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JANUARY 2025



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JEWELLERY SHOW
2025

4th - 7th January, 2025
Jio World Convention Centre- Mumbai

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GJEPC
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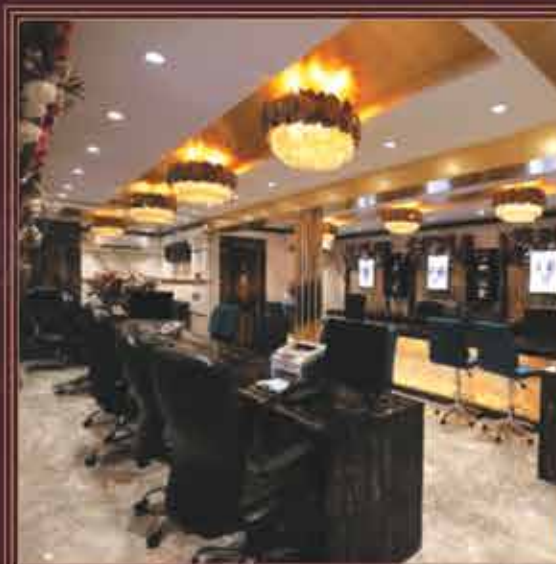
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About us

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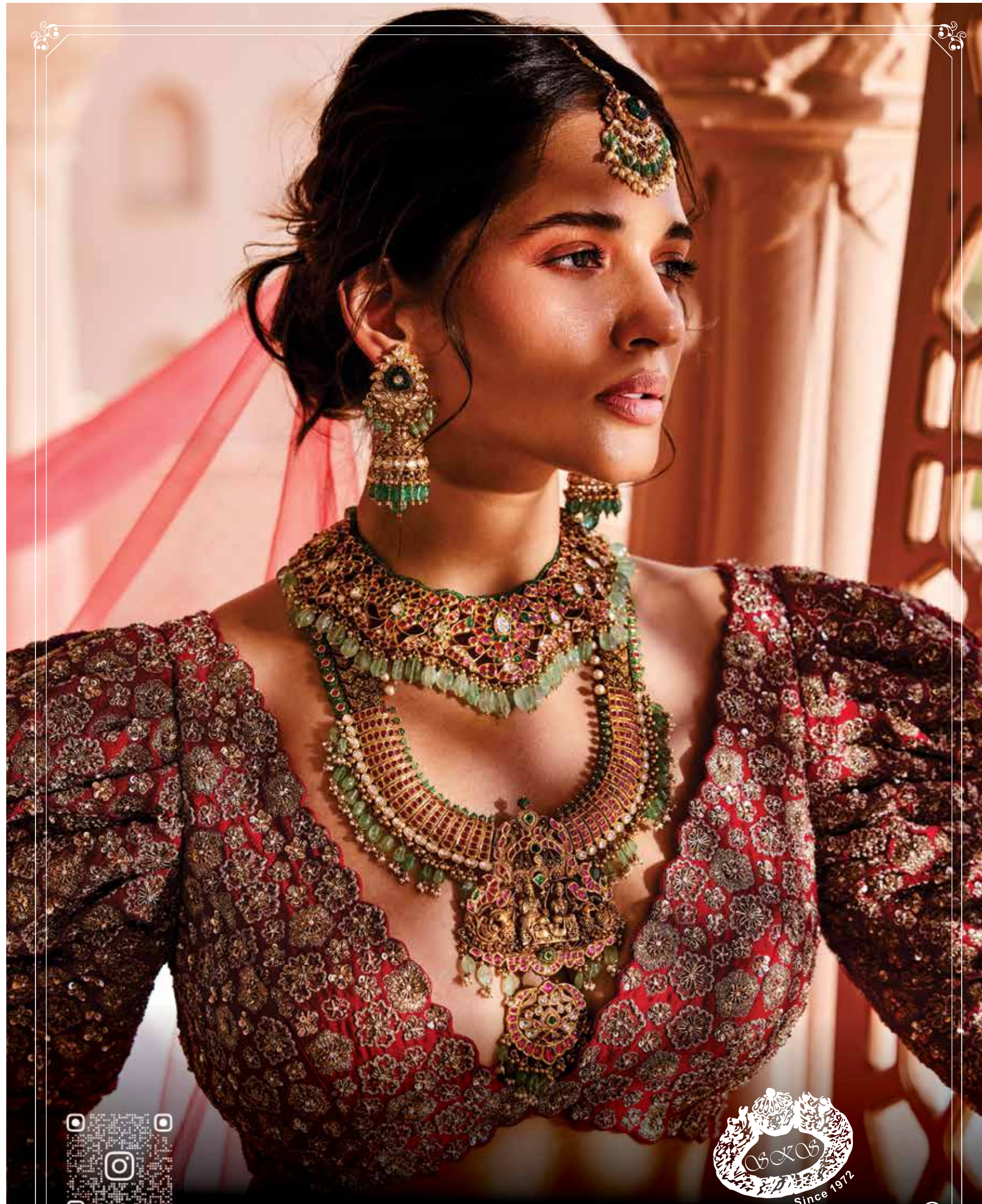
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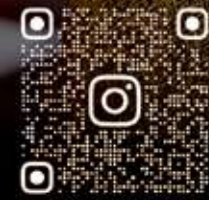
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VIPUL SHAH
Chairman, GJEPC

IIJS Signature 2025 promises to be a spectacular event, showcasing the latest trends and innovations in the Indian jewellery industry.

This prestigious platform will bring together buyers and sellers from around the world, providing opportunities for networking, business deals, and knowledge sharing. We invite you to join us at IJS Signature 2025 and witness the brilliance of Indian jewellery.

India's gem and jewellery sector is poised for significant growth. With strong government support, technological advancements, and the dedication of our skilled artisans, we are confident in achieving our target of \$75 billion in exports by 2030.

India is a global leader in gem and jewellery exports, with a strong reputation for quality and craftsmanship. Our rich heritage, coupled with the innovative spirit of our artisans, has enabled us to create exquisite pieces that are admired worldwide. We are embracing

technology to enhance efficiency and create innovative designs. From 3D printing to advanced CAD-CAM software, we are leveraging technology to push the boundaries of creativity.

Our commitment to ethical practices and sustainable sourcing reinforces our leadership position. We are actively involved in initiatives to promote responsible mining and fair labour practices. By adhering to global standards, we ensure that our industry contributes positively to society and the environment.

The government's numerous business-friendly initiatives and policy support have been instrumental in driving growth. These initiatives are not only creating jobs but also creating a conducive environment for innovation and entrepreneurship and empowering our industry to reach new heights.

Together, with the support of the government, industry stakeholders, and our talented artisans, we aim to position Indian gems and jewellery as a global standard of excellence.

Let's work together to shape the future of the Indian gem and jewellery industry. Let's make IJS Signature 2025 a resounding success! ■

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INDIA
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JEWELLERY SHOW

4th - 7th January, 2025
Jio World Convention Centre - Mumbai
Booth No : Jio-C 5f | Hall : Pavilion Hall



KIRIT BHANSALI
Vice Chairman, GJEPC

As we embark on the 17th edition of IIJS Signature, we stand united with a shared vision to elevate the Indian gem and jewellery industry to unprecedented heights. Guided by the leadership and vision of our Hon'ble Prime Minister, Shri Narendra Modi, India is poised to become the third-largest global economy, with a goal to reach a 5 trillion-dollar milestone. This vision of a Viksit Bharat resonates deeply with us at GJEPC, and we are fully committed to aligning our efforts with this ambitious goal.

At GJEPC, we have set an ambitious target of achieving USD 75 billion in gem and jewellery exports by 2030. To realize this vision, we are focused on driving transformation across infrastructure, skill development, and policy support.

Our initiatives, such as the India Jewellery Park in Mumbai, the upcoming Gem Bourse in Jaipur, and the Mega CFC, are designed to

provide world-class facilities that will strengthen our manufacturing and export capabilities. These efforts will catalyse growth and position India as a global hub for jewellery trade.

Training and skill development remain at the heart of our efforts. With IIGJ centres in Mumbai, Jaipur, and Delhi, along with satellite training centres in Varanasi, Udupi, and Ratnagiri, we are empowering the next generation of skilled artisans to lead the industry with innovation and excellence.

The government's ongoing policy support, including the introduction of Wastage Norms, Safe Harbour Rules, and the recognition of Amritsar as a key export hub, further enhances our ability to succeed in an ever-evolving global market. We are also actively engaging in discussions to establish Indian standards for diamond terminology, ensuring global acceptance and consistency.

Let us work hand-in-hand to take our industry to the next level and contribute to India's journey toward becoming a global economic leader.

As we embark on this exciting journey of IIJS Signature 2025, I wish all our exhibitors and buyers great success and meaningful collaborations. May this edition open new avenues for growth and innovation in our industry. ■

IIJS INDIA INTERNATIONAL JEWELLERY SHOW
SIGNATURE 2025

4th - 7th January, 2025
Jio World Convention Centre- Mumbai

5th - 8th January, 2025
Bombay Exhibition Centre- Mumbai

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NIRAV BHANSALI
Convener
National Exhibitions, GJEPC

I am thrilled to share the exciting vision and opportunities shaping the gem and jewellery industry as we embark on a transformative decade. IIJS Signature 2025 stands as a testament to India's growing stature in the global market and our relentless pursuit of excellence.

This year's edition promises to be our largest and most ambitious yet. With over 1,500 exhibitors, 3,500 booths, and more than 25,000 visitors from 800 Indian cities and over 2,500 international visitors from 60 countries, the scale is truly unprecedented. Plans are already underway for the future expansion of the much-coveted Select Club in subsequent editions, further elevating the event's stature.

Our commitment to international visitors remains steadfast. Proactive collaborations with consulates have streamlined visa processes. Despite concurrent global events, we remain optimistic about achieving our target of hosting 2,000-2,500 international attendees. These efforts underscore our dedication to nurturing and strengthening global trade partnerships.

Innovations in logistics and visitor

experience have been a top priority. Expanded partnerships with hotels, upgraded transportation systems, and measures to address parking challenges ensure a seamless and world-class experience for all participants. These enhancements reflect our drive to make IIJS Signature a benchmark for industry events.

On the jewellery front, dynamic trends are shaping the market. Domestically, the jewellery market is thriving, with over 5,000 new stores projected to open in the next five years. This growth, fuelled by sustained demand for gold and diamond jewellery, positions India as a shining star in the global market. Despite contributing approximately 10% to the GDP and growing annually at 10%, half the sector is still not corporatised, presenting immense potential for formalisation and expansion.

On the export front, GJEPC is spearheading initiatives to penetrate new markets. Our planned forthcoming large-scale exhibition in Jeddah, Saudi Arabia in H2 2025, and India's selection as 'Partner Country' at Inhorgenta 2025 at Munich, Germany are key steps in showcasing Indian craftsmanship and strengthening global ties. The robust performance of Middle Eastern markets and promising American Holiday sales numbers further underline India's export prowess.

This decade belongs to India. With visionary initiatives like IIJS and strategic global collaborations, the gem and jewellery sector is poised to lead the nation's economic transformation.

Together, let's unlock the boundless potential of this vibrant industry and make IIJS Signature a massive success! ■



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MILAN CHOKSHI
Convener
PMBD Sub-Committee, GJEPC

No other gemstone has ignited the human imagination quite like the diamond. From whispered myths in ancient civilisations to its dazzling displays among modern royalty, diamonds have captivated across cultures with their mystique. Their brilliance has inspired literary verses, musical odes, and an eternal place in our cultural consciousness.

While the world is consumed with the debate around LGD and mined diamonds, one fact remains indisputable: the aspiration to own, wear, or gift a diamond has remained constant and only grown stronger, and while demand may face temporary challenges, diamonds will inevitably reclaim their status as the most coveted gemstone.

Our Cover Feature is a poetic ode to this timeless gem. Avani Rai's monochromatic shoot heightens its radiance in a stunning interplay of light and shadow that commands attention.

The special edition of Solitaire International for the 17th edition of IIJS Signature features an eclectic mix of insightful reads and showcases the creative prowess of the show's

participants in the IIJS Trends section – contemporary gem-studded necklaces that reinterpret tradition, bold, extravagant rings that make a statement, and earrings designed to hold the limelight all on their own.

The section In Style marries fashion and fine jewellery. Bridal couturier brand Karleo has illustrated bespoke gowns tailored to complement high-end suites by six IIJS Signature exhibitors.

Industry insights take centre stage as well. Diamond commentator Paul Zimmisky charts the trajectory of the US market—a vital export hub for Indian jewellers—while a joint interview with market leaders, Tanishq's Ajoy Chawla and De Beers' Amit Pratihari, offers a pulse on the thriving domestic scene, particularly in the diamond-studded jewellery segment.

As gold prices skyrocket year after year, the demand for lightweight jewellery continues to soar. Gold jewellery manufacturers are embracing modern technologies, reducing the weight of a piece by nearly 40% while retaining their opulence. Discover these innovations in Viewpoint – Technology.

Read exclusive interactions with the heads of the iconic jewellery house Buccellati and coverage of Bonhams' auction trends for the year ahead.

Turn to Artist's Desk to meet Dutch virtuoso, Leen Heyne, affectionately dubbed the 'ring maker'. His creations fuse diamonds and gems while moulding and twisting precious metals to create pieces that defy convention.

The issue is a gateway to a comprehensive exploration of the world of fine jewellery. ■

Happy reading!



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COVER FEATURE

Three-row necklace adorned with fancy-cut diamonds | GDK JEWELS
Diamond hoops | cocktail rings and a stack of diamond
bangles | ORIENTAL GEMCO
Outfit | SHEHLAA KHAN

30

AVANI RAI
Photographer (Cover Feature)

The concept behind the shoot was to explore the timeless beauty of the subject through light and shadow. We designed the shoot around the elegance of black and white, where every shadow and highlight added depth to the story being told, emphasizing simplicity and a powerful connection. Solitaire's creative direction and calm approach made the entire process smooth, enriching, and seamless, enabling me to capture truly powerful moments effortlessly.

