteries of Humanity" did not lead me to any of the three careers, it helped me deep dive into these subjects. Now, I express my inner universe through jewellery.

Two of my favourite philosophers are Lao Tzu and Aristotle. I often remember Aristotle's famous words: "Whoever is delighted in solitude is either a wild beast or a god." At that time, I realised that though I could not become a god, it's okay to embrace the inner beast. Since then, I choose to keep a distance or stay detached from the world, shielding my emotions from external disruptions, in order to have a clearer understanding of my nature.

What are the three things that often recur in your themes?

In fact, I don't have a fixed pattern when creating, but I have certain rules that I follow. When I draw concept drawings, I feel like there is "a ruler in my brain" (just like us in the universe, the proportions, and laws common to everything, some people call it "sacred geometry" or "golden ratio"). I instinctively know how to place stones and metals in certain positions to create visual effects and convey emotions.



The titanium earrings are designed with tourmalines and coloured sapphires. The main tourmaline gemstone, with its various shades, emits a singular radiance when set against the ombre titanium background. The presence of fancy-coloured sapphires creates a mesmerising visual effect, symbolising the interconnected bond between humanity and the natural world.



The tourmaline brooch from the "Cloud Iridescence in Mogao Caves" collection is crafted with titanium and crystal. Diamonds, sapphires, and tanzanite enhance the beauty of this piece.



The brown earrings are made of titanium, crystals, amber, and agarwood.



The titanium brooch uses amethyst, diamonds, and tanzanites.



The titanium pendant is graced with tourmaline and tsavorites.

After completing the drawings, I choose the metal carefully. In addition to titanium, I also use aluminium and 18-karat gold.

What inspires you?

My inspiration often comes from moments ... it could be a taste, a colour, a feeling, or an emotion (all are relatively abstract perceptions).

Initially, I jot these feelings in a small notebook as "happy and touching things" or "things that need to be thought about".

Next, I use the small fragments of the recorded things to draw an illustration, and then refine it in the drawing.

I often make a hand-drawn sketch of jewellery, and then mentally construct a 3D picture, followed by sculpting a model using modelling clay. Later, I scan the model into a computer to turn it into a 3D image, which allows me to modify the finer details.

After that comes the follow-up process of selecting metals, gemstones, processes, etc. Generally, it takes about half a year to a year to create a new series of work. This is also why I started drawing in Nov 2017, and the first work was not produced until Feb 2019.

What's a day in the life of A.win Siu?

On a regular day, I am woken up by my kitten every morning, and after making myself a cup of coffee, I start answering emails, and get to work. In the afternoon, I visit a bookstore in the city centre to read new magazines and books that interest me (a book I have recently read repeatedly is "Conversations with God"). When I get home at night, I listen to vinyl records, cook my favourite food, and then fall asleep with my favourite aroma. A very ordinary day, indeed!

What are your hobbies?

I love travelling to different places because each journey offers unique experiences. Even if you go to the same destination, it feels new because you encounter different people and savour diverse cuisines. ■



Delectable brooches from the "Something Sweet" collection.

Tomasz Donocik's Jewels

PAINTED WITH PRECIOUS GEMS

Jewellery designer **TOMASZ DONOCIK**, who recently moved into a new showroom in the hip London neighbourhood of Shoreditch, is building his brand identity as an artist who innovatively expresses his love of colour. Drawing inspiration from the Art Deco movement, his creations are strikingly bold, exuding confidence through angular and geometric designs. In an interview at his showroom, David Brough delves into Tomasz's artistic journey to uncover the essence of his unique creations.

– David Brough



Pleat Tourmaline Ring crafted in 18-karat yellow gold with central green tourmaline surrounded by smoky quartz, citrine, yellow topaz, clear crystal, white sapphires, and white diamonds.



Tomasz Donocik

How did you get into jewellery design?

I came to the UK from Austria at age 18 and did a foundation course at Central St Martins. My heritage is Polish, but I grew up in Austria.

At Central St Martins I discovered that jewellery was a way to express myself. Formerly in Vienna I did painting, but jewellery allowed me to express myself in a 3D format.

After getting my BA from Central St Martins, I studied goldsmithing, silversmithing, jewellery making and metalwork in a Master's course at the Royal College of Art.

I evolved as an artist who specialised in jewellery.

Tell us about your early career?

After I graduated from the Royal College of Art, I was offered a design position at Stephen Webster, who discovered my work (particularly the Chesterfield bangle (pictured above right)). I was predominantly involved in the Stephen Webster men's jewellery design team for a year.

I went on to freelance for De Beers, Garrard and other brands, and received a lot of interest from media. I then started developing my own brand around 2008.

In 2011, I won New Designer of the Year at the prestigious Professional Jeweller awards.

Furthermore, in 2013 I was asked to participate in the Rock Vault showcase, which was led by Stephen



Electric Night Diamond And Emerald Blade Runner drop earrings wrought in 18-karat white gold set with white diamonds, green emeralds and black spinel.



The Chesterfield gold cuffs are designed with fine glove leather featuring button details embellished with diamonds.



Inspired by Blade Runner movie from the 80s, the Blade Runner 18-karat rose gold Rainbow ring is set with baguette and triangle stones in emerald, iolite, tanzanite, blue topaz, amethyst and sapphire.

Webster and the British Fashion Council. This platform gave me the opportunity to exhibit at the Couture show in Las Vegas, where between 2013-2016, I won 5 awards ranging from Best Debuting Brand to Best Gem-Set Brand and Editors' Choice.

In 2017, I was asked by the Goldsmiths Company to design and make the Diamond Stellar necklace.

This couture piece incorporated 19 carats of baguette diamonds set in platinum. To enable it to sit comfortably around the neck there are in total 266 hinges allowing it to flex.

My career moved forward, and I was stocked in Saks Fifth Avenue, Harrods, Neiman Marcus and Gembox (Boston), among others.

What is your design ethos?

I like working with baguettes. My pieces are Art Deco-inspired – bold and confident; angular and geometric. I love “painting with stones”. I mix precious and non-precious.

In men's jewellery, I like using diamonds and leather. I love leather for its versatility. Some of our most creative pieces are in men's jewels.

How is the market for men's jewellery evolving?

In men's jewellery, brooches are becoming more sought after. On the red carpet, more men are wearing brooches.

Pearls are also coming back. Cultured pearls are among the most sustainable materials.

Across your jewellery designs, what are your favourite materials to work with?

My favourite is emerald. The colour is enchanting, and I like seeing the veins, the imperfection. The emerald bears the earth's fingerprints.

I admire the colour of stones such as hematite, malachite and howlite.

My favourite metal is rose gold, which works well for men and women, and brings a warm sensation.

How is the bespoke segment of your business doing?

We are growing in terms of bridal. We get more enquiries for centre stones that are alternative to diamonds, such as tourmalines. Clients come to us because they know we're all about colour.

What are your plans for the future?

Valerie Demure, who is celebrated as a curator of exquisite fine jewellery pieces, will act as my sales representative. Our focus will be very much on developing Tomasz Donocik as a brand.

As a brand one needs to have a consistent message and a strong social media presence. Stores want to buy into brands.

Valerie will create a brand marketing strategy for wholesale and retail. Brands need to create a clear message and look.

You recently held a designer showcase “winter fair” event in your Shoreditch showroom, featuring other London-based designers. Will you stage more of these events?

Yes, we plan to stage these designer events here three times a year.

There is no other designer shopping opportunity in London like this one. All of our nine participants sold pieces. Our next event will be in April 2024. ■



Pleat earrings and ring crafted in 18-karat yellow gold and set with smoky quartz, citrine, yellow topaz, clear crystal, white sapphires and white diamonds.

Inspired by the fearlessness of the nomad woman, Tomasz Donocik's masterpiece, the Stellar Diamond necklace, is entirely articulated with 266 white gold links and adorned with 19 carats of baguette diamonds set in platinum.

Crafting a Bright Future for Indian Diamonds

– By Vipul Shah, Chairman, GJEPC

As we bid farewell to 2023 and welcome 2024, it is an opportune time to reflect on the dynamic journey of the global gem and jewellery industry in the past year and look ahead to the future with hope and optimism. While the industry faced a number of challenges that impacted diamond and jewellery demand across the world last year, we have also shown remarkable resilience and adaptability, overcoming these hurdles and finding new avenues of growth and innovation.

We are seeing the gradual recovery of diamond jewellery demand from key markets like the US, GCC, and Europe, especially in the fourth quarter of the year. With China's New Year celebrations on the horizon, we anticipate a resurgence in demand from the second-largest consumer of diamond jewellery, choosing to remain optimistic about the industry's future. Crucially, it's imperative to recognise that the current challenges are transient, and India, as the world's largest

diamond manufacturing and exporting hub, is gearing up for sustained long-term growth.

I'm pleased to witness the stabilisation of diamond prices after two volatile quarters. The recent domestic wedding season has shown a notable upswing in cut and polished prices, signalling a promising trajectory. The industry's collective decision to temporarily halt the import of rough diamonds for two months, starting in mid-October, played a crucial role in guiding this positive trend. I am optimistic that the robust demand observed in the U.S. market during Thanksgiving will continue into the Christmas season. The US accounts for nearly half of the global diamond jewellery consumption, and its economic recovery and consumer confidence are vital for the health of the industry.

To realise the Prime Minister's ambitious vision of Amrit Kaal and Viksit Bharat @ 2047, which aim to transform India into a prosperous and advanced nation by its centenary of independence, GJEPC has devised a comprehensive strategy that involves the creation of state-of-the-art infrastructure. Among GJEPC's initiatives are the Mega Common Facility Centre (CFC) in SEEPZ Mumbai, the Jewellery Park in Navi Mumbai, and investments to establish India as a global leader in lab-grown diamond production. These projects build on the legacy of India's remarkable rise in the field of cut and polished diamonds, which was enabled by vital infrastructure such as the Bharat Diamond Bourse in Mumbai.

Another major infrastructure leap is the recent inauguration of the Surat Diamond Bourse by Hon'ble Prime Minister Shri Narendra Modi that marks a historic moment for the Indian diamond industry. This world-class facility not only adds





Surat Diamond Bourse

to Surat's magnificence but also elevates India's standing in the global diamond trade. Prime Minister's vision for Surat extends beyond mere infrastructure; he envisions Surat becoming a global hub, connecting with international trade centres and boosting India's share in gems and jewellery exports. The Surat Diamond Bourse symbolises New India's capabilities, and the culmination of the assurance made by PM Shri Narendra Modi to the trade at the GJEPC-organised World Diamond Conference in 2014. With his direct intervention, rules were changed for forming Special Notified Zones for trading of rough diamonds directly by mining companies. The Surat Diamond Bourse, with its state-of-the-art facilities, is expected to generate 1.5 lakh new jobs, propelling the industry forward.

As we look to the future, all infrastructure projects put together will serve as a major catalyst for the growth of the Indian diamond and jewellery sector, which contributes significantly to the country's economy and employment. This will not just elevate India into a prominent diamond trading hub; but is poised to generate hundreds and thousands of jobs within the sector.

Continuing robust diamond promotion in key export markets is crucial for securing a significant share of luxury consumer spending. The GJEPC plans comprehensive campaigns in India and international markets, partnering with the Natural Diamond Council (NDC) to emphasise the appeal of natural diamonds. This strategic collaboration

aims to entice consumers to invest in the timeless allure of diamonds, ensuring a notable presence in the competitive luxury goods sector and capturing a substantial portion of consumer spending.