**Divyak D'Souza**
Stylist (Cover Feature)

Working on the cover shoot for Solitaire was a creative delight. Collaborating with a talented team to bring stunning jewels to life, was an inspiring experience. The process of curating each look and crafting visual stories through exquisite jewellery & clothing, has been nothing short of a stylistic dream. Grateful for the shared vision and seamless synergy that made it all possible.

Leon Vaz and Karan Berry
Co-founders of Karleo (In Style)

The beauty of working in the creative space lies in the magic of collaboration—when ideas come together to form something tangible, something real. For us, as a couture brand specialising in bridal wear, it's not just about the dress; it's about creating an entire look. Jewellery, in particular, plays a crucial role in completing that vision. Collaborations like these are invaluable, as they bring the designer's ideas to life and offer clients a seamless, immersive experience where every detail is thoughtfully curated. It's these partnerships that truly elevate the final design, ensuring the bride feels her most radiant and unique on her special day.

UMANG THAPA
Hair & Make-up (Cover Feature)

Working with Solitaire International was quite an experience for me. Creating the moment with some of the best people in the industry and producing art is something I truly enjoy. The complete freedom to create as an artist was at its best while working with them. For the model, we kept the hair and make-up simple, natural, and effective, focusing on fresh and glowing skin.



Photographer **AVANI RAI**
Stylist **DIVYAK D'SOUZA**
Asst Stylist **BRINDA PATEL**
Hair & Make-Up **UMANG THAPA**
(Anima Creatives)
Model **SANA THAMPI**



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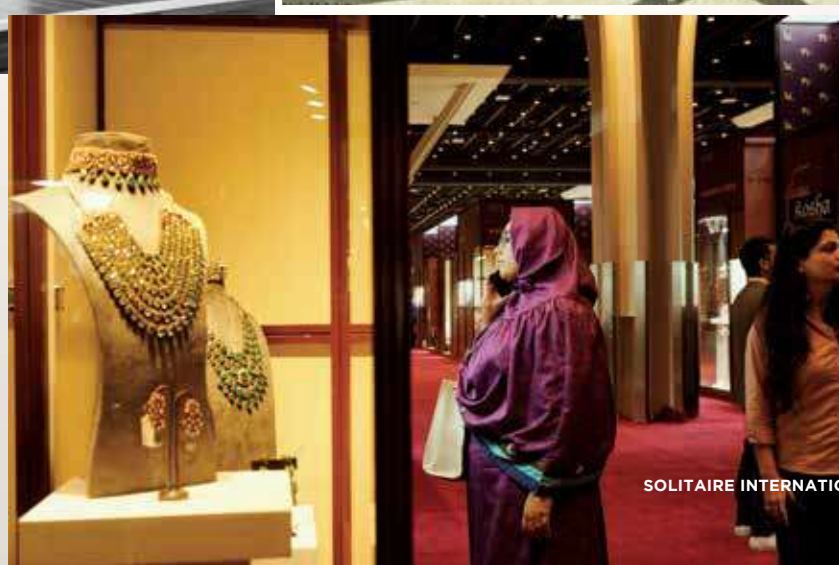
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IIJS SIGNATURE 2025: INDIAN CRAFTSMANSHIP MEETS GLOBAL DEMAND

The 17th edition of IIJS Signature 2025, being held in Mumbai from 4th to 8th January, will be the epicentre of the global gem and jewellery industry.



Get ready to be dazzled by the 17th edition of the India International Jewellery Show (IIJS) Signature 2025 and concurrent India Gem & Jewellery Machinery Expo (IGJME) organised by the Gem & Jewellery Export Promotion Council (GJEPC). This prestigious event, scheduled from 4th to 7th January 2025 at Jio World Convention Centre (JWCC) and from 5th to 8th January at Bombay Exhibition Centre (BEC), will transform Mumbai into a global hub for the gem & jewellery industry.

With over 1,500 exhibitors and 3,000+ stalls, IIJS Signature 2025 promises to be a grand spectacle. The sprawling exhibition, occupying 1.25 lakh square metres, will showcase a dazzling array of loose precious stones and fine jewellery. The Select Club, located exclusively at JWCC's Pavilion Hall, will feature a curated collection of high-end couture jewellery, catering to discerning buyers, seeking exclusive high-end couture jewellery.

IGJME Signature 2025 will take place in Hall 5 at BEC, Goregaon, Mumbai, featuring 115 companies occupying 180+ booths.

A notable highlight of IIJS Signature 2025 will be the participation of over 200 new or first-time exhibitors. Additionally, international participants from Thailand, the UAE, Hong Kong, Japan, and Turkey will add a global dimension to the showcased jewellery.

Global Reach and Local Charm

IIJS Signature 2025 is anticipated to draw a diverse audience of over 25,000 domestic trade visitors from 800+ cities and 1,000+ international visitors from 60+ countries, creating new opportunities for Indian manufacturers and exporters.

To celebrate India's rich heritage, GJEPC has incorporated the ancient Brahmi script into the overarching show theme of 'Brilliant Bharat'. For IIJS Signature 2025, participants are also encouraged to make jewellery based on the Brahmi theme – GJEPC expects this unique touch to add a cultural dimension to the exhibition, highlighting the timeless beauty of Indian craftsmanship.

JWCC will showcase a variety of products, including exquisite Diamond, Gemstone, and Studded Jewellery, stylish Gold and Gold CZ designs, and a dedicated section

for Laboratories and Education (for loose gemstones).

JWCC will offer an exclusive section dedicated to Lab-Grown Diamonds, both loose stones and jewellery. Additionally, the venue will feature a dedicated section for Loose Natural Diamonds.

BEC will feature a comprehensive collection of products, including exquisite Diamond, Gemstone, and Studded Jewellery, Gold and Gold CZ designs, and a dedicated section for Laboratories and Education (for jewellery).

BEC will offer exclusive sections dedicated to Silver Jewellery, Artifacts, and Gifting Items. Additionally, the show will feature a dedicated section for Loose Coloured Gemstones. To cater to the industry's technical needs, the concurrent show IGJME will showcase the latest Machinery, Technology, and Allied industry products.

A Seamless Experience

To ensure a smooth and enjoyable experience for all attendees, the organisers have implemented a range of innovative features such as the IIJS app, a 3D Interactive floor plan, the IIJS Prime Plus Lounge for Prime Plus Exhibitors, Visitors & International Visitors at both venues, Online Visitor Pre-Registration, convenient To-Fro Shuttle Bus Services between hotels and venues, 5-star, 7-star & budgeted hotel accommodation, and user-friendly Digital Tools like Digital Entry badges and Facial Recognition entry-exit.

To further enhance visitor comfort, a dedicated Food Order Team will be stationed in each hall at BEC during morning hours to alleviate peak-hour rush at cafeterias.

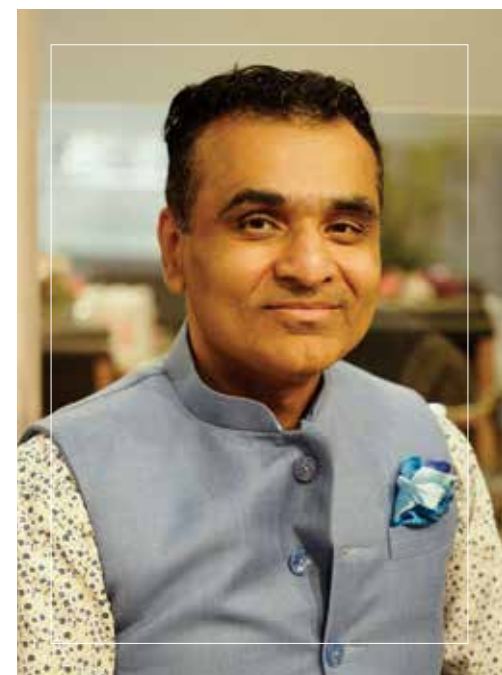
The IIJS Celebration Networking Evening on 4th January at Jasmine Hall, JWCC and Innov8 Talks seminar sessions at both venues will provide platforms for industry professionals to connect, collaborate, and explore new business opportunities. The event will prompt global connections through dedicated networking sessions and international pavilions.

As the jewellery industry heads into 2025, IIJS Signature remains at the forefront, driving innovation and setting new trends. ■

THE NEXT DECADE BELONGS TO INDIA'S GEM & JEWELLERY INDUSTRY

The Indian gem and jewellery industry is on the brink of a transformative decade, with innovation, global outreach, and record-breaking growth setting the stage for its rise as a global leader. In this exclusive interview, Mr. Nirav Bhansali, Convener – National Exhibitions, GJEPC, shares his insights on the upcoming IIJS Signature 2025, the industry's growth trajectory, and the exciting opportunities shaping the future of Indian jewellery. From visionary initiatives to evolving market trends, discover why this decade truly belongs to India's gem and jewellery sector.

– Regan Luis



Nirav Bhansali

IIJS Signature 2025 is generating a lot of buzz. Could you elaborate on this year's event?

IIJS Signature 2025 is set to be our most expansive and ambitious edition to date. With over 1,500 exhibitors and more than 3,500 booths, the scale of this event is truly unprecedented. We are expecting more than 25,000 visitors from 800 cities across India, alongside approximately 2,500 international attendees representing 60 countries. This year's exhibition will span two venues, accommodating the growing demand and enhancing visitor experience. The Select Club couldn't be expanded to its full potential this time due to the unavailability of the venue, but I'm happy to note it is confirmed from the next edition onwards, which will further elevate the event.

How are preparations progressing for international visitors?

We are making robust efforts to ensure a seamless experience for our international visitors. Our collaboration with consulates has been instrumental in streamlining visa processes, especially for regions where challenges persist. We are optimistic about achieving our target of hosting 2,000-2,500 international visitors. This proactive engagement underscores our commitment to enhancing global connectivity and strengthening international trade partnerships through IIJS.

In terms of exports, what initiatives is GJEPC pursuing to penetrate new markets?

The GJEPC is actively exploring new avenues for market expansion, particularly in the Middle East. Plans are underway for a large-scale exhibition in Jeddah, strategically designed to tap into the promising Saudi Arabian market.

Additionally, India's designation as the 'Partner Country' at the Inhorgenta show in Munich, Germany in February 2025 represents a significant opportunity to showcase Indian craftsmanship and cultural heritage to a European audience. These initiatives demonstrate GJEPC's commitment to strengthening India's global footprint and positioning the country as a preeminent player in the international jewellery market.

The Doha, Bahrain, and Sharjah shows have performed exceptionally well, reflecting the strength of the Middle Eastern market. This success is a clear indication that the region is thriving, providing a substantial boost to overall export performance, particularly in key export destinations.

The American Thanksgiving sales numbers, too, were very positive. This November, exports from SEEPZ, Mumbai for plain and studded jewellery were very robust.

What innovations in logistics and visitor experience can we expect this year?

To significantly enhance the convenience and experience of our attendees, we have established partnerships with 15 additional hotels across various categories, ranging from three-star to premium accommodations. Transportation logistics have been thoroughly upgraded, with improved inter-venue connectivity facilitated by the Metro and newly constructed bridges. While ongoing construction at the NESCO venue presents challenges, particularly in parking, we have implemented measures to alleviate these issues, including securing dedicated parking spaces for exhibitors and introducing a comprehensive shuttle service. These initiatives demonstrate our commitment to addressing logistical hurdles and providing a world-class experience for participants.

Have you identified any notable trends in jewellery this year?

The jewellery market is brimming with exciting trends this year. Bridal jewellery continues to dominate, driven by a robust wedding calendar. Additionally, silver jewellery is enjoying a surge in popularity, increasingly being perceived as the "new

gold" due to its versatility and affordability. Lab-grown diamond (LGD) jewellery is also carving out a significant niche, offering retailers innovative options for product diversification. These trends reflect the dynamic and evolving preferences of both domestic and international consumers, highlighting the importance of adaptability within the industry.

How is the domestic jewellery market performing?

The domestic jewellery sector is experiencing remarkable growth, with projections indicating the opening of over 5,000 new stores within the next five years. This expansion will be underpinned by a sustained demand for stocking up gold and diamond jewellery. So, demand for the next 5 years in India looks very robust – India is the shining star in the world market.

Our efforts under the IIJS theme of "Brilliant Bharat" aim to spotlight India's unique jewellery artistry on the global stage.

The jewellery sector is a cornerstone of India's economy, contributing approximately 10% to the GDP and exhibiting an annual growth rate of 10%. Despite its remarkable achievements, half of the sector is still

not corporatised, presenting substantial opportunities for organisation and formalisation of the domestic retail segment.

Indian jewellery is globally acclaimed for its superlative design aesthetics, manufacturing quality, and competitive pricing, attributes that have cemented its position as a leader in both domestic and international markets.

The robust growth trajectory of the domestic market highlights its pivotal role in driving India's economic progress and raising its global standing.

Any closing thoughts or messages for the industry?

The coming decade belongs to India, and the jewellery sector is at the forefront of this transformation. As a vital pillar of our economy, the industry is brimming with opportunities for growth, innovation, and international collaboration. With flagship initiatives like IIJS and strategic partnerships with global stakeholders, we are steadfast in our mission to establish India as the world's premier jewellery hub. The road ahead is filled with promise, and we are on the verge of unlocking the full potential of our vibrant and dynamic industry. ■



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Diamonds, eternal icons of desire and allure, have captivated hearts for centuries.

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RADIANT NOIR

Diamond and ruby-studded necklace | SENSUEL JEWELS
Structured diamond chandeliers | KGK DIAMONDS (I) Pvt. Ltd.
Outfit | NUPUR KANOI

Photographer | AVANI RAI
Stylist | DIVYAK D'SOUZA
Asst Stylist | BRINDA PATEL
Hair & Make-Up | UMANG THAPA (Anima Creatives)
Model | SANA THAMPI



Floral necklace | D'YNE JEWELLERY
Gem-set cocktail ring | SENSUEL JEWELS
Diamond-studded OTT ring | ORIENTAL GEMCO
Dress | H&M STUDIO
Fascinator | SUPRIA MUNJAL





Tasselled diamond earrings | GDK JEWELS
Crossover diamond and tanzanite necklace | PEACEMOON TRADERS
Gown | RUDRAKSH DWIVEDI
Footwear | HOUSE OF PRISCA

Diamond choker and ear studs | ORIENTAL GEMCO
Outfit | SUPRIA MUNJAL
Footwear | HOUSE OF PRISCA

Floral diamond and emerald necklace
and long chand baalis | PEACEMOON TRADERS
Outfit | VESTURE



Openwork diamond necklace | RAJ DIAMONDS
Earrings | PEACEMOON TRADERS
Outfit | MAISON TAI
Footwear | HEEL YOUR SOLE

Multi-row diamond necklace and earrings studded
with geometric motifs | VAMA FINE JEWELLERY
Necklace worn on the head | GDK JEWELS
Outfit | SRUSHTI PATIL





Earrings | D'YNE JEWELLERY
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Rubellite and Burmese ruby blooms adorn the organic white gold ring embellished with fancy-cut diamonds. By ANAND RANAWAT FOR DHANRUPJI DEVAJI CO.



The ornate white gold ring, inspired by the calla lily flower, is garnished with round and fancy-cut white diamonds. The 5-carat fancy yellow diamond steals the spotlight in this piece. By HIRANI (P. HIRANI EXPORTS LLP)

RING REVOLUTION

Unusual rings at IIJS Signature this year showcase a stunning blend of floral and geometric motifs, suffused with sparkling diamonds and deep and pastel shades of gemstones. Offering a fresh perspective on modern luxury, these finger adornments will captivate trend-savvy connoisseurs seeking unique designs.

The trendy white gold ring plays with form, featuring one terminal adorned with three rows of sparkling diamonds, while the other end showcases a curvaceous, diamond-studded drop-shaped bud. By ZUNDAA



Ageometric bloom decorated with trillion-cut and round diamonds, centred on a circular motif set with diamonds in invisible setting. By ALUX DIAMOND AND JEWELS LLP



The organic floral ring is exquisitely adorned with rubies, pink sapphires, shimmering diamonds, and delicate rose-cut quartz, creating a captivating symphony of colours and textures. By HOUSE OF SPARSH



This white gold ring showcases a stunning floral bouquet of diamonds, with its shank partially encrusted with diamonds. Featuring an array of fancy-shaped diamonds, including drops, ovals, rounds, and baguettes, this piece is a timeless heirloom. By VALENTINE JEWELLERY INDIA PVT. LTD.



The white gold ring with flared shoulders is decorated with fancy-cut diamonds and blue sapphires. An emerald atop adds a striking contrast to the ornate design. By ANAND RANAWAT FOR DHANRUPJI DEVAJI CO.



A flat-topped satin-finish ring features a triangular rubellite seated on a bed of teeming rubies, and encircled by round white diamonds.
JEWELS
By SEPHORA LLP



The purplish pink kunzite gem is framed by marquise and round shaped diamonds in this yellow gold ring.
By SAVIO JEWELLERY



The rugged gold band exudes raw charm with its textured, layered, and uneven design. Adorned with smaller diamonds, it is crowned by a strikingly large, sparkling diamond.
By RAJ DIAMONDS



The cocktail ring centred on a faceted champagne-coloured diamond at its centre is framed by white diamonds and drop-shaped emeralds, followed by a row of drop-cut diamonds.
By JEWELS BY SEPHORA LLP

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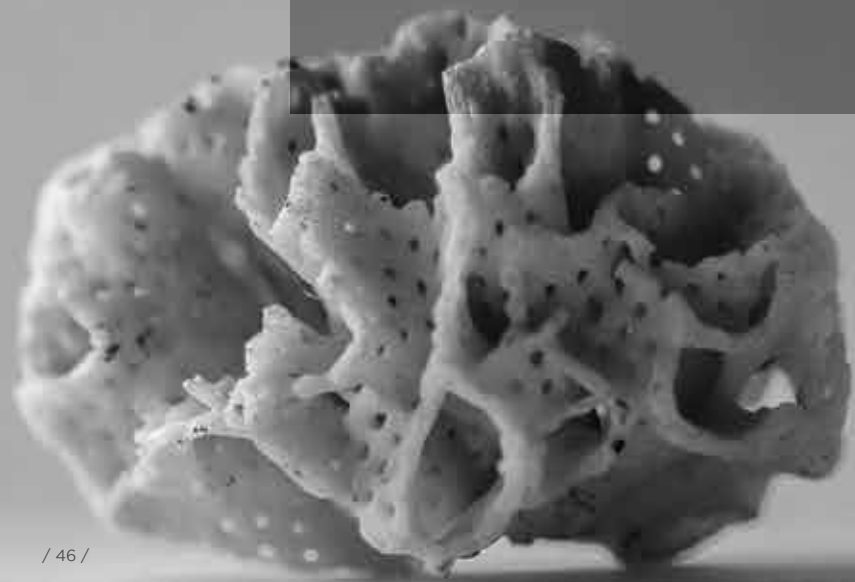
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Indulge in the extraordinary! Some of the novel necklaces and chokers are defined by a modern edge. Presented by some **IIJS Signature** exhibitors, these head turners are adorned with fancy-cut diamonds and lustrous, colourful gemstones, offering a perfect blend of luxury and rebellion.

EDGY



1



ENCHANTMENT



2



- 1 Inspired by the resilience of mangroves that protect the coastal ecosystems, this stunning piece in gold mimics its leaves and branches. Earthy brown hues are beautifully rendered with brown sapphires and diamonds, while nature's greenery is symbolised by a carved oval emerald at the centre, encased in a scalloped gold frame.
By SAWANSUKHA JEWELLERS
- 2 The curvaceous choker features rows of linear oval polkis in varying sizes, interspersed with rows of blue sapphires. The scalloped piece is fringed with diamonds. Adding a unique touch is a central row of diamonds that gently secures the choker, culminating in a delicate knot that suspends two oval Burmese tourmalines. By HOUSE OF SPARSH
- 3 The two-strand white gold necklace is composed of floral motifs set with D-E colour white diamonds. Adding a warm glow to its elegance are yellow diamonds, including a 5-carat central diamond. The design is completed with graduating fancy yellow diamonds, the smallest weighing 1 carat.
By HIRANI (P. HIRANI EXPORTS LLP)



4

5



4 This unique piece captivates with a drapery of diamonds. The single-line open necklace is joined at the centre by two lush green emeralds, from which hang delicate drapes of pear, marquise, princess, and baguette-cut white diamonds. By PEACEMOON TRADERS

5 The arresting necklace uses a mesh pattern of diamonds and pearls, adorned with graduating florets accented by drop-shaped tanzanites. The resplendent central motif features a large tanzanite encircled by diamond motifs with a surround of pearls. By KP SANGHVI JEWELS PVT. LTD.

6 The Agni Vriksha (Tree of Fire) wreath necklace, crafted in silver, embodies the energy and resilience of the sacred tree. The sinewy vines and leaves showcase exceptional handcrafted artistry, while the necklace is suffused with diamonds and adorned with faceted fiery red gems, symbolizing agni (fire) and the essence of life itself. By AWESOME SPARKLERS



6



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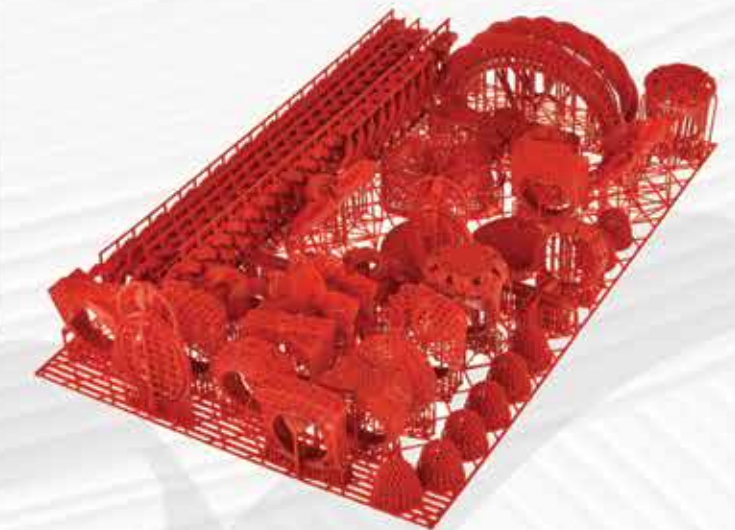
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1 These mismatched pendant earrings, crafted in white gold, are embellished with drop- and round-shaped white diamonds. The focus, however, is on the pair of natural fancy colour pink and yellow diamonds, each weighing 5 carats. What makes this pair truly rare is the challenge of finding natural fancy diamonds of matching size and shape. By HIRANI (P HIRANI EXPORTS LLP)

2 Loopy C-shaped white gold earrings, punctuated with diamond motifs, are topped with a cluster of delicate floral motifs, each dotted with a pear-cut tanzanite. By ANAND RANAWAT FOR DHANRUPJI DEVAJI CO.

3 Sophisticated triple-drop white and rose gold earrings begin with oval posts teeming with white diamonds and a fancy yellow oval diamond. These extend into a round diamond motif and culminate into a three-loop design set with a natural fancy yellow oval diamond at the centre. The earrings are fringed with an array of sparkling fancy-shaped diamonds. By ANAN JEWELS INDIA

4 The sparkling linear INDIA gold earrings feature four graduating heart-shaped motifs adorned with oval emeralds. The earrings are flanked by tassels on either side encrusted with fancy-cut diamonds. By SAVIO JEWELLERY

5 It's diamonds all the way with these earrings. Icy cool and sophisticated, the earrings are designed with large diamond drops, and an assemblage of five oval diamonds on each earring. By GDK JEWELS



EAR CANDY

From bold, colourful statement pieces to minimalist, delicate designs, there's something for everyone. Asymmetrical earrings, linear or girandole earrings, stylized jhumkas, all adorned with vibrant gemstones and unconventional diamond cuts, add a touch of individuality. Ear adornments continue to be a key accessory, and IJS Signature 2025 highlights the creativity and innovation of Indian exhibitors.

6

6 The Eternal Bloom earrings are designed to celebrate nature's mystique and the rarity of beauty. The contrast between pear-cut emerald and white diamonds of various shapes evokes a sense of wonder. The craftsmanship blends organic forms with structured elegance, mirroring the delicate yet enduring balance of the flower and the stars that inspired it. By AWESOME SPARKLERS

7 The statement gold earrings with inverted drops feature large diamonds suspending drop-shaped openwork earrings in a satin finish, showcasing a rhombus lattice design set with diamond-studded oval motifs. Rows of curvaceous diamonds enhance the allure of these stunning earrings. By GNS JEWELLERY

8 These magnificent triple-drop Noorjaal earrings feature hexagonal patterns representing the sacred symbols seen in ancient Indian temples, standing for unity, protection, and the cycle of life. The delicate lattice (*jaali*) work allows light to filter through ornate screens, casting beautiful patterns of shadow and brightness. The dangling diamonds capture the essence of chandeliers in royal palaces, swaying gracefully like a gentle evening breeze. By AWESOME SPARKLERS

9 The yellow gold structured earrings, crafted in yellow and white gold, feature oval, cabochon tourmaline ear posts framed by diamonds, suspending a geometric, carousel-like flare set with fancy-cut diamonds. By SENSUEL JEWELS

10 Trendy Disco Ball earrings in 18-karat gold feature diamond posts extending into a linear arrangement of bezel-set diamonds, suspending 3D spheres crafted from spokes and adorned with diamonds. By SAWANSUKHA JEWELLERS

11

12

13

14

11 Shapely two-leaf earrings wrought in white gold are infused with tanzanites and dotted with bezel-set white diamonds. By MOHAR GEMS AND JEWELS LLP

12 The stylised floral ear studs, made of pink gold, are each centred on a 1-carat heart-shaped pink diamond. The sleek, asymmetrical petals are dressed in ombre-shaded diamonds. By ANAN JEWELS INDIA

13 Redefining bridal gold with Thewa's timeless art, these nature-inspired gold earrings artistically combine the central Thewa motifs framed in diamond-studded mesh and hand-textured leaves. By ANAND SHAH

14 The oval ear studs are adorned with rows of invisibly set rubies, each highlighted with a bloom composed of seven diamonds. By MANOJ ORNAMENTS

HAUTE

*As she walks down the aisle, the modern bride ensures she captivates with a stunning ensemble and exceptional jewellery. Enter **KARLEO**, an haute couture brand celebrated for designing exquisite wedding gowns. In collaboration with **Solitaire International** for gown illustrations, Karleo seamlessly blends high-end fashion and fine jewellery by IJS exhibitors to create unforgettable bridal moments. With Karan's aesthetic vision and Leon's expertise in couture construction, Karleo offers bespoke experiences for the discerning bride.*



NEW-AGE SPIN

The bride chooses no-fuss, new-age jewels that stand out. The single-line geometric necklace, a stylised torque, features chevron motifs encrusted with diamonds, and punctuated by rhombus motifs decorated with pink tourmalines in a bezel setting.

The stylish linear earrings mirror the necklace's patterns, while the broad, openwork cuff, teeming with florets and vines, is studded with micro pave diamonds and rubies of round and pear shapes.

The jewels perfectly complement her grand ball gown, which is hand-painted and accented with intricate embroidery.

Jewellery

A'STAR JEWELLERY



FOREVER RADIANT

The minimalist bride looks striking in a boat-neck ivory gown adorned with trellis beading. She chooses to dress up her fingers with OTT white gold rings, inspired by nature and featuring a medley of tapered baguettes and round diamonds. One of the rings has a floral burst, while another takes the form of a curvaceous bow. The third ring is a broad band adorned with marquise-shaped motifs, highlighted with a flowy wave defined with rows of tapered baguettes.

The chandelier earrings combine diamond drop tassels and squarish patterns in an elegant manner to add a touch of timeless sophistication.

Jewellery

KGK DIAMONDS (I) PVT. LTD.

GOLDEN ALLURE

Rose gold and diamonds elevate the chic persona of this bride, dressed in a planned blush pink gown enhanced with delicate appliqué work. The show-stopping double-loop earrings, stippled with diamonds, feature a large oval centre invisibly set with four marquise diamonds, creating the illusion of solitaires.

Her wrist is graced with a wide crisscross cuff, each row lined with round diamonds and crowned with an assortment of diamond-studded leaves in various shapes.