However, it's important to acknowledge the 27.95% decline in the overall gross exports of cut and polished diamonds from April 2023 to November 2023 compared to the same period last year. Concerningly, for the same period, the provisional gross export of polished lab-grown diamonds also declined by 23.35% to US\$ 941.1 million versus US\$1227.77 million a year earlier. Despite these challenges, the Indian industry remains resilient, actively exploring under-explored markets such as the UK, Italy, France, Latin America, and Cambodia. The industry is also investing in technology, innovation, and marketing to enhance its productivity, efficiency, and competitiveness.

The recent G7 decision to impose import restrictions on Russian-origin diamonds raises valid concerns for the Indian gems and jewellery trade. While not unexpected, the timelines for implementation raise valid reservations. The GJEPC seeks clarification on the definition of a major rough diamond importer in the G7 and their role in determining compliance for Indian

diamond exports. Engaging with the G7, we advocate for flexibility in timelines, detailed implementation plans, and considerations for SMEs and marginal units. We are aligning with the World Diamond Council and working with the Indian Government to ensure the interests of the Indian trade are safeguarded. We have complete trust in our country's leadership to navigate and protect the industry in the face of these challenges.

As I conclude, I would like to say that we, as a trade, derive our inspiration from the landmark changes that have occurred in recent times through effective governance, such as the introduction of GST, HUID & Hallmarking, Open Network for Digital Commerce (ONDC), digital infrastructure, etc. The Government deserves all the credit for being proactive with our sector. The consumers also deserve recognition for their faith in our sector. But above all, the credit goes to the hard work of millions of our workers and the strong entrepreneurial spirit of my industry colleagues who stay committed to the Indian gem and jewellery sector. I am confident that our sector will overcome challenges and emerge stronger and more resilient in the new year. I wish you all a very happy and prosperous 2024. ■



What are the anticipated jewellery trends for the upcoming season?

For the younger generation the purchase of precious jewellery can be attributed to emotionally significant milestones in their lives. They typically buy precious jewellery to mark personal achievements and emotional milestones, or to elevate their personal style during special occasions or even as meaningful gifts for loved ones during the festive season.

The trend in contemporary platinum jewellery includes statement earrings, necklaces, stackable rings, and bracelets with angular and edgy designs that create a dimensional fluidity through circular forms and grooves.

This modern approach resonates with women who value unique pieces, allowing them to express their



On model: Platinum EVARA necklace and earrings. © PGI - India

PLATINUM'S SALES SURGE THROUGH RETAIL NETWORKS AND GAME-CHANGING ALLIANCES



VAISHALI BANERJEE, Managing Director of Platinum Guild International - India, shares her perspectives with Solitaire International on the current trends in platinum jewellery, with a focus on the preferences of the younger generation. She also discusses strategic collaborations with sports celebrities for branding purposes and emphasizes the importance of robust networking initiatives with retail partners to enhance the sales of trendy platinum jewellery.

– Shanoo Bijlani

individuality on multiple occasions. Notably, platinum has also become the metal of choice among Indian men, reflecting a desire for unique and meaningful jewellery that emphasizes resilience and subtlety.

Male consumers seek sleek and angular designs, with chains,

wristwear, and pendants being the must-buy items, catering to their distinctive sartorial preferences.

According to PGI's "2023 Category Health Study" conducted across 15 markets by NielsenIQ, the primary motivations for purchasing platinum jewellery are celebrating special

occasions, gifting to loved ones, and recognizing its premium quality.

Patrons of platinum jewellery seek pieces that are versatile; can easily transition from a day to night look and can be worn across various occasions, as opposed to heavy pieces that can only be worn for specific occasions.

They opt for contemporary designs that elevate a festive outfit and just seamlessly complement workwear as well as everyday wear.

What are the key factors contributing to the growth of platinum jewellery sales during festive and wedding seasons?

Propelled by the festive as well as the wedding season, the year-end is an ideal time to leverage the consumer sentiment towards purchasing precious jewellery for self, as well as gifting for loved ones.

We have been collaborating closely

with our strategic partners across the country and working in tandem with them to boost platinum jewellery sales, particularly during crucial periods such as the pre-festive and festive seasons.

This is accomplished through regional marketing campaigns and in-store promotions across all three branded categories – Platinum Love Bands, Platinum EVARA, and Men of Platinum.

Our comprehensive approach includes design, product selection, marketing, as well as training and education to enhance branding and visibility, with a vision to deliver to what the young consumer is seeking today.

In September 2023, we decided to capitalise on the fandom around the Cricket World Cup season by launching a new collection as well as an integrated marketing campaign for our men's jewellery segment – Men of Platinum.

We also introduced Cricketer Surya Kumar Yadav as the face of the campaign and created a 360-degree communication campaign to leverage the pre-festive and cricket season to enhance communication and connect with our core target audience of Indian male consumers.

In a dynamic collaboration, PGI joined hands with ESPNcricinfo during World Cup, aiming to deepen consumer engagement and interaction, enhancing our brand's presence during this highly anticipated sporting event.

In October 2023, we launched a new collection and campaign for our couple bands category – Platinum Love Bands. Led by a thoughtful TVC narrative that reflects the modern and progressive values of today's couples, the integrated marketing campaign aims at capitalising on the wedding season, while also striking a chord with couples who seek to celebrate special milestones in their relationship journey.

We will also be launching a new integrated marketing campaign with two new faces as well as a new collection for Platinum EVARA. The campaign aims to drive growth within the women's platinum jewellery segment and boost sales with a key focus on self-purchase.

How has consumer preference in jewellery evolved in recent years, and what strategies has the PGI implemented to meet these changing preferences?

In the ever-evolving jewellery landscape, platinum jewellery occupies a niche within India's diverse and vibrant jewellery segment, appealing to those who seek the very best in terms of rarity, preciousness, and alluring attributes of the metal. Platinum's growing popularity indices a promising future for this unique metal in the Indian jewellery market.

In India, PGI operates across three branded categories (Platinum EVARA, Men of Platinum and Platinum Love Bands) which stand for contemporary and progressive values and thus speak strongly to our target audience. The diverse range enables individuals to make a distinct style statement that resonates with their individuality.

Buyers of platinum jewellery in India represent a growing and discerning segment of the consumer market. Platinum's popularity in India has been on the rise due to its exquisite beauty and rarity, making it a marker of milestones of special moments. The metal continues to create brand narratives that are based on progressive values, thus striking a chord with the younger segment and a design language that is rooted in

Our major retailers boast a robust distribution network extending into Tier 2 and 3 markets, ensuring consumers in these regions enjoy an unparalleled platinum experience.

modern minimalism with meaning embedded in every design.

The strategy to focus on young consumers seeking differentiated jewellery to express their emotions and self-image has paid rich dividends with 89% of young, affluent, urban women considering platinum for their next purchase of precious jewellery.

Over the years, PGI has strategically created opportunities for retailers and manufacturers to target a new demographic of consumers aged between 25 and 40 years. This has expanded the consumer base for platinum jewellery, beyond metro cities.

What is the current outlook of the jewellery industry, and how does PGI contribute to shaping the future of this industry through its initiatives and programs?

The platinum business model generates substantial value for retailers and manufacturers, offering multiple avenues for incremental value that align with the forward-thinking trajectory of a modern business. Urbanisation, characterised by a shifting consumer preference towards modern and stylish jewellery, has played a significant role. Rising disposable incomes enable people to invest in high-quality items like platinum jewellery, especially during festivals when gifting and self-indulgence are prevalent.

PGI has partnered with leading retail houses including national chains, regional chains, and independents with 2000+ doors across 330+ cities to ensure that consumers have access to platinum jewellery and to fulfil the demand potential.

We have a strong presence in markets beyond metros like Kochi, Nashik, Bhubaneshwar, Surat, and



Platinum Love Bands
-New Collection 2023



Platinum Love Bands © PGI - India

Platinum Love Bands © PGI - India



Indore, which are growing in both distribution and retail sales.

Our major retailers boast a robust distribution network extending into Tier 2 and 3 markets, ensuring consumers in these regions enjoy an unparalleled platinum experience.

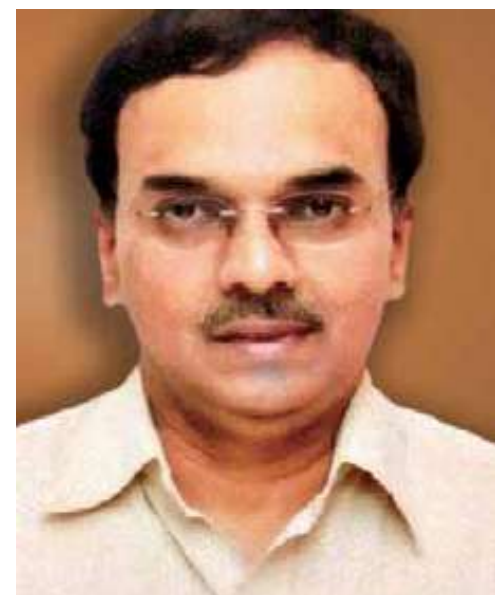
As we continue to expand our horizon beyond metros and cater to growing demand, we expect the platinum category to grow significantly in the coming years. We are looking forward to adding more independent and regional partners and expanding our presence across the country. ■

Cricketer Surya Kumar Yadav is the new face of the PGI campaign. © PGI - India

Gold's Triumphs and Tribulations In 2023

SANJIV AROLE delves into the intricate journey of gold prices in 2023, drawing parallels with India's Cricket World Cup saga. Despite the metal's surge beyond \$2,000 per ounce, the unwavering influence of Federal Reserve chief Jerome Powell, marked by interest rate hikes and statements, remained a formidable obstacle. Arole explores the significant shifts in the gold market, including HSBC's groundbreaking move to tokenise gold ownership and the Dutch central bank's inclination towards a new gold standard, contemplating their potential repercussions on global trade dynamics.

– Sanjiv Arole



Sanjiv Arole

In many ways, India's 2023 World Cup campaign almost mirrored its triumphant 1985 World Championship of Cricket held in Australia. Then, they had remained unbeaten in the championship to win the finals. It appeared that 2023 would be an encore as the Indians stormed into the finals with a 10-0 record in earlier games. But alas, it was not to be as Australia once again proved to be their nemesis in the finals. Just like Australia has been India's nemesis in cricket, gold too has its own nemesis in the last couple of years in the form of the Fed chief Jerome Powell.

In 2023, gold has to date a fairly spectacular run as it crossed the \$2,000 per ounce barrier several times in the year with a high of \$2,048 per ounce on 13th April, 2023 (London pm fix, kitco.com). In fact, since 7th October, 2023, when Hamas abducted and killed several Israeli civilians, gold has crossed the \$2,000 per ounce on more than a few occasions, only to be forced back below that level due to some comments or stance taken by the Fed chief.

This has been the story so far during 2023 and even before. Ever since the Fed chief decided that the only way to tame the multi-year high US inflation was by hiking interest rates, gold has been subdued. For, in spite of several positive factors in favour of the gold price

galloping away past its all-time high levels of around \$2,077 per ounce attained during the pandemic years and scaling further high beyond \$2,100 per ounce, Jerome Powell has stood in its way like a rock thwarting all efforts by gold to break free.

There were periods when gold had several factors in its favour; the Ukraine war, a 2008-like situation when several banks in the US went under and even Credit Suisse went under to be gobbled by the UBS, economic slowdown, high and volatile oil prices, high inflation as the world climbed back from the pandemic, fears of an impending recession, particularly in the Western world, slowdown in China, geo-political tensions across the globe apart from the Ukraine war, high US bond yields, US external debt, high cost debt servicing of US external debt, US unemployment numbers, US economic data, the US dollar, 'irrational exuberance' in US stock markets, etc.