The three oversized statement rings each tell a unique story: a floral burst, a stylised bloom and a geometric dome, all populated with diamonds of various sizes and shapes.

Jewellery

GEHNA JEWELLERS



SPARKLING BRIDE

Radiating elegance on her wedding day, the uber-chic bride stuns in a short, beaded dress with flared organza sleeves. She completes her look with opulent jewels, each glittering with diamonds.

The three-row neat necklace and coordinated earrings feature drop- and round-shaped motifs populated with diamonds. In contrast, the two high-end rings provide a bold complement to the elegant necklace set. One of the rings is topped with an assortment of round, marquise, and baguette diamonds, and the other boasts a lavish design of round motifs flanked by two rows of pear-shaped patterns.

With every piece, the bride's style showcases contemporary sophistication, ensuring she stands out as the fashion icon of her celebration.

Jewellery
GNS JEWELLERY



ETERNALLY ENCHANTING

Evergreen emeralds and diamonds make for a classic combination for a bridal suite. The bride looks ethereal in an off-shoulder gown with lace inlays and hand-beaded pearls and crystals.

The two-row necklace lined with oval emeralds and oval diamonds exudes elegance. The stylised diamond-studded white gold chand balis add a semi-traditional twist, featuring emerald tassels and drops. The diamond-studded bangle features two finials - one set with a drop-shaped emerald, while the other branches into two stems adorned with pear-cut diamonds. Complementing the bangle is a nature-inspired ring set with a large emerald and a marquise diamond nestled among drop- and marquise-shaped diamond leaves.

Jewellery
**VALENTINE JEWELLERY
INDIA PVT. LTD.**

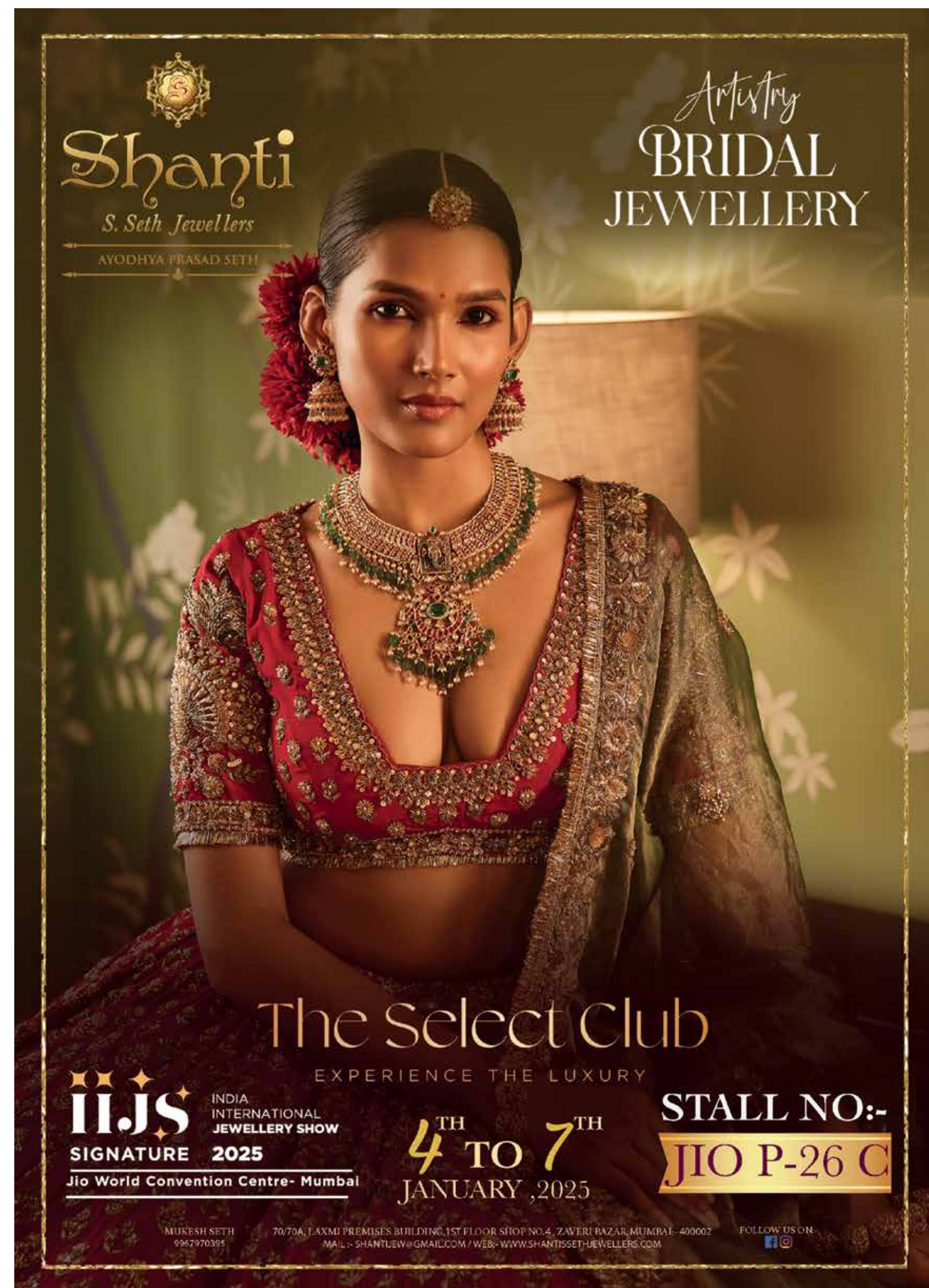


DECO DELIGHT

The bride, dressed in a V-neck tulle and lace gown accented with a beaded crystal belt, picks jewels that nod to the Art Deco era. The impressive white gold necklace and pendant earrings display a geometric symphony of emeralds and diamonds. The sautoir is composed of emeralds and diamonds, terminating in a rhombus-shaped pendant with structured gem-studded tassels.

The opulent earrings combine emeralds, diamonds, and black enamel for a dramatic finish, while the statement ring is layered with rows of diamonds and fancy-cut rubies, crowned with a cabochon emerald flanked by two drop-shaped emeralds for a bold, luxurious touch.

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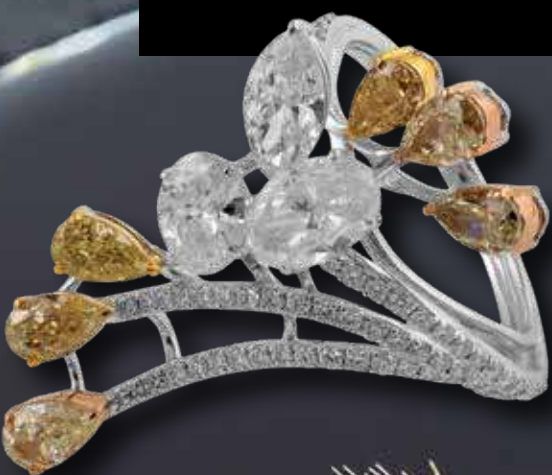
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DIAMOND COMPOSITIONS

For **ANAN JEWELS INDIA**, each jewel is a work of art. The brand specialises in crafting luxurious jewellery with rare fancy-coloured diamonds. Pink, yellow and green diamonds are combined with the luminescence of white diamonds to create bespoke jewels that are truly one-of-a-kind. The brand takes design cues from nature as well as India, a country bursting with colour, to present vibrant jewels that are a treat for the eyes. The contemporary designs portray a strong powerplay of symmetry and delicate forms. The collection encompasses unique jewels for varying budgets. ■



BEJEWELLED HEIRLOOMS

GEETA SHYAM JEWELLERS

manufactures exquisite jewellery pieces, each a potential heirloom for generations to come. Their designs marry the traditional craft of kundan, jadau, and meenakari with a hint of modern elements to present jewellery that lasts through the ages and remains relevant through generations. Grand necklaces, stylised jhumkis, linear earrings and broad bracelets are festooned with uncut and cut diamonds, gemstones of various cuts, and pearls, to present ornate finery apt for special occasions and weddings. The design language mimics motifs found in nature and architecture and immortalises them in gold. ■





TIMELESS SPLENDOUR

GIE GOLD CREATIONS PRIVATE LIMITED

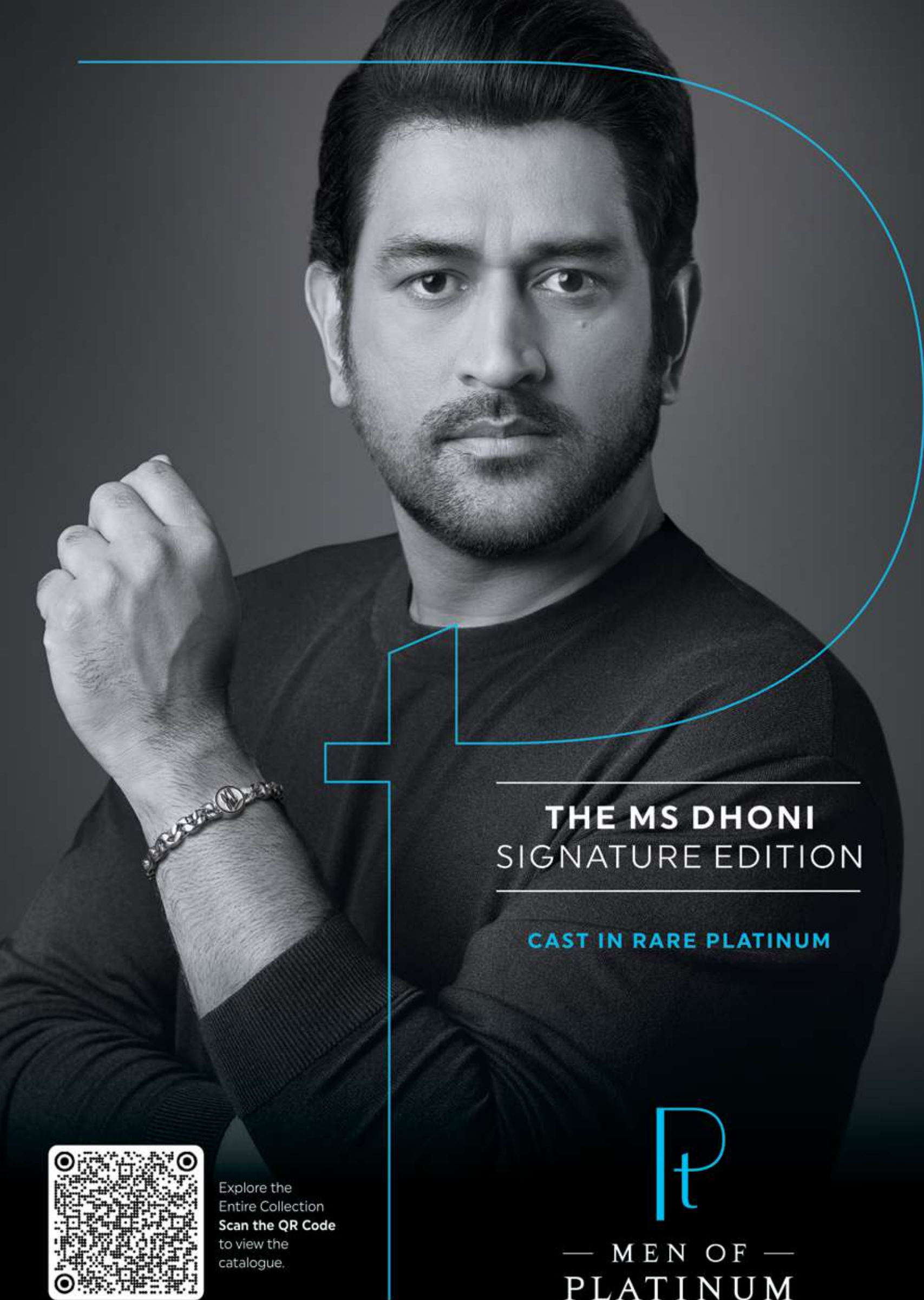
showcases its latest collection Aikyam, which signifies oneness, unity, and harmony. Inspired by the royal jewels of Jaipur, the pieces, crafted in either 24-karat or 18-karat gold, intricately weave natural pearls, diamonds, and natural gemstones into splendid creations. Blending historical craftsmanship with innovative designs, the jewels are striking and versatile. Each piece exudes a rustic charm with a sand finish on the precious metal, lending an antique value that evokes timeless elegance. The collection reimagines the traditional jadai setting by enhancing it with a 3D voluminous look giving it a contemporary flair. The voluminous pieces are sure to amplify any bridal attire. ■



ETERNAL TREASURES

Hyderabad-based **KARNI JEWELLERS** specialises in Indo-Russian and Victorian jewellery studded with precious gemstones and rose cut diamonds. They also manufacture jadai pieces as well as those that blend temple jewellery elements with jadai. Their design language takes a cue from myriad influences – the Victorian era, traditional temple jewellery, nature, and more while focusing on fine craftsmanship. The resultant jewels evoke a sense of royalty, rich heritage and sophistication, transforming each piece into a precious keepsake. ■





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SYMPHONY OF SYMMETRY

KOSHA FINE JEWELS expertly crafts contemporary diamond jewellery using channel, illusion, and micro pave settings. The firm has employed cutting-edge technology to minimise metal usage, allowing the diamonds to take centre stage in every piece. Statement sautoirs with a hint of rose gold and slender earrings to match, delicate rings that can be stacked, one-off OTT rings, diamond-studded huggies with a twist, circular earrings and stylish bracelets are some of the offerings that are being presented at IIJS Signature. Their creative designs have an international appeal and elevate any attire effortlessly. ■

SPARKLE & GLOW

VALENTINE JEWELLERY (INDIA) PVT. LTD. celebrates the beauty of coloured gemstones with their collection of studded jewellery. Their minimalistic, classic designs ensure that the diamonds sparkle the brightest while the gemstones glow with all their innate hues. With emeralds being an eternal favourite, they have a wide collection of rings, necklaces, pendants and bracelets set with emeralds and diamonds apart from those set with rubies and tanzanite. They also have stylised ear cuffs set with diamonds for those who want designs that are trendy and unique, setting a new standard for understated luxury. ■



CHIC COMPOSITIONS

ZUNDAA has a stellar collection of diamond jewellery set with illusion and micro-pave setting to offer the look of bigger diamonds while being budget-friendly. From daily wear to occasion jewellery, they have it all. The brand also has tri-colour gold jewellery designs, enamelled pieces as well as gem-laden jewels for those who want to embrace colour in all its shades. They have also introduced designer pieces that bring a modern twist to jewellery that features Indian gods and goddesses as well as symbolic elements with diamonds, gemstones and gold. ■



ROMAN RENDEZVOUS

HOUSE OF SPARSH'S latest collection Vaticana – Where Art Meets Modernity, is inspired by the world's smallest country, Vatican City. The administrative and spiritual centre of the Roman Catholic Church is known for its unique and artistic collection of architectural masterpieces.

House of Sparsh reimagines the heritage and timeless tales of the city and transforms them into modern ornaments. Rings, necklaces, bracelets and more outfitted with diamonds and blue sapphires, kunzites, tanzanites, and many other gems pay homage to the splendid architecture and decorative arts. Each masterpiece is an amalgamation of art, culture, history and spirituality. ■





UBER LUXURIOUS JEWELS

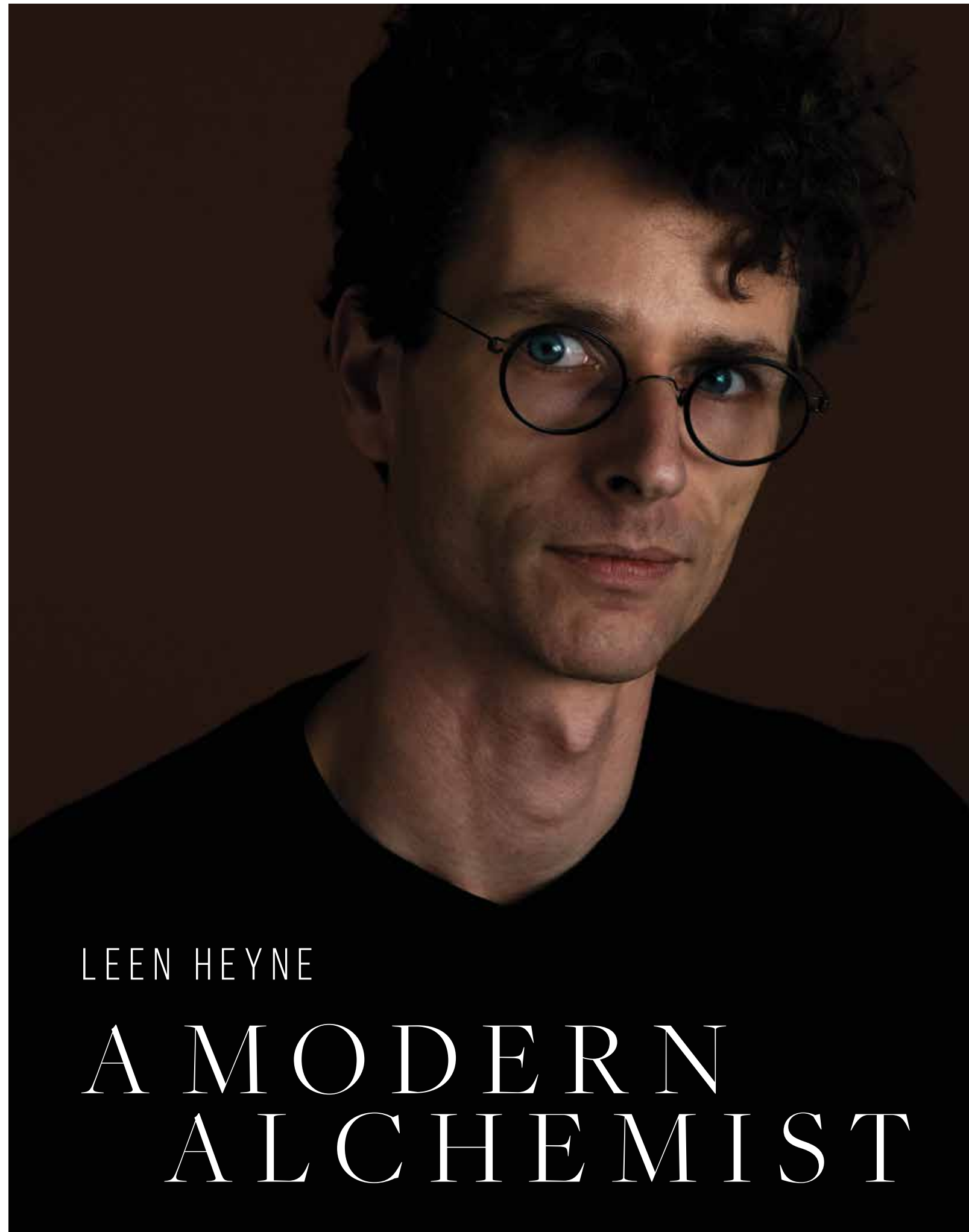
HIRANI (P Hirani Exports LLP) specialises in high-end jewellery patterned with fancy colour diamonds, perfect for those seeking extraordinary and individualistic pieces. Their collection spans from minimalist designs like half eternity bands featuring yellow diamonds to opulent bracelets adorned with natural fancy colour pink diamonds. A standout piece is the floral bouquet ring, with pink, yellow, and green diamonds as the centres of three individual flowers, while the other curvy ring features a profusion of yellow diamonds. The rarity of pink, blue, orange, yellow, and green diamonds makes each creation truly one-of-a-kind. ■



ENCHANTING SILHOUETTES

SAVIO JEWELLERY takes fluid forms one notch higher with their creative visualisations. Bespoke designs, skilled artistry and high-quality gemstones such as tanzanite, emeralds and rubies coupled with the brilliance of diamonds make sure that each contemporary jewel is a sight to behold. Each jewel is meticulously crafted to perfection and celebrates elegance and sophistication in every detail. Many of their necklaces can be transformed into bracelets, making sure that the jewels can be worn on countless occasions, in turn becoming a testament to countless priceless moments. ■

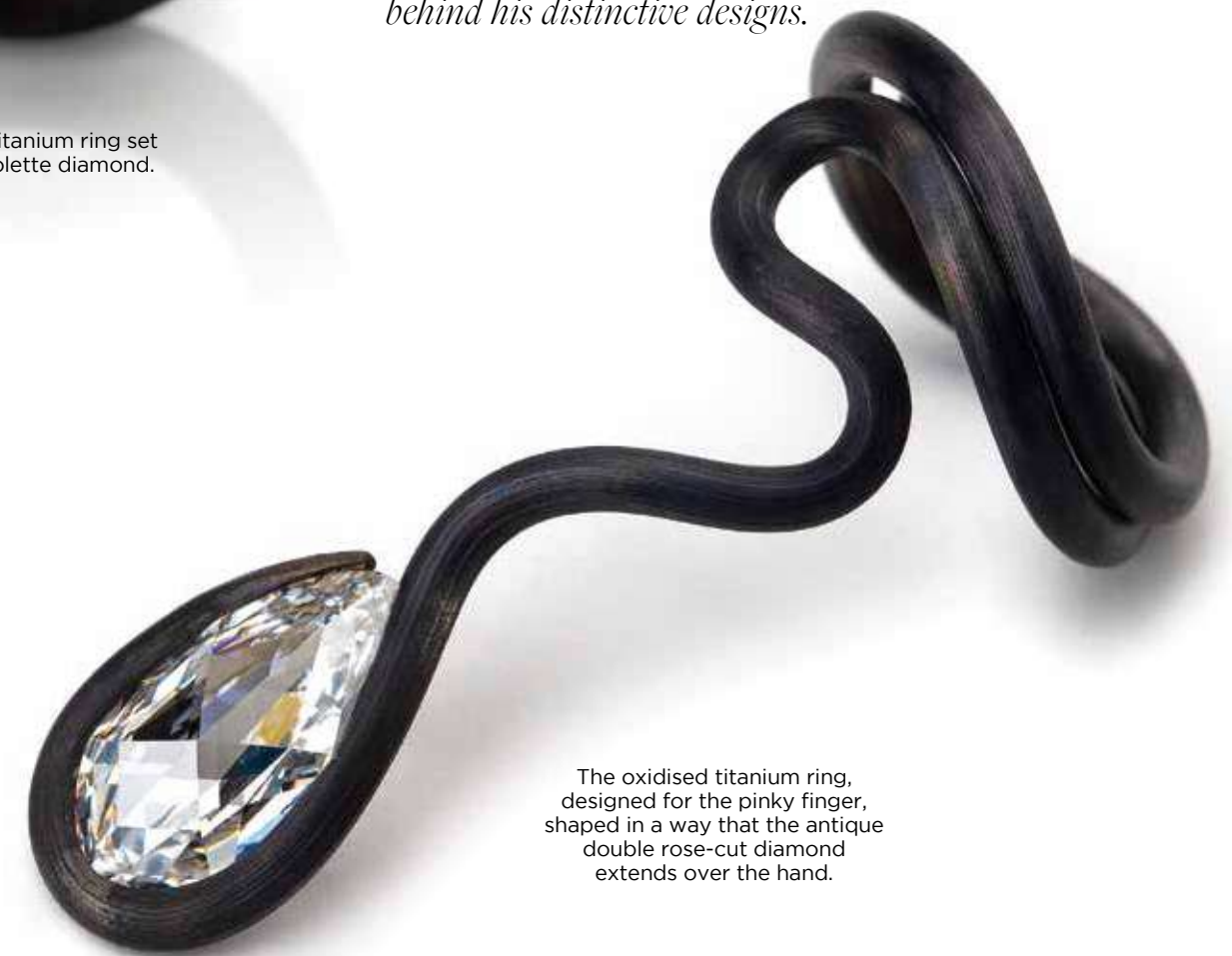




Oxidised titanium twisted ring
focused on a rose cut diamond.



Oxidised titanium ring set
with a briolette diamond.



The oxidised titanium ring,
designed for the pinky finger,
shaped in a way that the antique
double rose-cut diamond
extends over the hand.

*For some, being unconventional is second nature, and doing the unthinkable is routine. One such lateral thinker, who is celebrated for his deconstructivism, is **Leen Heyne**, an avant-garde Dutch artist.*

Single strips of gold, platinum, titanium, and steel turn to putty in his hands – and his one-off pieces greet you with curves, crisscross patterns, folds, twists, holding aloft oversized gemstones, as if enfolding them in an embrace. The free-flowing, sensual and silken forms that showcase gems seemingly defying gravity stir emotions and curiosity.

Leen treats diamonds differently – they are set not after but during the process when the metal takes shape – becoming an integral part of the creative process. This signature technique allows Leen to amplify the inherent beauty of diamonds in its most expressive form.

*The raw, fuss-free fluid forms express a striking duality – exuding both strength and grace in a singular blend. In an exclusive interview with **Solitaire International**, the artist delves into the philosophy behind his distinctive designs.*



The pear-cut diamond is held in a tight grip in this oxidised zirconium ring.

Ring made from a flat strip twisted into a thick-walled tube.



Gold ring inspired by ancient Viking twist pattern.



The brown pear-cut diamond claims pride of place in this undulating yellow gold ring.



Tell us more about yourself ... what influenced you to get into the field of jewellery making?

I started my first collection in 2010 after graduating from the gold and silversmith academy in Schoonhoven, the Netherlands.

I've been fascinated by well-made objects, tools, and fine arts since early on and have always enjoyed making things with my hands.

I don't quite remember why I decided to go into goldsmithing. However, looking back, I believe it has been a logical decision.

Your designs evoke an organic rhythm and fluidity. What inspires this connection to natural forms, even though your work isn't directly influenced by nature?

My approach is a very natural way of building, bending, and twisting, looking at what the metal does and likes to do.

Especially in my first collection, I was not trying to make any specific shapes but rather paying close attention to what happened after applying forces to the metal.

Understanding, enhancing, and trying to redo the outcomes led to my first folded and

twisted bands.

In my current work, I am more deliberate, conducting the metal more into specific shapes and leading it around a fancy-cut diamond.

These works start with diamonds – it's a conversation during which I try to find out how to give the gemstone the best platform.

Some stones are very dominant and proud, others can be submissive. A simple example is that some diamonds want to be placed perfectly aligned to the finger and others don't mind if I give them an asymmetrical position.

Could you tell us the creative process and the techniques that make your designs so distinctive?

My work is all hand-bended, not carved, cast, printed or assembled. Every piece is made from a single strip or wire, forced, folded, or twisted into shape.

This requires working closely with the metal and understanding how it behaves. The deep matte lines are pre-sanded before shaping the metal.



1



2



3



4



5



6

1 Hot bended and twisted titanium ring set with a pear-shaped brown diamond.

2 The ring, made with twisted steel, showcases a briolette diamond.

3 The sinuous ring made with oxidised titanium holds a brown briolette diamond.

4 The brown rose cut diamond is encircled in a spiral design in this ring made of oxidised zirconium.

5 18-karat yellow gold twisted ring set with two chestnut brown pear-cut diamonds.

6 The curvaceous yellow gold ring holds aloft a sugarloaf sapphire.



Organically shaped 18-karat ring
crafted in saturated red gold.

You emphasize the natural forces within gold and platinum. How do you balance their inherent qualities with your vision during the design process?

I choose my metals mainly for their properties, on what kind of curve or setting I envision doing with it. Gold, yellow or grey, platinum, steel, or titanium, they all have their unique language and qualities. Sometimes it's a hard choice between a shape I'd like to make and the colour of the metal that suits a particular stone better.

Your approach to integrating diamonds, where they are held by tension instead of traditional settings, is fascinating. What inspired this technique, and what challenges does it present?

I love the look of the metal wrapping around a gemstone. It's a minimalistic approach where the flow and tension enhance the natural appearance as if the metal has grown around the stone.

One of the challenges is that in some cases, the gemstone secures its place during the formation process, but the ring hasn't taken on its final shape yet. It requires great care in predicting the next steps, making sure the stone sits straight on the finger, or the ring size will not end up right.

Another challenge with tension settings is supporting the stone just right; there shouldn't be any risky hotspots, and the tension should be strong, but not too strong, or the gemstone can get damaged.