Even when all parameters were positive for gold, and every time when gold threatened to take off, the Fed either raised interest rates or made a telling comment to pour cold water over gold's aspirations. News about the Fed pausing interest rate hikes saw gold up and running only to pull back once Jerome Powell uttered anything contrary to it.



But, despite all the odds stacked against it, gold had a roller coaster ride in 2023 with more ups than downs. The average gold price till the end of the Thanksgiving week has been \$1,931.96 per ounce as against the predicted average gold price of around \$1,859 per ounce for 2023 by a group of renowned analysts for an LBMA survey in January-February 2023. Then, even the recent spike in gold following the events of 7th October, 2023 followed by the Israeli attack on the Hamas in the Gaza strip saw the gold price reach a high of well over \$2,000 per ounce intra-day at least a couple of times, before even closing at \$2,006.60 per ounce on 21st November, 2023.

But following comments attributed to the Fed chief that a hike in interest rates during 2024 was not totally ruled out, the gold price dipped below the \$2,000 per ounce again. However, in a startling, but welcome turnaround, even when a truce was announced in the Israeli war on Hamas, to swap hostages and Putin saying that the Ukraine war was a tragedy that needed to end, gold did not go under as expected but soared back above the \$2,000 per ounce mark to reach \$2,004 per ounce intra-day on 24th November, 2023 and even closed marginally above \$2,000 per ounce (London pm fix, kitco.com). So, what caused gold to buck the trend despite the apparent decline in

tensions in both the ongoing wars?

The piece de resistance was the reading of the Fed minutes that most of the board members were very cautious about rate hikes in 2024! Does it mean that the tide has turned for gold? For, if the fear of rate hikes is out of the way, then, gold is well poised just above the \$2,000 per ounce to soar ahead on any positive news for the yellow metal. At long last, gold seems to be at the right place at the right time.

Not only is gold poised on the price front, but there are indications that there could be some changes in the way gold is traded in the international markets. Winds of change are blowing across the gold markets in London as well as Europe. Consider the following:

(a) HSBC to tokenise ownership of gold held in its London vaults:

A news report in kitco.com quoting Bloomberg follows. HSBC Holdings Plc, one of the world's top bullion banks, has announced the launch of a platform that utilises distributed ledger technology (DLT) to tokenise the ownership of gold held in its London vault as it looks to help usher in the digital age for the London gold market. Accordingly, the new system creates digital tokens representing gold bars, which can then be traded through the bank's single-dealer

platform. This approach "generates a permissioned digital representation of clients' physical gold holdings". The system is also designed to make investing in gold more accessible, as each token issued by HSBC is equivalent to 0.001 troy ounces versus the standard 400 troy ounces for a London gold bar. While the service will initially focus on institutional investors, HSBC said in the future, the system will allow for direct investment in physical gold by retail investors as long as local regulations allow it. While there have been other attempts to tokenise gold in the past, the entry of HSBC into the tokenised gold market is notable as the bank is

one of the world's largest custodians of precious metals and one of four clearers on the London gold market, which processes more than \$30 billion in gold transactions every day. There are currently around 698,000 gold bars stored in vaults in the Greater London area, valued at around \$525 billion by the LBMA. However, the London gold market still relies on manual record keeping and conducts trades entirely over the counter. There are also plans to add other metals as well. As HSBC is one of the four clearing banks in London, the other three being UBS, J P Morgan and ICBS Standard Bank.

The questions that come to mind are: Is this a game changer move by HSBC? Or will it be confined to retail investors? As HSBC is a clearing bank in the London market, will other banks follow? Will it change the functioning, storage, etc. of gold in the London bullion market? Once the whole gold passing through the London bullion market is tokenised, will it be essential to store all allocated gold in refined bar form? What further impact can be envisaged in the London bullion market because of the move? Will such tokens compete with Crypto currencies at the retail level?

There are two schools of thought on the HSBC move, one school feels

that it is not certain that the move will revolutionise gold trading or retail purchases of bullion. Moreover, they point out that OTC market functions well for the professional participants. Retail investors already have platforms available for purchase. The bottom line is that most in this group opine emphatically that they do not see any upheaval in the markets due to the HSBC move. However, some opine, that said, it is an interesting development and given the small denomination could perhaps help to re-monetise gold in some way. Let's see how it works out!

The other school of thought believes that sooner or later other banks will join HSBC in tokenisation of gold and the smaller denomination and digitisation of gold could have far reaching impact on the London gold market and ultimately change the way the gold markets function or governed in London. That in turn could have far reaching consequences on trading of gold in the international markets. Some aver that "It is big ... game changer in real terms. It is too early to say anything in the matter. The jury is very much out.

(b) Dutch central bank admits it is prepared for a new gold standard:

In a recent interview, the Dutch central bank (DNB) shared that it was equalising its gold reserves, relative to GDP, to other countries in the euro-zone and outside of Europe. This has been a political decision. If there is a financial crisis, the gold price will skyrocket, and official gold reserves can be used to underpin a new gold standard, according to DNB. These statements confirm news circulating over the past few years about central banks having prepared for a new international gold standard.

Wouldn't a central bank that has one primary objective, maintaining price stability, serve its mandate best by communicating the currency it issues can be relied upon in all circumstances? By saying gold will be the safe haven of choice during a financial collapse; it would indicate that DNB does not believe that its own currency (the euro) can weather all storms. Indirectly, DNB encourages people to own gold to be protected from financial shocks, making the transition towards gold-based monetary system more likely.

It must be borne in mind here that

the DNB, which had around 1,704 tonnes at the beginning of the 1990s, sold off gold regularly to end up with 612.5 tonnes by 2009, the same level even today. By saying that it would now shore up its gold reserves to the same proportion that the Bundesbank has with its total reserves, the DNB has signalled its intentions to buy gold in the future. Will that result in a cascading effect on other countries in the euro zone?

For, though France, Germany and Italy still have huge quantities of gold as reserves, there are others like Sweden, Switzerland, Portugal, the ECB, the DNB, and the bank of England in the UK have sold off its gold since the 1990s and have very low gold reserves compared to France, Italy and Germany. Should the rest of the countries in the euro zone and elsewhere also follow the DNB and decide to buy gold towards preparing for a new gold standard, then all bets could be off and we could witness a changed scenario for gold.

Meanwhile, it is being said that China continued to sell US bonds for the 5th consecutive month by reducing holdings by \$16.4 billion, a new low since 2009. Moreover, China has been net sellers of US bonds in 20 of the past 22 months. In fact, over the last decade, China reduced its US bond holdings by 37%, net selling bonds worth \$514.6 billion, down from its net peak level of \$1.32 trillion in 2013. China perceives that the secret behind US dominance in trade, finance, military, the USD, etc. is being funded by the US treasury bonds.

China has made it amply clear that it would not remain passive to US hegemony. Not only has China liquidated a substantial portion of its US bond holdings, but has been regularly adding to its gold reserves which have shored up to around 2,215 tonnes. Many China watchers believe that the actual gold reserves with the Chinese Peoples Bank could be several times that quantity, even 10 times. On the other hand, bond yields have been at 16 years high at over 5%. Quite suddenly, the sales of US treasury bonds have slowed down in recent times. Moreover, high cost servicing of this external debt could reach 3% of the GDP by 2028. Thereby, compounding matters for the US.

Then, it is not just China that is adding gold to its reserves, but Russia, Turkey,

India and many more countries have been on a gold-buying spree to guard against a shock to the global economy due to any reason. As if that is not enough, the Dutch move to prepare itself for a new gold standard may spark a wave of other European central banks joining the bandwagon. Would all of the above result in a challenge to US control over the markets or the hold of the USD on most trade transactions? It is pretty apparent that most countries would want to trade in their own currency. China has a pact with Saudi for oil payments in the Chinese Yuan/Renminbi. Even India has made payments for Russian oil in Rupees and Russia has tried to get its dues in Roubles.

Although, the Euro was born primarily to float an alternate to the USD and most Europeans do not see eye-to-eye with the US on most matters of trade, culture and finance, it is highly unlikely that the EU or the rest of Europe would challenge US hegemony over global matters. They would not like to be siding with either China or Russia to bring down the USD reign. Here political bondage would matter far more. Even if the EU backs a new gold standard it would not be at the expense of the US. On the contrary, many experts in the US exhort the US Fed to go in for a new gold standard. That could in turn block the Chinese move to catch the US in a tight corner.

As far as India is concerned, a new gold standard or the USD continuing its reign would not really change things. For, although it has over 22,000-25,000 tonnes of gold in private holdings, all attempts to monetise that gold have failed. India cannot suddenly overnight become the manufacturing hub of the world nor can software dominance make its currency any stronger. Probably, the only way that India can get back its lost glory by becoming an economic powerhouse is by tapping its vast mineral resources (gold, diamonds, etc.) by eschewing its apathy towards mining (gold and diamonds in particular) and make a concerted effort to utilise the buried treasures.

Finally, will the sum total of all of the above result in a tsunami that changes it all and revolutionise the global markets? Or will it be a mere storm in a tea-cup? Whatever it is, let's see how it pans out. Paraphrasing cricket commentator Bill Lawry, one could say, "It could all begin here in the London gold market". ■

De Beers Forevermark VP Amit Pratihari on India's Diamond Potential and Trends

In this exclusive interview with Solitaire, AMIT PRATIHARI, Vice President of De Beers Forevermark discusses consumer trends, the festive and wedding seasons, the market size and growth, and the future plans for De Beers Forevermark in India.

- Regan Luis



What are the 3 biggest challenges and opportunities for the diamond industry?

Among some of the challenges faced by diamond industry, ensuring transparency in the process of procuring natural diamonds across the supply chain and enabling authentic sourcing of diamonds is a key issue. At De Beers Forevermark, we source our diamonds from our mines and so have a direct connection to the source. The onus lies on diamond companies to mine natural diamonds from the most authentic source and to inform the consumer about the journey their diamond has undertaken to get to them through proper certification.

In terms of opportunities, diamonds represent a range of emotions and will always be sought after for individuals looking for meaningful purchases.

Consumers are appreciating brands and making informed choices about their purchases. Moreover, brands that are committed towards sustainability and improving the lives of the community, are preferred over others.