Your designs are marked by minimalism, with a focus on authenticity and the



Folded grey gold ring.

absence of decoration. How do you see simplicity enhancing the storytelling aspect of your jewellery – since jewellery is all about embellishments?

The beauty lies in the metal showing its true nature and the stone being given the right platform to shine.

In my opinion, there is no need for further enhancements when these two elements are right.

I try to make my works beautiful from all angles and pay attention to how it flows/fits the finger.

How long does each piece or collection take to complete?

All the creations are handcrafted by me, from start to finish, without any fancy

equipment. The "one-of-a-kind" gemstone pieces can take a long time. Sometimes, I make up to 10 test metal try-outs before starting on the final ring.

Are there any new materials, techniques, or themes you are excited to explore in the future?

I'm still learning and exploring the black metals, titanium, and zirconium. At first, I wasn't very drawn to these metals, however, when I started testing it, I found I could do things with it that I couldn't do with the more traditional gold and platinum alloys.

I'm planning to focus a bit more on bangles and pendants in the upcoming year, though I will probably be and stay a ring maker! ■



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THE FUTURE BELONGS TO FANCY-CUT DIAMONDS

As fashion evolves, so does the language of diamond cuts. While classic rounds remain popular, jewellery designers are becoming more experimental, opting for extraordinary bespoke cuts that offer endless possibilities. These cuts allow for intricate forms and breathtaking light reflections, resulting in unique and luxurious pieces.

– Shanoo Bijlani



The stout, oval Scarab Brooch with golden legs is accented with a row of diamonds. Its mouth is articulated with an Old Mine Fancy, oval-cut Golconda diamond. By Saurabh Bhola

The shift from classic rounds to fancy diamond cuts has been gradual but is gaining momentum. Fancy-cut diamonds not only enhance the artistic appeal of each piece but also resonate with consumers seeking exclusivity. Advancements in stone-cutting techniques have further enabled these innovative designs, pushing the boundaries of craftsmanship, redefining luxury in fine jewellery.

Ishu Datwani, Founder, Anmol Jewellers, a high-end jewellery retailer, believes that the increasing popularity of fancy shapes is driven by unique aesthetics, modern trends, and celebrity influence. “For me, ‘fancies’ appear more distinctive than round diamonds because of the diverse and interesting shapes and angles, allowing customers to choose a diamond cut that suits their personal style.”

Datwani observes rising demand for pears, marquise, radiant, rose cuts, briolettes, and ovals. He believes that each fancy cut, whether it’s the elegant emerald, the romantic heart, or the striking marquise, brings its own personality to jewellery.

New-age jewellery artist Vishal Kothari, Founder & Creative Head, VAK Jewels, has a predilection for the portrait cut for it captivates him due to its refined and minimalist look. He states, “It has an understated charm, almost like a floating mirror capturing light in its own quiet way, aligning beautifully with VAK’s ethos. We focus on beauty in simplicity and craftsmanship. The portrait cut allows me to achieve that, making each piece feel light, delicate, and modern, yet steeped in heritage.”

Among Kothari’s other personal favourite cuts are antique rose, and step cuts, that help him “create a sense of architecture within the stone. These cuts bring out the unique character or charm of each gemstone. For me, more than just brilliance it’s about depth, character, and form, which adds layers to the jewellery and, ultimately, to the wearer’s experience.”

Kothari, who caters to clients seeking high-end, artisanal jewellery, believes that fancy-cut diamonds add character to the piece, reflecting their individualistic choices. “Fancy cuts add a unique perspective, allowing light to interact in unexpected ways. It’s not just about the sparkle, but also about the story, geometry, and artistry each stone conveys. The incorporation of unique cuts caters to

those who see jewellery as an art form.”

Elaborating on his inclination towards unusual cuts, Saurabh Bhola, a high-end jewellery artist, notes, “I hold a profound admiration for ancient gemstones, likely rooted to my early immersion in the family jewellery business. Rather than viewing these stones as relics, I feel driven to extend their legacy by reimagining them in modern settings. On many occasions, I have had gemstones cut into unique shapes and intricate carvings to further enhance their individuality.”

Bhola’s passion for ancient gemstones has instilled in him a deep appreciation for the cuts traditionally associated with them, such as the old mine and old European cuts. Created entirely by hand with limited technology, these cuts possess an undeniable charm, whether in cushion, oval, lozenge, or



Edgy, two-tone gold ear cuffs are fashioned with rows of baguettes, drop-cuts and brilliant-cut round diamonds. By Anmol Jewellers

briolette forms, he says, adding, “Recently, I had the privilege of working with an exquisite 5-carat portrait-cut Golconda diamond for a very special client. It’s a captivating, flawless stone that has become one of my most cherished pieces. Each of these stones seems to possess a silent narrative. When working with newer gemstones, however, I engage closely with master lapidarys – esteemed artisans who have collaborated with our family across generations. I visit them regularly throughout the creation process, ensuring that each piece fully embodies our shared artistic vision.”

Design houses are increasingly collaborating with special lapidaries to custom-cut stones to suit the designs, while some have gem-cutting master craftsmen in-house. Kothari adds, “While we don’t cut all our gemstones in-house, our collaboration

is deep. We guide and oversee the process to ensure every piece meets our exacting standards, and this partnership with skilled artisans allows us to explore unique shapes that are essential to VAK's design language. It's a balance of vision and craftsmanship, each piece shaped by skilled hands that understand the artistry of gemstone cutting."

Premium for Fancies

Considering the intricate craftsmanship involved in creating fancy cut diamonds, fancy diamonds differ in their price range as compared to that of round diamonds.

"They often carry a premium over round diamonds due to the labour-intensive processes and the skill required to shape each unique facet," notes Kothari, adding that the yield from rough stones when cutting fancy shapes is less, thus driving up their value. "For VAK, it's not just about rarity but about creating something that is distinct, a piece



The structured ear studs from the Shattered collection are centred on rare rectangular yellow diamonds, framed by emeralds and portrait diamonds that extend outward in a stunning burst of design. By VAK Jewels



The linear earrings emanate a subtle sparkle outfitted with portrait-cut white diamonds and radiant pink sapphires. Reverse-set cabochon rubies of an intense red hue add a striking contrast to the design. By VAK Jewels



Earrings from the Architectural Splendour collection feature an arch-shaped post, suspending two linear tassels that frame a triple-square motif. The distinct design, inspired by Jaipur's famous doors, is enhanced with a pattern of trapezoid-cut portraits, round rose cuts, and cabochon emeralds. By VAK Jewels



Nature-inspired Forevermark earrings crafted in white gold featuring brilliant-cut rounds, marquise and rose cut diamonds. By Anmol Jewellers

that holds both intrinsic and emotional value. This craftsmanship inevitably reflects in the pricing, as we aim to deliver a design that's rare, tailored, and timeless."

At VAK, every cut, angle, and facet is a tribute to the tradition of jewellery-making, balanced with an exploration of modern minimalism. Our journey is about blending heritage and innovation, creating jewellery that feels as relevant today as it will decades from now."

According to Bhola the pricing of a fancy-cut diamond depends on numerous factors, primarily the uniqueness of the cut itself. "Achieving the perfect shape often involves a significant sacrifice in stone weight, sometimes even more than the final carat weight achieved. In many cases, it's an emotional endeavour rather than a purely practical one, driven by the vision of

matching the stone precisely to the design sketch. Consequently, the price of a fancy-cut can vary widely in comparison to a traditional one."

Bhola adds that his design philosophy centres on creating one-off pieces, often using avant-garde techniques. This creative freedom encourages him to push boundaries, and design a piece with unique diamond cuts. Irrespective of the premium, he believes, "Ultimately, it's the special connection between the wearer and these unique pieces that makes the process so rewarding."

The future clearly belongs to fancy-cut diamonds, and they have the potential to dominate the market, observes Datwani. "While round cuts will likely always remain popular, the growing appreciation for unique and personalised jewellery designs suggests that fancies will continue to gain traction." ■



Maria Cristina Buccellati



Nicolas Luchsinger



A RENAISSANCE OF CRAFTSMANSHIP

THE LEGACY OF BUCCELLATI'S JEWELLERY

Using gold as a canvas for exquisite craftsmanship, Milanese jewellery brand Buccellati, founded in 1919, has created iconic styles that continue to captivate connoisseurs across generations, a distinction achieved by only a select few among Italy's many jewellery brands.

Maria Cristina Buccellati, Global Communications Director of Buccellati, and Nicolas Luchsinger, CEO of Buccellati, share the journey of growing a historic brand into the modern world from Milan, in an exclusive interview.

– Shilpa Dhamija

TOP | The new copy of the famous Magnolia brooch designed by Gianmaria in the 1990s for the Japanese collection, the yellow, pink, and white gold flower features white gold petals hand-engraved using the Segrinato technique that lends the petals an opaque, soft, velvety texture, while the glossy etched veins highlight the realistic appearance of the flower, which seem to move in the wind. Yellow gold stamens in the centre of a rose-gold corolla are engraved using the Rigato technique.

Mario Buccellati, the visionary founder of the Italian maison, launched his namesake venture in the bold, transformative era following World War I. He acquired the Beltrami and Besnati goldsmith business in the heart of Milan, where he had mastered his craft as a jeweller. Within a few years, Buccellati expanded to Rome and Florence, earning acclaim for his intricate craftsmanship, which transformed gold into delicate designs resembling lace, tulle, and honeycomb.

In the 1950s, Mario Buccellati's sons joined the family business, to help expand the brand's global reach; they established the first boutique in New York City and partnering with a reputed luxury goods importer in Japan. As his sons pursued global expansion, Mario continued to innovate, applying his goldsmithing techniques to create collectible silverware and jewelled cases. In the 1970s, Gianmaria Buccellati, Mario's son, founded the Italian Gemological Institute (IGI).

In 2020, Swiss luxury conglomerate Richemont, which is also the parent company of Cartier, acquired Buccellati to expand the Italian brand's global presence and its exquisitely crafted, Renaissance-inspired jewellery. Under Richemont's stewardship, Buccellati's store count grew from 28 to 48 within four years, with nearly 30% of its boutiques now located in China.

The third generation of the Buccellati family, Maria Cristina Buccellati, Gianmaria's daughter, along with her brother Andrea Buccellati, continues to uphold and advance the brand's creative and unparalleled legacy.

The white gold Opera High Jewellery pendant earrings are composed of diamond recessed garlands and fans, laterally Rigato engraved, with oval leaf molded bezels and diamonds in the centre.



How do you create demand for a historic brand in a modern world?

Nicolas Luchsinger | Italy, like India, has a deep history in craftsmanship. As a jewellery brand, Buccellati takes inspiration from the Renaissance period. The reason we continue to be in demand is because we are consistent with our style which is why our designs are instantly recognisable. We never change or follow trends. Our products are niche, very refined and not mass produced. That is the secret to our success.

Maria Cristina Buccellati | We are fortunate to have a diverse clientele spanning all ages, including many loyal customers who have remained devoted to the brand for years. For instance, our highly successful silver jewellery line, Blossoms, crafted in combination with gold, appeals to both younger and older clients alike. Additionally, our other jewellery collections are thoughtfully designed to allow for versatile mixing and matching, catering to a wide range of tastes and preferences.

While we do care about reaching younger consumers, we don't change our defined style just to match ongoing trends. Our style transcends generations as it is timeless. For instance, most of the jewellery that I wear is from my mother and grandmother, and even my daughter wears it. Similarly, our client growth is achieved organically because they have seen our products owned in their family.

How do you attract new clients beyond relying on word-of-mouth promotion? Who are the newer audiences you aim to reach?

Nicolas Luchsinger | We have marketing campaigns and do product placements. We have historical markets like France, Italy, the UK and the US, and then we have new markets like the Middle East and China, Taiwan, and Singapore where we do events to gain traction.

We have recently started using modern-day girls in our campaign, aristocrats, easy-going people. Buccellati is not only elegant, but it is also for everyday use.

Which are Buccellati's most important markets today?

Nicolas Luchsinger | The Asia-Pacific region, including China, Taiwan, Hong Kong, Singapore, is our biggest market today. We are doing well in traditional markets, too, such as Europe. We have been present in the U.S. since the 1950s, when our first store



The white and yellow gold Idyllium Floralis bracelet with the Ornato engraving technique is enhanced with round brilliant-cut diamonds.



Gold cuff bracelet adorned with diamonds and complemented by the Rigato engraving technique.



Domed gold band cuff bracelet with Rigato engraving, dotted with diamond-studded florets.



Buccellati Dream Cuff bracelet in white and yellow gold.



Buccellati's Holiday Season campaign.



Photo credit Buccellati

was opened in New York. We believe the US is a very important market for high-jewellery as well, and we can grow more in the subcontinent.

Maria Cristina Buccellati: There are many markets that we are developing our presence in such as the Middle East. We already have a store in Dubai and are opening another one there as well as one in Saudi Arabia.

India is the second-largest consumer of gold jewellery and among the top three global jewellery markets. For European jewellery brands such as yours, do you see the same growth potential in India as in China and the US?

Nicolas Luchsinger | India is one of the most experienced jewellery markets in the world. The reason we are not in India is because we wonder why anyone would buy a Buccellati piece when they already have the best jewellery in India. If you look at the Ambani wedding their jewellery was made by the local jewellers.

Maria Cristina Buccellati | That said, we do try to attract the Indian diaspora in the Middle East because we know Indians

love to shop there for jewellery. Maybe one day we will also be in India because we feel Buccellati and Indian craftsmanship have some similarities in their aspiration for perfection.

Buccellati is renowned for its unique engraving techniques on precious metals. Which of these techniques have stood out as the most popular over time?

Maria Cristina Buccellati | We use many different kinds of engravings on our jewellery such as Segrinato, Rigato, Ornato and Telato. A hallmark engraving style by Buccellati is the Segrinato, in which a delicate luminosity is created on the metal by engraving overlapping lines in different directions. The Telato technique is used to create a fine intricate texture similar to linen or canvas. While in the Ornato technique, the decorations take the forms found in nature such as animals, leaves and flowers.

However, the most popular and successful engraving technique on precious metal used by Buccellati is Rigato. We apply it to many of our collections such as Dream bracelets and even our iconic Macri collection. In a certain way, we can say it is a simple looking technique but certainly not the easiest to achieve. As for the Rigato technique, we create a silky sheen texture by cutting parallel lines into the metal. A craftsman has to have a very firm hand to be able to achieve that.

Segrinato is more complicated. We do it on some rings and on boxes. Ornato and Rigato are often used together because they complement each other. We pride ourselves on doing these engravings because they are very complicated and no one else does them as they are expensive and time-consuming

Where do you source the precious raw materials for your jewellery? Do you cut the gems in-house?

Maria Cristina Buccellati | We don't cut the diamonds in-house. Only once have we cut the diamond in-house, which was for the Opera jewellery collection.

Which is your personal favourite piece from the recent Buccellati collections?

Maria Cristina Buccellati | Although I adore all of our jewellery, my personal favourite is the high-jewellery Opera collection that we launched 4-5 years ago. They feature emerald-coloured diamonds and all the workmanship of Buccellati, using the pierced honeycomb style of our brand. ■

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BONHAMS ~ SIGNED JEWELS & COLOUR DIAMONDS

SHAPING AUCTION TRENDS

Quality signed jewels, natural pearls and colour are key drivers of the high jewellery auctions market, Kate Flitcroft, Bonhams' co-head of jewellery, UK, told Solitaire's contributor David Brough after the auction house's London Jewels sale on New Bond Street on December 5.

– David Brough

What were the top highlights of the London Jewels sale on December 5, and how did they perform?

The highlights from London Jewels included an exceptional coloured diamond and diamond ring, circa 1830.

The old pear-shaped diamond of light pink colour weighing 2.27 carats, was set within a heart-shaped surround of cushion-shaped and old brilliant-cut diamonds. The spectacular ring sold for £381,400, over seven times its pre-sale estimate of £50,000-70,000. The result is a combination of the desirability of coloured diamonds plus the charm of the old-cut stone.

Other notable lots included two natural pearl necklaces; natural pearls are currently fetching strong prices because of scarcity of supply. The first was a natural pearl, ruby and diamond necklace from a Private Collection. Featuring five strands of graduating natural pearls of white to creamy white in colour, accented by a pair of ruby and diamond floral spacers. The pearls were very well matched with excellent lustre. The necklace sold for £343,300 (estimate of £150,000-250,000).

Another favourite was a pair of Marianne Ostier (1902-1976) diamond-set mid-20th Century ear clips. The talented Austrian female goldsmith designed the ear clips as two stylish unfurling leaves set with diamonds, the



◆ Sapphire and Diamond Ring



◆ Fancy Intense Yellow Diamond Ring



◆ Boucheron's Art Deco Amethyst, Jade and Diamond Ring, Circa 1930



◆ David Thomas Spinel and Diamond Ring, 2020



◆ Sapphire and Diamond Necklace, 19th Century





◆ Sapphire and Diamond
Necklace, 19th Century

sculptural design exemplifies her technical mastery as setting diamonds in seamlessly smooth and undulating settings is notoriously difficult to achieve. The marvellous jewel captivated bidders and sold for £25,600.

I particularly loved a highly articulated Carlo & Arthur Giuliano enamel and gem-set necklace, circa 1900, that was composed of swags decorated with black and white enamel, set centrally with green and blue-green sapphires, suspending a bouton-shaped pearl drop of grey tint, accented by cushion-shaped green sapphires, circular and French-cut garnets, terminating with seed pearl finial. The rare design was offered in its original fitted case and sold for £53,740 (Estimate £20,000-30,000).

What key market trends can you identify from the sale?

Demand continues for quality signed jewels, natural pearls and colour in the form of both coloured diamonds and certificated coloured gemstones.

Coloured diamonds are by far the most sought-after category in today's market, commanding the highest prices with collectors vying to acquire the rarest stones.

Coloured gemstones and jewellery that combine signed jewels from notable firms or exceptional provenance, with coloured stones deliver higher prices at auction.

Natural saltwater pearls are also fetching strong prices. These miracles of nature take years to form. It can take even longer to gather sizeable pearls with uniformity of shape with even lustre and consistency in colour and quality to create a strand of pearls. Natural pearls are very rare occurrences individually, so when a necklace such as the natural pearl, ruby and diamond necklace comes to the market, it attracts significant international interest.

As 2024 wraps up, what is the overall health of the high-end jewellery auctions market, and what is the outlook for 2025?

In 2023, Bonhams global jewellery department had its most successful year to date. This year, we have continued to see ongoing success in bringing gems and jewels to our global network, achieving significant results for coloured diamonds at auction.

Notable examples include a Mouawad diamond and fancy coloured diamond 'Toi Et Moi' ring sold in London Jewels in June. Together the 5.03-carat fancy intense blue diamond and the 5.13-carat fancy purple-pink diamond sold for £2,952,400. In November's Hong Kong Jewels & Jadeite sale, an exceptional very light pink coloured, round brilliant-cut diamond of VVS2 clarity, weighing 30.10 carats, classified as type IIa, sold for HK\$20,419,000 (US\$2,623,190).

Consumer confidence is at an all-time high in terms of making jewellery purchases both online and in live sales and we expect this to continue in 2025.

Breaking this down further, what types of coloured gemstones are outperforming, and why?

There is a current increase in appetite for coloured gemstones with rubies leading the way, followed by emeralds and sapphires. Premiums are paid for old-cut stones, or stones sourced from mines that have long since closed. This adds to the scarcity and allure of the stone. The value and commercial appeal of coloured gemstones depends almost



Coloured Diamond and Diamond
Ring, Circa 1830



Carlo & Arthur Giuliano: Enamel and
Gem-Set Necklace, Circa 1900



Marianne Ostier Diamond-Set Ear
clips, Mid-20th Century



Boodles Diamond and Coloured
Diamond Ring, 2016



◆ Natural Pearl, Ruby and Diamond Necklace.



◆ Natural Pearl and Diamond Ring, Circa 1935

entirely on the gemstone's geographic origin.

For example, the most desirable emeralds come from Colombia. The mines there were founded by the Spanish Conquistadors, and date back to the mid-1550s. The stones from these mines were of exceptional quality and made their way to the courts of India, Egypt and Persia and are termed 'old mine' stones, making them in high demand.

What types of "high" diamonds outperform?

By high diamonds, I believe you mean rare or significant stones. Coloured diamonds are the rarest types. The most desirable are blue and pink diamonds, followed by greens and yellows. Furthermore, there is a charm to old-cut stones, adding another layer of desirability. Unlike the coloured diamonds which are mined today, mostly in South and East Africa, old-cut stones could originate from India, for example, the legendary Golconda mines. This rich history continues to capture people's imaginations.

Which so-called "signed" jewels fare best in the high jewellery auctions market, and why is this?

Signed pieces by Cartier, Van Cleef and Arpels, Boucheron, Chopard and Bulgari are enduringly popular at auction. These firms have an established history of choosing exceptional gemstones, working with the best designers, and using cutting-edge techniques to produce jewels which were often unique designs of sensational quality. When a singular signed jewel is presented on the international auctions market, it all comes down to the moment the gavel is raised – collectors have a few exciting moments to decide if they want to compete to be the next owner to cherish that jewel for decades to come. As an auctioneer, it is a very exciting moment for me too.

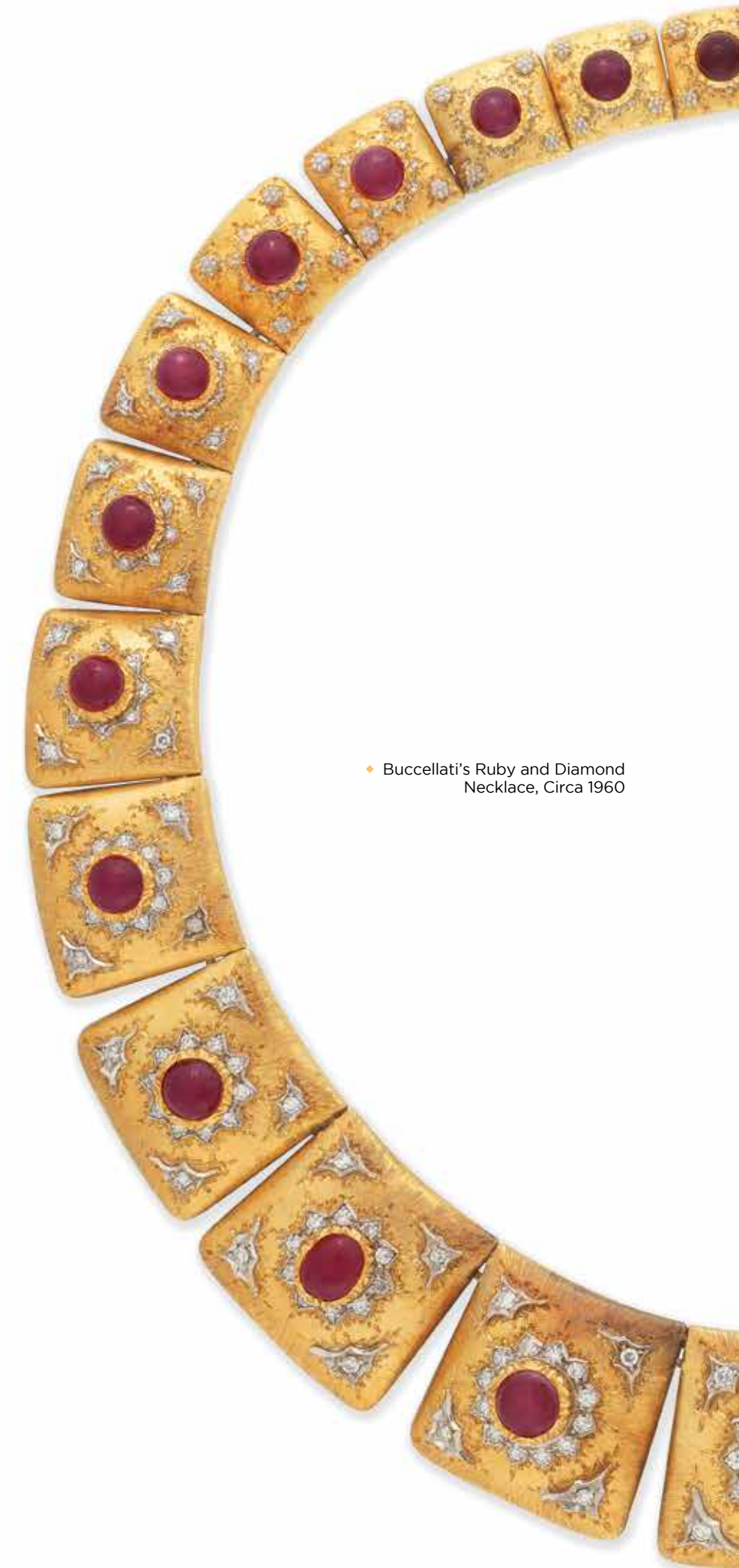
What eras or time periods of jewellery are most sought-after by collectors?

Art Deco jewellery is highly sought after, predominantly because of the revolutionary designs. The designers of the period were working in a brand-new modern style with an enduring appeal. Additionally, Art Deco jewels often incorporate diamonds in different cuts, or other gem materials such as jade and onyx.

Artist Jewels from the 1960s and 1970s are currently in style and therefore in demand. An example of this was seen in our last London Jewels sale where a selection of Kutchinsky jewels fetched very strong prices. We are also seeing Antique Georgian jewellery and Victorian revivalist jewellery performing very strongly, driven by singularity of design and rarity.

What types of jewellery would Bonhams love to offer in 2025?

Any jewellery coming from a private collector is a pleasure to work with. We are fortunate to be able to offer such a vast array of designs from antique to contemporary designs across our global sales. Personally, it is a joy to rediscover a jewel and to be able to shed light on a particular period of history and bring it to life for a new audience. I can't wait for the next year of auctions – I never know what will come through the doors of Bonhams. I'd love to bring more stories to light in 2025. ■



◆ Buccellati's Ruby and Diamond Necklace, Circa 1960

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INDIA GEM &
JEWELLERY
MACHINERY EXPO

1100
Exhibitors

1900
Stalls

60000+
sq. mtrs of
Exhibition Area

15000+
Expected
Trade Visitors

Visitors from
500+
Cities in India

Visitors from
40+
Countries

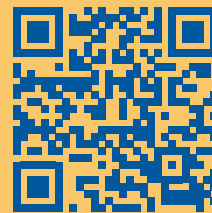
INTRODUCING

The Select Club

EXCLUSIVE HIGH-END COUTURE JEWELLERY

AT IIJS TRITIYA 2025- BIEC

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Registration



IIJS. WHERE GLOBAL BUSINESS HAPPENS.

A Project of Government of India for GJEPC

Bharat Ratnam Mega CFC

A project by GJEPC

An Initiative to Support India's Growth in Jewellery Exports

Bharat Ratnam Mega CFC is equipped with state-of-the-art technologies to meet the evolving demands of the jewellery industry. From rhodium and micron plating to India's first 3D metal printer, from CAD services to lab testing services, and many more technical services with high-end machinery, the facility sets new benchmarks in quality and craftsmanship. Additionally, it provides state-of-the-art venues at reasonable charges and offers training and skilling programs to uplift the industry and build a skilled workforce to take India to new heights. This visionary initiative is led by the Ministry of Commerce & Industry in partnership for GJEPC.