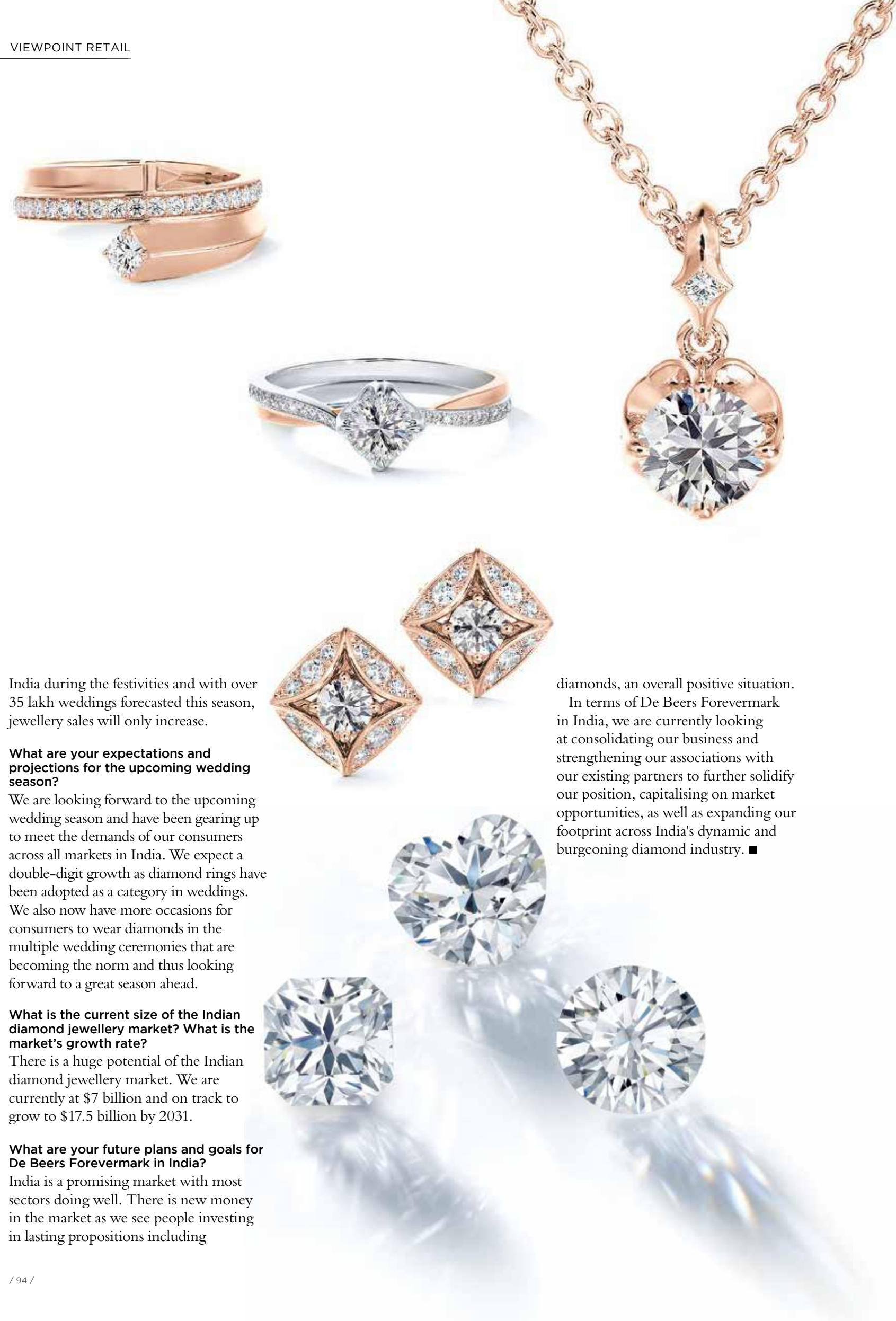
What are the current trends and preferences of diamond consumers in India? How do they vary across regions and generations?

India is a large and diverse nation, where

every region has distinct styles and preferences when it comes to jewellery purchases and diamond preferences. Overall, we have been seeing a rising demand towards minimalistic, everyday wear jewellery. Consumers, especially the millennials and Gen Zs are adopting the trend of stackable jewellery where they can blend, mix and match various designs and colours to create their original style. Additionally, consumers are also moving towards purchasing larger solitaires. Keeping these trends in mind, we have created various global designs that span across generations and cultures, including the Forevermark Avaanti Collection, the Icon collection, the Traditional setting, and the stackable Tribute collection to name a few.

How has the festive season boosted the sales of diamond jewellery in India? What are the factors that have contributed to this increase?

Jewellery has always been an intrinsic part of our culture and the festive season. The current economic situation has definitely been positive, and India has maintained a bright spot through the festive months with auspicious occasions boosting demand and sales. We saw an average of 15-20% increase in sales across



India during the festivities and with over 35 lakh weddings forecasted this season, jewellery sales will only increase.

What are your expectations and projections for the upcoming wedding season?

We are looking forward to the upcoming wedding season and have been gearing up to meet the demands of our consumers across all markets in India. We expect a double-digit growth as diamond rings have been adopted as a category in weddings. We also now have more occasions for consumers to wear diamonds in the multiple wedding ceremonies that are becoming the norm and thus looking forward to a great season ahead.

What is the current size of the Indian diamond jewellery market? What is the market's growth rate?

There is a huge potential of the Indian diamond jewellery market. We are currently at \$7 billion and on track to grow to \$17.5 billion by 2031.

What are your future plans and goals for De Beers Forevermark in India?

India is a promising market with most sectors doing well. There is new money in the market as we see people investing in lasting propositions including

diamonds, an overall positive situation.

In terms of De Beers Forevermark in India, we are currently looking at consolidating our business and strengthening our associations with our existing partners to further solidify our position, capitalising on market opportunities, as well as expanding our footprint across India's dynamic and burgeoning diamond industry. ■

How Popular Indian Jewellery Brands Are Slaying Trends

Ever wondered how India's foremost jewellery brands cater to the demands of the country's diverse and distinctive wedding cultures? How do they consistently create successful collections for modern-day brides who are influenced by dynamic international fashion trends and find themselves at the intersection of modernity and tradition as they carefully choose jewellery for their significant day?

In an exclusive dialogue, prominent designers and influential decision-makers from India's renowned jewellery houses share insights with SHILPA DHAMIJA, shedding light on the nuanced artistry and expertise that define their approach.

– Shilpa Dhamija

This year, Tanishq, a leading jewellery brand under the Titan group, expanded its network not just in India but also in the Middle East, ahead of the much-awaited wedding season that is likely to be a key driver of sales for most Indian jewellery brands in the second half of the financial year.

For the wedding period, Tanishq has launched several collections using natural diamonds as well as the traditional yellow gold. It also collaborated with Indian couturier Tarun Tahiliani to design a

On model: Diamond and emerald bridal suite. By Tanishq



Diamond bridal set. By Malabar Gold & Diamonds

special wedding jewellery collection under its Rivaah line using natural & uncut diamonds, pearls and coloured gemstones. So how does Tanishq, which caters to global wedding markets, predict the new season's bejewelled hits?

"We have a design-centric product introduction process," states Garima Maheshwari, Head of Design at Tanishq. "We are deeply inspired to delight our consumer, the Indian woman who is modern yet rooted. The understanding of her varied facets, feelings and aspirations becomes our guiding philosophy for new creations."

According to Maheshwari, the design team at Tanishq conducts extensive trend research, surveys, market visits and focused customer interactions throughout the year

to perceive consumer sentiments. It also studies fashion and colour trends to predict what colour palettes may be popular for the season. "Like interesting infusion of shades of whites and washed pastels seen this season in Indian wedding ensembles."

For Vandana Jagwani, Creative Director at Mahesh Notandass Fine Jewellery, predicting trends demands constant researching and archiving. "Designing and predicting the upcoming trends in wedding jewellery is also an intuitive process," she says. "We take note of what we see around us, what kind of clothes people choose to wear. For instance, if athleisure is trending then we know that the comfort factor will influence the design trends of the season."

Malabar Gold & Diamonds, one of

the biggest jewellers in the world uses new-age, data-driven technologies among other methods, to understand the demand patterns both in bridal and non-bridal jewellery categories. "We are continuously strengthening our social listening capabilities by adopting tools and applications such as Konnect Insights. These tools, which are majorly artificial intelligence-driven, help us in understanding consumer behaviour and sentiment as well as identifying emerging trends," reveals MP Ahammed, Chairman, Malabar Group.

Social media is exposing consumers to global tastes as well as India's diverse multi-cultural rituals, according to Jagwani. "Wedding jewellery buyers are refining their taste with this exposure



On model: Bridal jewellery by Tanishq

and not limiting their choices to atypical styles," she says, adding that Notandass adopts global design sensibilities and concentrates on minimalistic lines even for its high-end jewellery. "Millennials and Gen-Z want to buy jewellery that they can keep and repeat."

Echoing Jagwani's sentiments, Maheshwari believes while Bollywood, celebrities and social media influencers have an impact in driving new trends, particularly in the metros, "the wide appeal of yellow gold and other ritualistically symbolic colours continues to stay strong across regions and will also reflect in our designs," she says.

Even for Malabar, gold reigns in wedding jewellery. "Gold is an integral part of a bridal ensemble; bridal gold jewellery always dominates the broader demand trend."

Ahammed affirms adding that new-age brides project distinct sensibilities and thus their choices cannot be defined by any particular trend.

While Bollywood, celebrities and social media influencers have an impact in driving new trends, particularly in the metros, the wide appeal of yellow gold and other ritualistically symbolic colours continues to stay strong across regions and will also reflect in our designs.

BRIDAL TRENDS AUTUMN WINTER 23-24

For Malabar, celebrating unique bridal customs of India's diverse cultures is the trend of the season. "On one hand, one can see a revival of heritage designs and on the other, there is an emerging trend of minimalistic designs," says Ahammed.

This wedding season, Jagwani believes that diamonds are making a comeback, clubbed with lots of coloured gemstones. "Polki (uncut) diamonds have had their fair share of time," she observes.

However, Maheshwari predicts that polkis will continue to trend in many regions in India. "Pastel shades in polki jewellery will continue to do well in the metros this time." Tanishq is expanding its jewellery savoir-faire to also cater to multiple celebratory functions other than the D-day for the bride. "Diamonds for these occasions are taking centre stage", she says, noting that even in the southern states where mehndi or sangeet was not traditionally celebrated as separate functions are now common affairs. "Brides often choose diamond jewellery for these to suit their sophisticated looks," she concludes. ■

Diamond Prices Poised For A Rebound In 2024

The diamond industry has faced a challenging year in 2023, with prices of both rough and polished goods falling significantly due to a demand slowdown and a supply glut. However, signs of a turnaround are emerging, as some segments of the market have seen a modest price recovery in the last two months, supported by coordinated supply curtailment efforts from the upstream and mid-stream sectors, as well as a better-than-expected holiday season. Paul Zimnisky, a leading independent diamond industry analyst and consultant, examines the factors that could drive a rebound in diamond prices in 2024, as well as the potential risks and opportunities for the industry

– Paul Zimnisky



Paul Zimnisky

In the very latter parts of 2023, certain categories of polished diamonds marginally (but notably) ticked up in price, according to Paul Zimnisky data. This follows what has been a painful reversion year for both rough and polished goods coming off of a record period for diamond demand and prices in 2021 and 2022.

The pandemic-era demand surge led to real diamond supply shortages which were aggressively replenished by the trade in the latter half of 2022 and into 2023 just as the demand drivers were reversing – this hangover has materially weighed on prices.

For example, in 2023, a sample range of most commonly sold 0.3- to 1.5-carat (downstream) polished diamonds have sold off between 10% and 20% year-over-year – wholesale prices have been commensurately weak. Consolidated rough prices, as measured by the Zimnisky Global Rough Diamond Price Index, were down 16% year-to-date as of early-December – with prices now down over 25% from the all-time high reached in Q1 2022.

In September, a contingent of Indian diamond manufacturer organisations proactively coordinated a moratorium on

rough diamond purchases for two months beginning on 15th October. The move was reminiscent of similar action taken in the early days of the pandemic economic stand-still and during the midst of global financial crisis a decade and a half ago. In the previous instances the move appeared to be successful in balancing supply with demand – which seemed to have proved effective in supporting diamond prices.

Today, the mid-stream's efforts, as well as similar supply-curtailment support from prominent upstream players including De Beers and ALROSA, combined with a global demand picture that seems to be shaping up better than anticipated in the early-days of the 2023 holiday shopping season, seem to be supporting diamond prices once again.

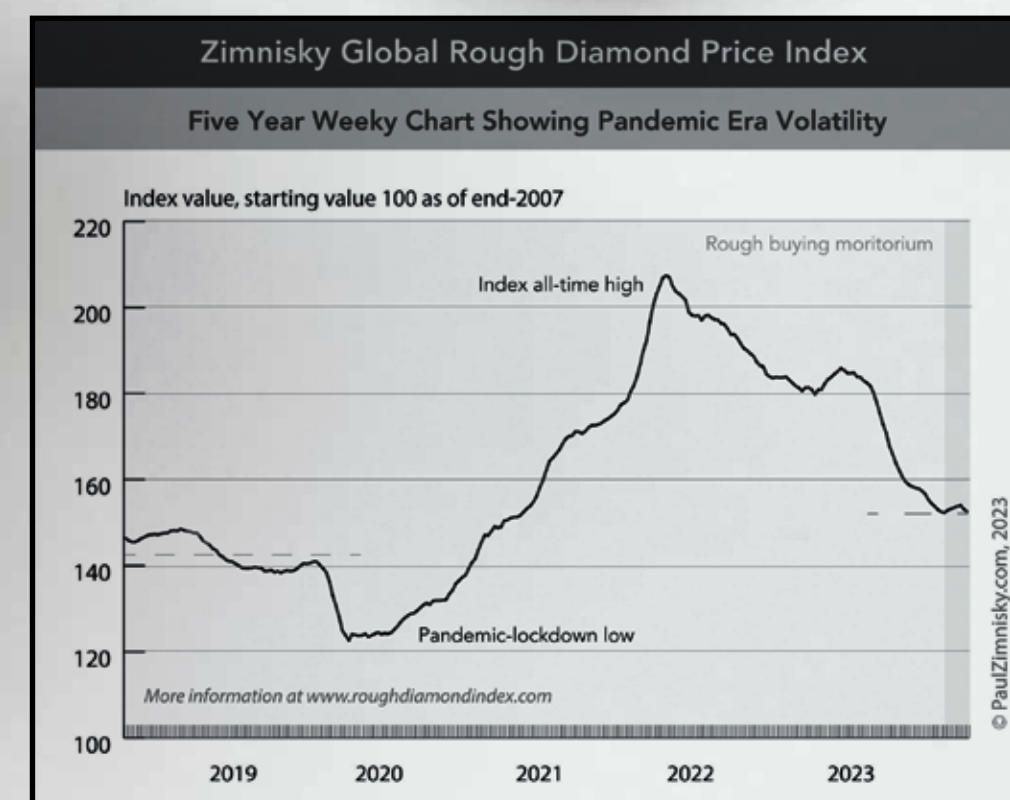
Over the last eight weeks (through 2nd December), consolidated rough prices are flat – a technical break in the downtrend realised through most of 2023. Providing further encouragement, certain polished categories (downstream) are actually up a mid-single digit percentage over that time – especially higher-quality 0.3- and 0.5-carat goods, for example.

Looking ahead to 2024, a recovery in both rough and polished prices is anticipated.

Early in the year, demand support is expected with seasonal restocking, however, supply that was held back in late 2023 will likely come to market in effect offsetting any potential for meaningful upward price momentum. However, by mid-year a more notable recovery in prices is possible as a delayed effect of the mid-stream's supply control efforts take effect – which could be compounded by the global supply impact of anticipated additional sanctions on Russian diamonds by Western nations.

Given a favourable supply picture, price fundamentals would still need to be supported by demand in 2024 – for example, via a “soft landing” in a global macro-economic sense, which financial markets are implying. Demand out of China, the diamond industry's second largest end-consumer market remains a “wildcard” as the nation grapples with a secularly slowing economy and what some consider an emerging commercial and residential property crisis.

That said, historically the Chinese government has not shied away from executing stern economic policy support and stimulus measures when conditions warrant. ■



Natural Diamonds Still Preferred Over LGDs in Mainland China & HK

CHOW TAI FOOK'S inaugural consumer-trend report reveals that 74% of surveyed consumers in Mainland China and Hong Kong prefer natural diamonds over lab-grown ones! Shilpa Dhamija reports.

– Shilpa Dhamija

The first ever consumer-trend report released by Chow Tai Fook (CTF), the biggest jewellery retailer in Mainland China and Hong Kong, states that natural diamonds are considered a more valuable purchase than lab-grown diamonds by 74% of consumers surveyed in both regions. Consumers, particularly from the Tier 1 & 2 cities of the mainland showed greater inclination to buy natural diamond jewellery.

In the wedding category as well, natural diamonds continue to maintain their dominance over lab-grown diamonds (LGDs) in both mainland and Hong Kong, unlike other major jewellery markets such as the USA, where LGDs have gathered a lot of interest in the engagement ring segment.

The CTF report indicates that natural diamonds continue to attract loyalty because of their rarity and value, and 82% of female consumers surveyed associate diamonds with true love or loyalty in a marriage proposal. Buyers from Hong Kong showed a higher interest in purchasing diamond jewellery for marriage proposals than consumers in Mainland China.

While diamond jewellery has an expected demand in weddings, the report also finds that 61% of those interested in buying diamond jewellery, consider natural diamond products for everyday occasions, indicating a huge market potential for smaller jewellery items made with diamonds.



Diamond-studded gold dangles from the Hearts-on-fire-Dancing Lily collection. By Chow Tai Fook

A stunning diamond-studded ring from the Hearts-on-fire-Dancing Lily collection. By Chow Tai Fook



White diamond necklace by Chow Tai Fook

Even in the general gemstone category, which includes coloured stones and pearls, natural diamonds dominated consumer demand. In a region where local culture drives a substantial demand for coloured stones, 51% intend to purchase natural diamond jewellery over other surveyed gemstones.

In 2014, Chow Tai Fook bought Boston-based diamond jewellery brand, Hearts on Fire, for \$150 million to expand its natural diamond line-up in global markets. As the potential for diamond jewellery shines back home, CTF announced a new general manager for the brand in China to expand its footprint in the homeland, earlier this month.

Yellow Metal Continues to Drive Jewellery Sales in World's Biggest Gold Market

For approximately 60% of the surveyed consumers in both Mainland China and Hong Kong, the primary purpose of purchasing pure gold jewellery is to preserve value, particularly amid the recent economic conditions.

In the report that concentrates on the 18- 40-year age group, design preferences of millennials and Gen Z are also highlighted. It suggests that Gen Z consumers (aged 18-24) have not swayed away from China's traditional interest in pure gold jewellery. In the survey, 64% of Gen Z consumers who buy pure gold

jewellery see it as a form of self-reward or buy for daily wear.

Interestingly, 91% of respondents across Mainland China and Hong Kong showed an inclination to buy jewellery with elements of Chinese cultural heritage in the next 12 months.

Motivation to buy such jewellery designs varies in both regions. While consumers in mainland China associate cultural and heritage jewellery with good quality and as 'Chinese chic', Hong Kong consumers consider such jewellery designs as being auspicious.

According to the World Gold Council, the Chinese Valentine's Day has become a key shopping occasion and driving force for jewellery sales among the young generation. This year it was celebrated on 22nd August. The study states that the gold industry withdrew 161 tonnes of gold from the Shanghai Gold Exchange (SGE) just before the celebration period, to cater to a rising demand for Chinese Valentine's Day, mid-autumn festival and various jewellery fairs hosted in September across the mainland and Hong Kong.

Brand name and image matters to jewellery consumers in the world's biggest combined market for gold. The importance of brand name is more dominant among Mainland China consumers than Hong Kong counterparts. Even in the mainland, the brand name matters more to consumers

The CTF report indicates that natural diamonds continue to attract loyalty because of their rarity and value, and 82% of female consumers surveyed associate diamonds with true love or loyalty in a marriage proposal. Buyers from Hong Kong showed a higher interest in purchasing diamond jewellery for marriage proposals than consumers in Mainland China.



HUA gold jewellery collection by CTF.

from Tier 3 and 4 cities, according to the CTF report.

Chow Tai Fook group's Retail Sales Value (RSV) grew by 5.8% during the second quarter of FY2024 ending September 30th, as compared to the same period last year. Among its self-operated points of sales, Hong Kong and Macau together saw a +55.7% growth, but in Mainland China a decline of 12.5% was recorded. The movement of buyers from Mainland to Hong Kong and Macau fuelled their market growth.

According to the Hong Kong Tourism Board, the number of Mainland visitors in July 2023 reached approximately 70% of the pre-pandemic level and further jumped to over 80% in August 2023. ■

Future Tech Trends in Jewellery Manufacturing

In a conversation with VIKRANT RAWA, Chief Technology Evangelist at Intriguity, a company offering high-tech solutions to the jewellery industry, Solitaire delves into the dynamic landscape of technological breakthroughs reshaping the Indian jewellery manufacturing industry. Rawa offers insights into the strides made over the last five years and anticipates the trends that will define the sector in the near future.

– Regan Luis



Vikrant Rawa

What are the most significant technological breakthroughs in jewellery manufacturing that have occurred in the last five years? This is across areas like CAD/CAM, Advanced Materials, New Alloys, Gemstone Cutting and Setting, 3D Printing, Automation, Blockchain, AI plus any other.

India's jewellery manufacturing business has seen rapid growth over the past decade, and this has led to several innovations and changes in the jewellery manufacturing processes. One of the key drivers of technological change is the demand for new designs by end customers that has forced greater adoption of CAD/CAM technologies.

Traditional mold-based processes that were used to produce hundreds of similar designs had to be replaced by direct manufacturing processes where each design is printed and then casted directly in limited quantity. This led to the adoption of 3D printers in wax and direct castable resin that have the ability to adapt to ever changing designs.

Organic shapes, which can be created by new software tools like Zbrush, are inspiring new designs that challenge traditional manufacturing methods. To produce these complex shapes, processes such as electropolishing are becoming more popular, as they can handle the complex profiles that manual finishing methods cannot.

On the other hand, gold prices are driving demand for very lightweight jewellery that can be only produced by CAD/CAM and advanced casting



Artist's impression of futuristic jewellery manufacturing.

machines that are able to cast very thin profiles. These profiles are then very difficult to finish using manual methods hence paving greater adoption of automation in finishing techniques.

We are also seeing greater automation in jewellery processes that had almost zero automation such as stone setting. Robotic systems are now available that are able to set stones on a mass scale on jewellery of certain design styles.

Cutting-edge CNC systems are pushing the limits of technology in several jewellery categories such as CNC cut bangles,



die-made stamped jewellery and many more such segments. We are also seeing emergence of additive manufacturing systems that are having the ability to directly print gold by using SLS-based (Selective Laser Sintering) 3D printing.

Newer alloys are now offering more options for the buyer in terms of colours and carats and the market for 10k, 14k gold jewellery has just begun. On the marketing front, jewellers are now seen to be more confident in investing in e-commerce channels to boost sales. A whole segment of new technologies have emerged in boosting the ability of the jeweller to go online that include automated photography, augmented reality (AR), VFX, virtual showrooms, RFID, marketplace e-commerce, etc.

Overall, the technological enhancements seen in jewellery manufacturing in the past 5 years is unprecedented, paving way for better designs, finish and productivity.

What trends/developments do you anticipate in jewellery manufacturing technology over the next 5 years, and how might these impact the industry?

The next 5 years would see a greater adoption of CAD/CAM systems, automation systems in various aspects of jewellery manufacturing such as casting, stone setting, etc. and

automated finishing systems such as electropolishing. There could also be some adoption of direct manufacturing systems using additive manufacturing with the ability to directly produce gold patterns. The demand of lightweight gold jewellery would increase if the gold prices continue to soar and that would mean manufacturing processes for making lightweight jewellery.

Making lightweight jewellery using electroforming methods would continue to grow and so will the use of CAD/CAM and manufacturing methods for wire mesh jewellery. The trend for 10k, 14k and fashion jewellery would bring newer alloys and metal combinations to the forefront and manufacturing processes for producing unique metals such as titanium, steel, etc. would have a greater role.

What new technology / processes can manufacturers integrate to cut gold wastage & costs, speed up studded jewellery production, and improve quality?

To begin with CAD/CAM is extremely important for every jeweller that does casted jewellery. This would significantly reduce time, reduce cost and improve quality. Professional casting systems and materials also improve quality, thereby reducing the need for heavy

polishing methods and if combined with a good electro-polishing system, it can significantly reduce wastage, labour and costs. Automation in stone setting is in its infancy now, however, once adopted fully, this could lead to enormous cost cutting and time saving.

Are we in danger of losing traditional jewellery craftsmanship skills to modern technology, or will the two coexist?

Traditional jewellery craftsmanship has its own place, especially in India. Although more and more automation is seen in casted and machine-made jewellery, the traditional craftsmanship still exists in handmade gold jewellery and this market is still very active in India. This type of craftsmanship is also seen in kundan jewellery and constitutes a very big market especially the bridal segment.

Traditional craftsmanship is not likely to decline, as there is still a demand for handmade jewellery in India. However, finding skilled workers for these segments is a challenge. These categories have not seen much technological advancement, as they depend on manual labour. Therefore, traditional hand-made jewellery and jewellery craftsmanship will coexist with modern technology for the foreseeable future.

Is the Indian jewellery industry developing its own indigenous technology that incorporates traditional elements and techniques?

There is no doubt that indigenous technology has always been present in the Indian jewellery industry with many machines developed and made in India since many decades. These include machines in the area of chain making, casting, ball cutting, die making and stamping, etc. India has always been a hub for jewellery machines and even an exporter in several segments.

However, in recent times, innovation is also happening in certain high-technology areas such as 3D printing, electropolishing, CNC machines, etc. where earlier only European companies were present. This is extremely encouraging and in sync with India's technological growth.

Several companies providing IT solutions around jewellery manufacturing are also playing a key role in the global jewellery market. India has always been a key player in the global jewellery market and with these technological developments we are all set to continue to dominate this market. ■

END THE YEAR ON A GLAMOROUS NOTE AS YOU CHOOSE PLATINUM EVARA FOR THE PARTY SEASON

The end of the year is a time of celebration, joy and holiday cheer. Be it family gatherings, festive lunches and dinners with friends, weddings, office Christmas parties or even a glamorous New-Year Eve, it is a time to celebrate various occasions with your loved ones. It is also the perfect time to elevate your style and make a statement. As you choose the perfect outfit for every special occasion - opting for the right jewellery pieces can take your looks up a notch and add a touch of glam to the year-end festivities. **Unique platinum jewellery pieces from Platinum EVARA's latest collection make for the ideal style companion to complete your chic ensembles during this season!** Born from the stars, platinum is one of the rarest metals to exist on this planet. A denser precious metal than others, it promises to hold securely the precious gems intricately placed to create designs as unique and awe-inspiring as the women who adorn them. With the passage of time, platinum unlike other metals, does not lose its form or radiant white sheen, akin to the undaunting spirit of the exemplary 'Evara' women. Platinum's intrinsic rarity and strength lends itself to exceptional and one-of-a-kind jewellery pieces – akin to the women of today. **With a rare promise of 95% purity Platinum EVARA's new collection includes an array of designs that range from captivating necklaces and alluring wristwear to intricately crafted earrings and elegant rings.** Delicate yet seamless forms, combined with unique diamond pieces come together to create one-a-kind pieces that effortlessly complement every outfit while making a discerning style statement. **Follow this Style Guide and end the year on a glamorous note as you opt for versatile pieces from Platinum EVARA:**

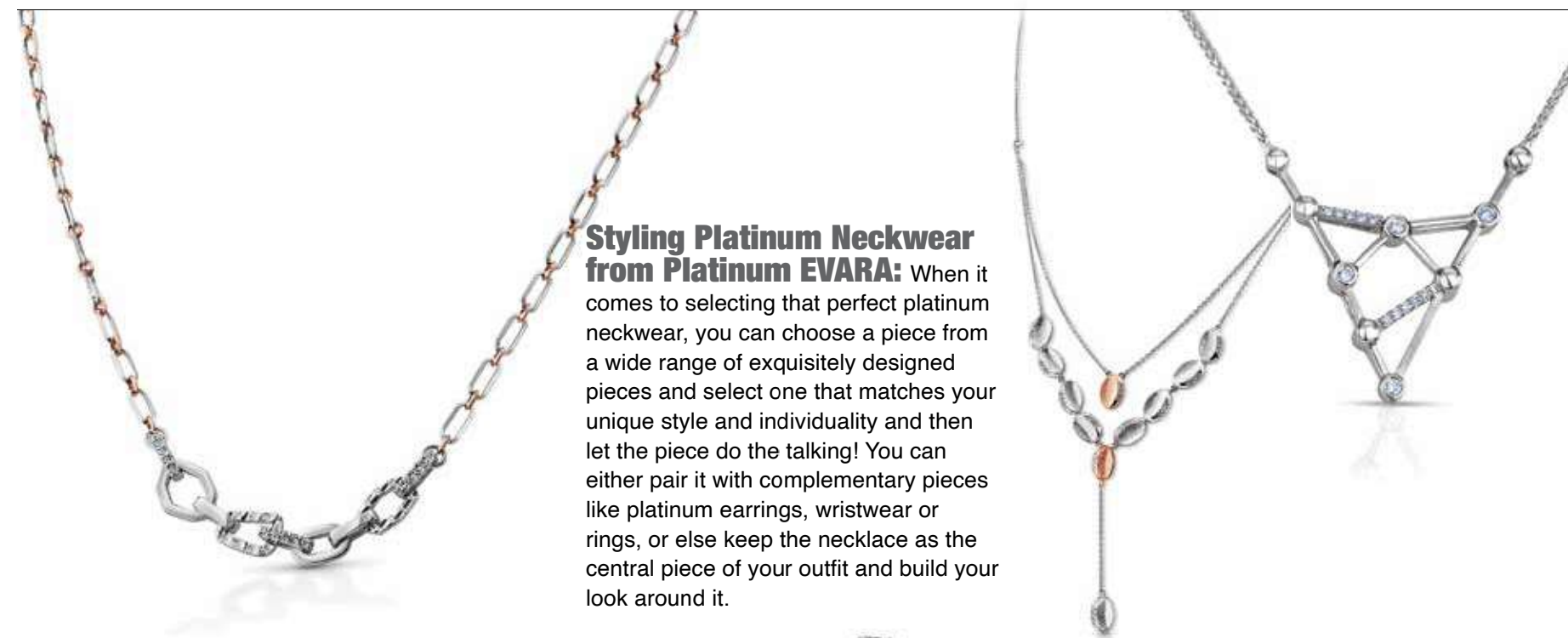
Styling Platinum Earrings from Platinum EVARA: Be it dangling platinum bars inlaid with sparkling diamonds, floral motif earrings featuring delicate dual-toned spokes, or even intricately designed studs, platinum earrings exude style no matter the occasion or the outfit. They can be adorned in a variety of different ways - style them with matching neckwear and wristwear for a uniform look at a cocktail party or a wedding, or wear them as the statement piece of your ensemble for date night!



Styling Platinum Wristwear from Platinum EVARA: Mixing and matching is an interesting trend that can be explored while styling platinum bracelets. Wear a set of delicate platinum bracelets for a minimalist yet elegant look, or opt for bracelets of different sizes, shapes, motifs and even tones to create an interesting and layered look. This stack can be worn for your office Christmas parties or even family dinners and get-togethers as these bracelets pair easily with both workwear as well as partywear!



Styling Platinum Neckwear from Platinum EVARA: When it comes to selecting that perfect platinum neckwear, you can choose a piece from a wide range of exquisitely designed pieces and select one that matches your unique style and individuality and then let the piece do the talking! You can either pair it with complementary pieces like platinum earrings, wristwear or rings, or else keep the necklace as the central piece of your outfit and build your look around it.



Styling Platinum Rings from Platinum EVARA: Platinum Rings add an instant touch of glam to your entire look. Choose a statement platinum ring that can be worn to elevate a monochromatic outfit or experiment with stacking as you layer rings of different sizes and shapes. Wear them for brunch with your girlfriends, or even at a New Year Eve party to end the year on a glamorous note.

The season's new Platinum EVARA offers a curated selection of exquisitely crafted platinum jewellery pieces for women, which is available across leading jewellery retail stores in India.



Website: <https://ptevara.in/> | Facebook: @PlatinumEvara | Instagram: @platinumevara

IIJS IMPACT: Hari Krishna Exports' Growth Journey and Expectations Unveiled

In an exclusive interview, GHANSHYAM DHOLAKIA, Founder and Managing Director of Hari Krishna Exports, shares his insights on the current market scenario, the opportunities and challenges faced by the natural diamond sector, and his expectations from the upcoming IIJS Signature 2024.

- Regan Luis

Over the years, how has Hari Krishna Exports benefited from the IIJS in terms of business growth?

IIJS serves as a significant platform for networking with industry peers, potential clients, and stakeholders. For Hari Krishna Exports, participating in the event provides opportunities to forge new business relationships, connect with international buyers, and explore collaborations.

The show provides insights into current market trends and industry intelligence. Staying informed about evolving preferences, emerging market demands, and global trends is crucial for us. IIJS also serves as a platform to gather valuable market intelligence that can enlighten our company's business strategies.

What are your expectations from IIJS Signature 2024?

My expectations for IIJS Signature 2024 revolve around presenting Hari Krishna Exports as an industry leader, embracing innovation, emphasising sustainability, fostering meaningful connections, and contributing to the overall growth and dynamism of the business.

We aim to unveil new and unique assortment of diamonds that will not only highlight our commitment to excellence, but also demonstrate our capacity for continuous innovation. Looking forward to a great show!

How do you perceive the current market scenario for the diamond industry? What opportunities and challenges do you see?

The current market scenario for the diamond industry presents a dynamic landscape with a mix of opportunities and challenges. On the positive side, there is a resilient demand for diamonds, especially in cultural and celebratory contexts such as engagements and weddings. The enduring appeal of diamonds in various cultural contexts provides a steady source of demand.

The global economic recovery presents an opportunity for increased consumer confidence and disposable income, contributing to higher spending on luxury items like diamonds.

However, challenges include a) the availability and pricing of acceptable roughs, b) competition among different

types of luxury items to get a place in the mind space of the customer, and c) the increasing popularity of lab-grown diamonds, posing a competitive threat to the natural diamond market.

What kind of policy support or government initiatives could further benefit the natural diamond industry?

The government could allocate funds for research and development initiatives in the natural diamond industry. This support would foster innovation in diamond cutting, exploration of new markets, and the development of advanced technologies, ensuring the industry remains at the forefront of global competitiveness.

Initiatives focused on skill development and training for workers in the diamond industry would be valuable. By partnering with educational institutions and industry experts, the government can facilitate programs that enhance the skills of artisans, cutters, and other professionals involved in the diamond value chain.

Government agencies can collaborate with industry bodies to promote natural





The brand's growth strategy combines the establishment of flagship showroom in prime locations with a concerted effort to enter emerging markets, aiming to reach a diverse and expansive customer demographic.

business environment. At Hari Krishna Exports, we remain committed to not only meeting but exceeding industry standards. We look forward to the continued support of our stakeholders and the opportunity to contribute to the global diamond industry's growth and evolution.

In terms of retail expansion, I would also like to add about our brand Kisna Diamond and Gold Jewellery. The brand's growth strategy combines the establishment of flagship showroom in prime locations with a concerted effort to enter emerging markets, aiming to reach a diverse and expansive customer demographic. Our franchise operations are playing a crucial role in bringing Kisna's exquisite jewellery closer to customers across diverse geographies. We are committed to rapidly expanding our franchise operations with the objective of establishing the most extensive Kisna Franchised Retail Chain nationwide. ■

diamonds in international markets. This initiative can contribute to the long-term sustainability, growth and demand of the natural diamond sector.

Are there any specific regions or countries that you are currently targeting for international business expansion?

Apart from traditional markets such as the USA, Gulf countries and China, our wish is to increase the demand in countries like Europe, Australia and Japan. It has

to be done at an institutional level with concerted planning and monetary support. We feel that unless reach of the market is extended to cover other countries and new avenues are explored, the growth of the industry may have to face stagnation.

Anything else that you may wish to add. In conclusion, I'd like to emphasise the importance of adaptability and sustainability in today's dynamic

GIA
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Legacy of Leadership

“No family member should be brought into the business without proper education and earning their place.”

Tawhid Abdullah, Chairman, Jawhara Group



From your family's jewellery origins dating back to 1907 to establishing a strong brand leadership through Jawhara starting in 2013, you've had an exciting journey with some significant milestones. Please share the story of your family's journey from being a family-led business to the giant operation that it is today.

My family's journey in the jewellery industry has been a remarkable one, spanning generations since its inception in 1907 when my grandfather started a shop. My father later moved to Dubai and expanded the business, and at a young age, my siblings and I joined the family trade, as was the norm back then. We transitioned from a small workshop to a retail shop and eventually decided to expand into the wholesale sector.

To stand out and create a brand, we ventured into the chain store concept. We were one of the first among jewellery stores in the Middle East to venture into the chain store model which proved successful and helped us grow to over 500 retail stores worldwide. Along the way, we faced challenges and had to adapt to the changing landscape of the industry.

As we continued to expand and maintain our success, we encountered new challenges, especially with the emergence of corporate giants entering the jewellery market. However, our family-oriented approach and passion for the industry kept us connected to our customers.

We have learned the importance of embracing technology and marketing tools, enabling us to reach a broader audience with more cost-effective campaigns. Overall, our journey has been a mix of hard work, adapting to change, and balancing the tradition of a family business with the demands of a rapidly evolving industry.

Family businesses around the world often face the challenge of balancing between familial obligations and business compulsions. Can you share with us how you along with your brothers tackled some of these challenges while maintaining unity amidst diverse personal views?

I have a close friend in the UAE who is a successful entrepreneur with multiple institutes. I once asked him how many family members work in his 50,000-person institute, and he replied, "only one or two." We have three family members working in our family business. We need to prepare and give the next generation ample time to shoulder the responsibilities that come with working in a family business.

I believe we should provide proper training and guidance to our family members rather than giving them positions solely based on the fact that they are our family. Putting untrained family members in critical roles can harm the foundation of the business.

It's essential to groom the next generation through educational institutes and seek external help to ensure they are well-prepared. We should not assign roles haphazardly. For instance, someone studying law cannot simply join the family business and expect to lead marketing or design without proper training and expertise.

I firmly believe that no family member should be brought into the business without proper education and earning their place. They must be up-to-date with industry practices and prove their competence before taking on significant responsibilities.

Excerpts taken from GIA India's Legacy of Leadership Knowledge Series interview conducted live on Zoom. Attendance by invitation only. Register on collective.GIA.edu as GIA alumni to get notified about upcoming events.

To read the full interview, scan here



GIA Alumni register on [Collective.GIA.edu](https://collective.gia.edu)

“Without a solid education, the potential for costly mistakes is high.”

Sanjay Kalsi, Founder, J. D. Solitaire



How does a leader establish core values that are timeless for its successive generations of owners, leaders, managers, and individual contributors?

In the early years of establishing my business, I operated on instincts, passing down my insights to the team. Recently, I have penned down my thoughts and I am willing to share it with anyone who is interested.

At J. D. Solitaire, integrity and honesty stand as fundamental values – not just for me, but for everyone in my team. Empowerment and accountability also play vital roles. A strong work ethic has been key to our approach. I firmly believe that putting in the hours increases the odds of success.

I also feel specialisation is key. Every team member should excel in their role, surpassing the leaders’ capabilities in the area. Dependability is intrinsic and cannot be taught.

Discipline is equally crucial; the expectation of timeliness and dedication is mirrored by my team. These principles are woven into our daily conversations and actions, shaping our organisational culture. Leaders should lead by example. Starting alone and building a team has taught me that setting the bar is vital. Just as parents serve as primary role models, I recognise that a team observes their leaders’ actions and consistency. This belief resonates throughout our organisation, where actions speak as loudly as words.

Could you share some essential advice and lessons for aspiring entrepreneurs who wish to start their own business venture in the gem and jewellery industry?

My journey naturally led me down a path that I would recommend to everyone: the path of accumulating both theory and practical knowledge, especially during the initial years. This period, which might span three, four, or even five years, is crucial. It's a time to immerse oneself in learning, undertaking numerous courses to grasp various aspects of the field, be it merchandising, gemmology, manufacturing or sales.

Once the technical foundation is solid, that's when the real hustle begins. It's about exploring both B2B and B2C avenues, finding where your true passion lies. Life tends to guide you from there. The underlying truth is that mistakes in the gem and jewellery industry come with a high price tag – they cost you or someone else's investment. Without a solid education, the potential for mistake is high. This is something I firmly believe in, and it's the advice I would give to everyone.

In 2018, you organised an education seminar – delivered by GIA India – on gemstones for your clients. What are your thoughts on the importance for gem and jewellery businesses, particularly those in retail, to actively spread awareness and provide education to their customers? How do you think these benefits both – jewellers and consumers – in the long run?

In reflecting on this moment, I recall that the seminar was a big hit among customers. I discovered a crucial lesson: building customer trust hinges on sharing knowledge. The education seminar conducted by GIA was pivotal in this regard because who better to talk about the 4Cs of Diamond Quality than GIA. The interactive session still resonates in the minds of our customers.

Consumer trust, I've learned, thrives on transparency. Providing all relevant details, such as diamond colour, clarity, and grading report, is paramount. Similar to the hallmark standard for gold, GIA is the standard for diamonds that customers trust. Educating the consumer and arming them with the necessary information to make informed purchases fosters trust, setting the stage for successful conversions.

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“GIA teaches jewellery manufacturing in a novel way, which intrigued me.”

Avinash Pahuja, Managing Director and CEO, Oro Precious Metals, and GIA Graduate Jeweler (GJ)



Reflecting on your journey, how has your formal education in jewellery manufacturing from GIA influenced your career and how was your experience at the campus?

At 15, I embarked on my journey in the retail store and later joined Inter Gold, albeit briefly, for about six months. During my stint there, I connected with people, observed their practices, and heard about GIA, sparking my interest in the institute. Convincing my parents to let me go to America for education was a challenge due to their fear that I wouldn't return.

In 1994, I set foot in Los Angeles (L.A.), marking a life-changing experience. The Santa Monica campus was relatively small at the time, but it was a profoundly overwhelming experience for me. GIA taught jewellery manufacturing in a novel way, which intrigued me. Daily, I compared the methods taught at GIA to our traditional factory back home, sparking internal debates about the right approach going forward.

The campus itself was remarkable, with a clean, efficient setup and small, interactive classes of around 16 students. The daily schedule ran from 9 a.m. to 3 p.m., leaving me with ample free time to explore L.A. Those days at GIA reshaped my perspective and left an indelible mark.

Coming from a family-owned business yourself can you share your perspective on what you see as the distinctive advantages and challenges of operating within a family-run jewellery business, particularly during the transition from one generation to the next?

Upon returning from GIA, I discussed the changes we needed to make in our business with my family. There was a lot of resistance; a very simple example was our gold melting process. We were handling massive volumes at that time, and melting gold through a manual process was a mammoth task. GIA used a regular electric furnace, a simple yet alien concept to us. This transition was monumental. In joint families, differing mind-sets pose challenges. One member's disagreement could halt progress and allowed for completely alternative avenues, potentially derailing the decision-making process.

Family dynamics play a significant role, and many in the industry will relate. Change is sometimes met with resistance, as people favour proven methods because businesses in the gem and jewellery industry are risk-averse. However, I believe, it's crucial to persist and push boundaries, even if mistakes are inevitable—they are the stepping stones to growth.

Could you talk us through a little bit about the growth you and the business witnessed and if you could share some valuable insights into the challenges you encountered while scaling both within India and internationally?

Right after I came back from GIA, we went through a family separation. There were five brothers; everybody split. After I came back I started a retail store. I managed it at the age of 20 for three years, and unfortunately, it didn't do well. Eventually, I decided I had to close it down. However, the fact that I closed it at the right time was one of the best decisions I've made in my life. If I had clung on to it due to societal expectations (*“log kya kahenge”*), I would have missed out on pursuing my true passion of jewellery manufacturing that I learnt in GIA.

That's when we decided to start the entire factory from scratch. This transformation began in 1997, and we built it up from the ground, taking it to new heights. Then in 2010, we expanded our operations by starting a factory in Dubai. The period immediately after GIA was marked by de-growth rather than expansion. However, this period taught me that following one's passion leads to success, with financial rewards naturally following suit.

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“GIA brought a scientific perspective to gemmology that was entirely different from what I'd learned within my family.”

Anil Sankhwal, Managing Partner, J. H. Jewellers, New Delhi

Could you walk us through the history of JH Jewellers, from its beginning to the point where you took over?

My journey, filled with delightful twists and turns, has been driven solely by passion. Without a genuine love for this business, it would become nothing more than a mere chore. Fortunately, my upbringing in the heart of Delhi's Chandani Chowk, where our family home and business co-existed, allowed me to play with gemstones from a very early age. Coloured gemstones were my primary fascination, and I owe my profound interest to my father, who was my key teacher. During my school years, I delved into our family business, nurturing a deep affinity for gemstones. Back in the 1960's, diamonds were not as popular, and my focus remained on coloured gems. My education was a blend of lessons from my parents and insights gained from the people who visited us. This education was not just about gemstones, but also encompassed vital social values.

One of the challenges in a family-run business is to keep the business intact or separate amicably. Could you talk a little bit about this phase that your business went through? What were your learnings?

As in any family business, diverse opinions are inevitable. Just like how five fingers are not the same, every family member may have distinct visions for business's growth.

Before conflicts could arise, our wise father, a very understanding person, took the initiative to ensure a smooth transition. He believed that, within his lifetime, we should each have the opportunity to grow individually. It was his brainchild, and the remarkable aspect was that he entrusted my brother and me with the decision-making process, even down to determining the valuations. He made us truly independent.

In our journey, we faced inevitable ups and downs, but by the grace of God, we both flourished and earned respect in the market. The key takeaway is the importance of independence in learning and conducting business. Mistakes are part of the process, but by learning from them and making amends, we continued to progress. This is a vital lesson that should be imparted to the next generation.

Could you walk us through how your childhood fascination with gemstones eventually led you to pursue education at GIA and how it played a pivotal role in the early years of your business's expansion?

Convincing my parents to let me study abroad in the early 1970s wasn't a simple task. Nonetheless, my father gave his consent, understanding my desire to return and assist with our family business. It's a bit hazy how I first learned about GIA, but I distinctly remember making a phone call in those pre-internet and mobile telephony days.

I enrolled in GIA distance learning program that suited my goal of completing my education without prolonged absence from home. I juggled assignments alongside my coursework and worked night shifts to support myself, despite my mother's initial reluctance.

GIA brought a scientific perspective to gemmology that was entirely different from what I'd learned within my family. The unique insights I gained through the programme have been invaluable. Combining this newfound knowledge with our family business provided a comprehensive understanding and enhanced my abilities - not only for learning but also for effectively serving clients.

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A YEAR IN NDC

COLLABORATIONS, PARTNERSHIPS AND YOU

Since its inception, the Natural Diamond Council has been striving towards one goal - making the diamond dream bigger, better and much stronger. Through 2023, one facet remained consistent when it came to empowering our brilliance – YOU, the trade, and the key behind it all.



BUSTING MYTHS

Over the past few years, there has been an increasing debate surrounding natural diamonds and their laboratory-grown counterparts. YOU asked for it, and so we decided to offer clear, accurate and reliable information to allow the consumer to make an informed decision.

Compiled from a range of credible research sources, independent third party organizations and conversations with industry experts, we created a unique report called 'Diamond Facts' to bust common myths and misconceptions around diamonds; thus empowering consumers and the trade alike.

We gave you the facts, and you helped spread the word, building consumer confidence in our industry.

E-LEARNING

In an era where all knowledge about any subject is available at the click of a button, our E-Learning platform, <https://www.naturaldiamondcouncil-academy.com/> is being created to further the diamond knowledge of jewellery sales professionals with easily digestible story-first content that will power their work, help them upsell and contribute to the growth of our retail partners.



CAPTURING TRENDS

The third successful edition of our Jewellery Trend Report put the spotlight on 2023's unique evolution of jewellery; a centre between the timeless aura of natural diamonds and the world of high fashion, the style collective brought light to this year's theme 'Maximalism'.

The trends represented everything that YOU loved all-year round - with XXL Chokers and Earrings capturing the pulse of Gen-Z, Diamonds and Gemstones bringing in the spirit of collaboration, and The Modern Solitaire continuing its enduring appeal through the 'Power of One'.

COLLABORATION FOR IMPACT

For the first time ever, we partnered with Amazon Prime Video for the second season of their global success, Made in Heaven. Featuring curated jewellery from 6 of our key retail partners, we displayed how natural diamonds will always continue to be integral to weddings in India.

Koffee With Karan continued to make natural diamonds a part of everyday conversations through never-heard-before celebrity diamond stories, while Moving in with Malaika brought an organic twist to Bollywood glamour.

POWER OF PARTNERING

This year, we have welcomed leading diamantaires and jewellery manufacturers on board, establishing pioneering partnerships designed to support the industry's growth.

With our IPP partners Dianco, Diarough, Hari Krishna Exports Pvt, Jewelex, KP Sanghvi, Rosy blue, Shivam, SRK, Venus - we have taken giant leaps towards a stronger future for the diamond industry. With our Co-op partners - Malabar Gold and Diamonds, Jawhara Jewellery and La Marquise Jewellery - we have supercharged our goal of bringing the diamond dream to every corner of the world.

Our global ambassador, Lily James visited Botswana, bringing into focus the efforts and positive impact natural diamonds have created globally across communities, ecologies and economies.



*In the natural diamond world, the consumer and the future are ever evolving.
We can't wait to play our part in bringing to light the brilliant possibilities 2024 will bring, with you.*

Social
Engagements

102 Mn

YT
Views

85 Mn

Website
Visits

100 Mn

Brand
Collaborations

845

Mumbai's Jio World Plaza Beckons Global Luxury Jewellery Icons

Mumbai's recently inaugurated Jio World Plaza opens doors to renowned global luxury jewellery brands such as Cartier, Bulgari, Tiffany & Co., Louis Vuitton as they strategically expand their presence in India to woo a growing ultra-rich population.

– Shilpa Dhamija



Bulgari named Indian actress Priyanka Chopra as Global Brand Ambassador in 2021.



High-end Bulgari necklace.

Iconic global jewellery brands Cartier, Bulgari and Tiffany & Co. have been eager to expand in India's burgeoning jewellery market to cater to the country's growing wealthy population. But to offer their products along with their hallmark luxe experiences they sought large spaces in luxury malls, located in key metro cities that could offer a minimum area requirement for their boutiques along with a quintessential luxury environment.

While Delhi boasts of two, Bengaluru and Kolkata have one luxury mall, each. Mumbai, home to the country's largest number of dollar millionaires and billionaires only had one –Phoenix Palladium, until November 2023 when Reliance opened India's biggest luxury mall, Jio World Plaza, to offer these brands the ultimate infrastructure to woo Indian consumers with their world-renowned luxury offerings and experiences.

Mumbai is arguably the most important market in India for global luxury brands. According to a report, Mumbai ties the 8th spot with Singapore in the list of top global locations with the largest population of dollar billionaires. Mumbai is home to 27

billionaires, the same as Singapore, and the Maximum City is also home to 224 centi-millionaires (\$100m+).

Spread across 7,50,000 square feet and four floors, Jio World Plaza (JWP) is now home to some of the biggest boutiques by luxury brands in India, including some iconic global jewellery brands.

Bulgari launched its largest and second boutique in India at the JWP. The Roman aesthetics of the 1881 sq. ft. boutique are designed by American architect Peter Marino. It is decorated with renowned artist Andy Warhol's colourful artwork along with chandeliers crafted using Venice's Murano glass. The boutique will host Bulgari's high-end jewellery, featuring iconic pieces seen on red carpets and high-society events around the world. Other offerings will be Bulgari's luxury handbags and timepieces.

For Bulgari, India has been one of the key developing markets in Asia since the last three years. The LVMH brand enrolled Priyanka Chopra as its global brand ambassador in 2021 and launched its interpretation of the Mangalsutra in the same year. With a new and first boutique



Louis Vuitton's Deep Time Myriad necklace and earrings.



Cartier boutique at Jio World Plaza, Mumbai.

in Mumbai, Bulgari hopes to woo consumers in western and southern parts of the country.

India is a heterogeneous market consisting of many different cultures and traditions. Despite these great diversities there is a common affinity amongst Indian consumers for heritage and craftsmanship,

according to Mauro di Roberto, chief of the Jewellery Division at Bulgari. "They have a great sensitivity towards quality, specifically in gemstones and diamonds. For this reason, India is a key market of a very high potential in terms of jewellery and high jewellery," he told Solitaire International.

The Italian brand has been sourcing gems from India long before opening its first boutique here and considers Jaipur as the epicentre of the best gems in the market. "Jewellery has always played an important role in Indian traditions. Their mastery when it comes to jewellery is rooted in their own culture," Roberto elucidates. "At the heart of Indian culture is a great sensitivity to colour and a style that brings out its full potential. These aesthetic codes blend perfectly with the essence of Bulgari, which has at the core of its DNA a profound attention to colour and a great mastery of combining it," he adds.

Cartier, another European jewellery brand that has often taken inspiration from India's heritage in crafting several of its celebrated jewellery pieces, has also paid homage to the country's rich craftsmanship, through bespoke creations and finishes in its boutique's architecture at the JWP.

Designed by a Parisian agency, the boutique's interiors use warm tones of beige, gold, and champagne bronze to create an ambience mimicking royal residences. The store opens with an area dedicated to jewellery and watches for women, followed by a men's universe and a VIP salon with coffered ceilings inspired by carved wooden Haveli style architecture. Cartier's ambassador Deepika Padukone inaugurated the maison's first boutique in Mumbai, ahead of the festive season.

Parisian brand Louis Vuitton, known for opulent high jewellery, opened its largest store in India at the JWP. Louis Vuitton was among the first luxury fashion houses to enter India with its flagship boutique in DLF Emporio Delhi, 20 years ago and now has four stores in the country. The JWP boutique will be its first Mumbai boutique to showcase fine and high-jewellery collections.

The new store uses hints of Indian craftsmanship. Indian architect and designer Rooshad Shroff developed an embroidered wooden panel and hand block printed wallpaper, made in Jaipur in collaboration with French-born textile and embroidery entrepreneur, Maximiliano Modesti.

Luxury fashion brand Balenciaga's first Mumbai store in JWP will also showcase its jewellery line among other accessories. ■

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Product Categories

- ◆ Loose Stones (Colour Gemstones and Diamonds)
- ◆ Gemstone & Diamond Studded Jewellery
- ◆ Silver Jewellery

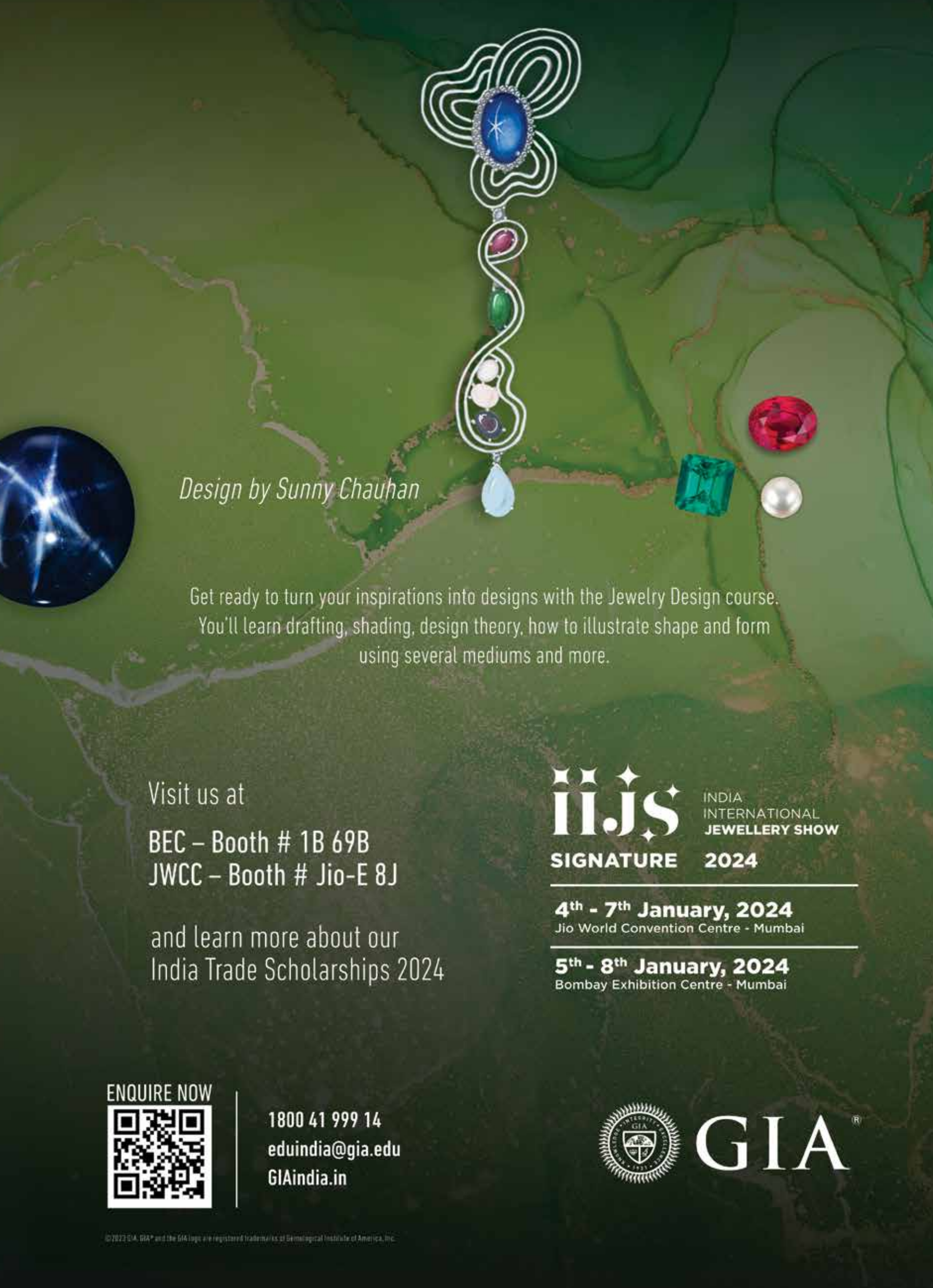
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