BHARAT RATNAM MEGA FACILITATION CENTRE OFFERS

Technical Services:

1. CAD & CAD Rendering
2. 3D Printing – Metal & Ceramic
3. 3D Printing - Resin & Wax
4. Casting (Gold, Platinum & Silver)
5. CNC
6. Refining (Gold, Platinum & Silver)
7. Mass Finishing
8. LGD Testing
9. LAB Testing Services
10. Micron Plating / Rhodium Plating
11. Enamelling / Coating
12. Hallmarking
13. Gemological Services
14. Exhibition Hall & Auditorium
15. Photography & Video
16. Training & Skilling School

State-of-the-art Event Venues:

1. Auditorium - Multi-Purpose Hall 1 - 350 Seater
2. Multi-Purpose Hall 2 - 80 Seater
3. Grand Exhibition Hall - 10,000 sq. ft
4. Diamond Conference Room - Capacity 25
5. Exhibition Centre Hall 1 & 2 (Ground Floor)
Hall 1 - 1000 sq. ft | Hall 2 - 1457 sq. ft

Training and Skilling

1. Computer Aided Design (CAD)
2. Filling & Assembly
3. Metal Setting
4. Polishing
5. Wax Setting
6. Diamond Assortment
7. Filling & Assembly

MODERN BRIDES. MODERN CHOICES

The big fat Indian wedding season is in full swing! In just the last two months of 2024, India witnessed about 48 lakh weddings, and the celebratory frenzy is set to continue till February 2025. How are today's jet-setting brides crafting their dream celebrations? Solitaire unveils the bespoke jewellery trends shaping the 2024-2025 wedding season, representing one of India's three high-end brands.

– Shilpa Dhamija

VRK By Khanna Jewellers



Kartik Khanna

VRK By Khanna Jewellers

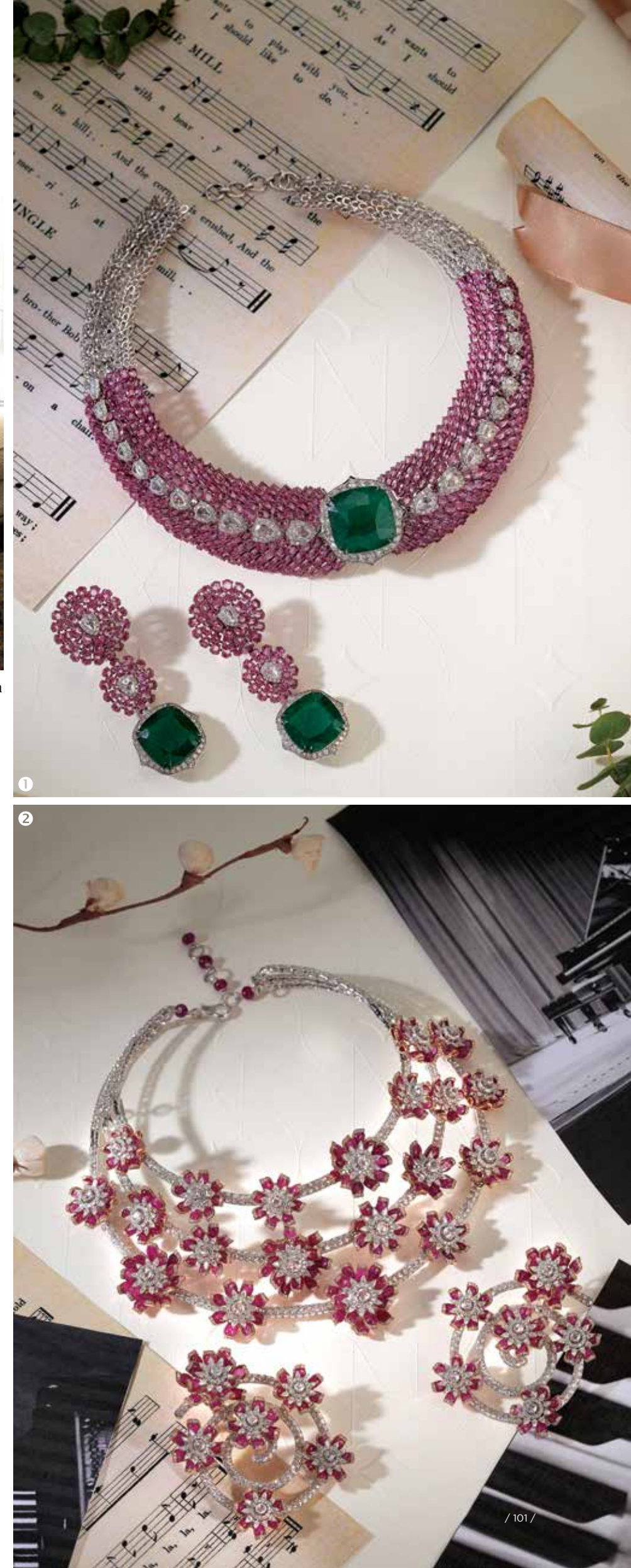
VRK (pronounced Varak) is a bespoke jewellery brand founded in 2021 by the fourth generation of Delhi-based Khanna Jewellers, a family with 70 years in the business. VRK was established to cater to the discerning cosmopolitan buyers seeking impeccable quality and consistent design sensibility from an Indian brand, says Kartik Khanna, Creative & Managing Director VRK By Khanna Jewellers.

“Renowned international jewellery brands have created their brand image and signature style by following consistent design sensibilities. For instance, one can recognise a Cartier or a Tiffany piece by its design aesthetic. In contrast, only a handful of Indian brands have achieved such recognition through unique designs. Identifying a clear demand for this in the Indian market, we created a brand that fills this gap.”

VRK's high jewellery products are designed and crafted by local as well as overseas expert craftsmen and artists, “who understand the importance of a well-finished product,” Khanna explains.

¹
A gem-studded suite by VRK By Khanna Jewellers

²
Dainty floral diamond and ruby set by VRK By Khanna Jewellers





Model wearing a stylised diamond-studded torque embellished with diamonds. VRK By Khanna Jewellers

This wedding season, he has observed a progressive shift in the preferences of bridal jewellery buyers. While diamonds and emeralds remain perennial favourites, there is a growing interest in new colours and unique gemstones. “Customers are now seeking high-quality rubellites, tanzanites, well-cut amethysts, aquamarines, and tsavorites. These gemstones and hues that were once less popular in India but embraced long ago in international markets.”

Bridal jewellery buyers are also experimenting with innovative cuts, particularly in diamonds. “We’re seeing interest in hexagon, kite, and half-moon cuts,” Khanna notes, while he emphasises that round and traditional cuts continue to dominate the bridal jewellery landscape.

Do high-jewellery buyers in India prioritise the investment value of gemstones and precious metals when consigning bespoke pieces? According to Khanna, although investment value remains a significant factor for most jewellery buyers in North India, those seeking distinctive bespoke creations tend to focus more on the design’s uniqueness. “Often, these clients already own an extensive collection of jewellery purchased primarily for its investment value. Now, they desire statement pieces that stand out, creations that need not rely on an abundance of bling to make an impact,” he says. He adds that such consumers are on the lookout for luxury jewellery, a product category that tastefully combines statement gems and statement designs, something that was curiously amiss in the Indian market before. “It has to convey luxury and not just have a big price tag.”

¹ Layers of handcrafted bridal pearl necklace by Kishandas and Co Jewellers, Hyderabad

Kishandas & Co.

In the South, Hyderabad-based Kishandas & Co. jewellers have been ardently carrying forward the legacy of handcrafted jewellery for over 150 years, catering to the elite of the southern India since the time of the Nizams.

“Our ancestors served as valuers of jewellery and gemstones for both the Nizams and the Tirupathi temple for generations,” Pratiksha Prashant, CEO of Kishandas & Co shares with pride.

Originally from Gujarat, the family has successfully established itself as one of the most preferred jewellers in the southern region. Now led by the fifth generation, Kishandas & Co continues to operate just one boutique in Hyderabad to maintain exclusivity. “We are adapting to the modern times while preserving the legacy and accomplishments built over many years,” she says. “If you visit our store, you will find the most traditional designs, the kind that many of our clients recall seeing their grandmothers and mothers wear and sometimes see in catalogues of Nizam jewels.”

Despite rising competition, Kishandas & Co. have distinguished themselves by upholding their expertise in heritage jewels and securing a prominent position among peers.

Pratiksha observes that only a few karigars (artisans) remain dedicated to handcrafting techniques for jewellery, as many from the next generation of these karigars have chosen to pursue careers in other sectors.

“Our specialty lies in preserving the art of craftsmanship and continuing employment opportunities for these skilled artisans,” she explains, citing an example of the manga malai (necklace featuring stylised mangoes) that features antique finishing which very few karigars are skilled in. “We employ



some of the finest and oldest of these karigars.”

There is an evergreen demand for such pieces. Even today, brides want to be as traditional as possible, especially on their wedding day. They opt for matha-patti, choker, bangles, bazuband (arm band), Pratiksha informs. “The only change is that they have a more practical approach to collecting wedding jewellery by layering them in a way so that they can be repurposed even after the traditional wedding functions as separate pieces.”

What truly distinguishes Hyderabad jewellery from other southern styles is its iconic use of pearls. Hyderabad’s affinity for pearls dates to the Nizam era, marked by their opulence and taste for luxury. “Over a century ago, Hyderabad was among the first cities in India to adopt the technology for drilling pearls,” Pratiksha explains. As pearls from across the country were processed in Hyderabad, they became more accessible and synonymous with the city’s jewellery. “It’s a tradition that millennial brides are keen to adopt, which is why the *satlada haar*, which is made with seven tapering layers of pearl rows, remains very popular. We observe even celebrity brides continue to embrace this timeless piece.”

While Kishandas & Co. excels in creating antique and traditional Hyderabad designs, the growing interest in unique gemstones has spurred them to expand their offerings. “Buyers today enquire about rare gems, like a hexagon-shaped emerald, and are willing to pay a premium for it because they know such a cut is rare and expensive. They seek collectible jewellery valued for its design and rarity.” Immediate family members of the bride and groom often commission such bespoke jewellery.

² Hyderabad brides experiment with combinations of jadau, emeralds and pearls to style their wedding day attire. Jewellery by Kishandas and Co.



Manish Malhotra

Manish Malhotra

Mumbai-based world-renowned couturier and jeweller Manish Malhotra is bringing in swirls of tassels into vogue this season – not just in bridal couture but also in jewellery. Malhotra’s jhumkas and tassel-shaped flirtatious earrings are unmissable statement pieces from his latest jewellery collection. “These creations have the power to make a look effortlessly chic yet bold,” says Malhotra. “On days when you don’t feel like wearing



¹ Jhumkaas set with Zambian emeralds and diamonds by Manish Malhotra Jewellery



a necklace, a striking pair of statement earrings is all you need.”

Malhotra's grand jhumkas feature the interplay of Zambian emeralds and diamonds or rubies and diamonds, all showcasing exquisite craftsmanship.

While in Malhotra's preceding collections he let large gemstones take centre stage, this season, he is inspired by the artful blending of fine craftsmanship and the delicate dance of gemstones, encased in beautifully detailed gold settings. “It's not just about the gemstones themselves, sometimes it's the quiet elegance that speaks the loudest,” he reflects.

In terms of cuts and shapes, Malhotra has used the trending rose cut diamonds, bringing a timeless elegance that is subtle and versatile and adds a delicate shimmer to the piece that feels contemporary. He explains, “I love how they bring a softer glow rather than a bold sparkle, especially in bezel or halo settings.” Then there is also the armour cut which is a signature of the brand. “It is inspired by royal grandeur, crafted to capture light with a regal power. This cut transforms coloured stones into statements of heritage with a modern edge, making each piece truly one-of-a-kind,” he elaborates.

Globally savvy fashionistas now view their wedding jewellery as a reflection of their personal journey, a nod to their heritage, and a statement of their modern perspective according to Malhotra. He notes that brides today embrace heirloom

2
Manish Malhotra's
signature Armour
cut emeralds

3
Stylised Haath
Phool by Manish
Malhotra

4
The Maharani
necklace set
with Armour-
cut emeralds
and rose- and
brilliant-cut
diamonds by
Manish Malhotra
Jewellery



jewellery with a twist. “Russian emeralds, for instance, with their opulent green are catching their imagination this season, while contemporary elements like diamond chokers or layered pearl necklaces are gaining popularity,” he says, explaining that the trend leans towards versatility where each piece, whether a statement choker or delicate earrings, can transition effortlessly from a wedding setting to an evening event, abroad.

“Brides are looking for timeless investments, pieces that resonate with Indian heritage yet feel at home anywhere in the world,” Malhotra affirms. ■

GIA
Alumni
Collective®

Legacy of Leadership

“At GIA, we encountered individuals from diverse backgrounds, each bringing unique insights. Their perspectives sparked innovative ideas that shaped our business strategies and personal development.”

Aarti Shekhar, GIA Graduate Gemologist®, Manohar Lal Sarraf & Sons Jewellers, Meerut

“While early exposure to the trade lays a solid foundation. Formal education shapes personal development and ensures the continuity of family legacy.”

Swati Shekhar, GIA Graduate Gemologist®, Manohar Lal Sarraf & Sons Jewellers, Meerut



Could you share the history of Manohar Lal Sarraf & Sons Jewellers and discuss your experience as the fourth generation in your family's business?

Aarti: The legacy of Manohar Lal Saraf and Sons began in 1918 with my great-grandfather, Manohar Lal Saraf ji. Over the years, our business flourished, and in 1983, it was formally established with my father and uncles working together in Meerut.

In 2006, we both completed our GIA GG® and this broadened our horizons. Through the program, we discovered the vast potential of colored gemstones, which inspired us to launch M. L. Natural Gems that focuses exclusively on natural, untreated, and rare gemstones, marking a significant step into the market.

Swati: When we were poised to enter the family business, my father emphasized the importance of gaining independent experience first. He believed that establishing ourselves outside of the family business would foster a deeper appreciation for its values and enable us to contribute more meaningfully. To formalize this approach, he had us sign an agreement committing us to pursue our own ventures and achieve specific financial and professional milestones before entering the family business. We then decided to enroll at GIA. In the following year, we were able to manage and scale up M. L. Natural Gems, which helped us in proving our capabilities and earning respect and credibility in the family.

What are some of the qualities the next generation should possess if they wish to scale the family business?

Swati: Similar to how rough diamonds require cutting and polishing before they are ready for sale, individuals in family businesses must refine themselves like diamonds. While exposure to the family business from a young age provides a foundational understanding, formal education plays a crucial role in personal development and carrying forward the family legacy. It's vital to immerse oneself fully in every aspect of the business, acquiring comprehensive insights and skills. This thorough preparation is key to scaling up effectively and achieving lasting success.

Aarti: In today's market, consumers are exceptionally well-informed and engaged. They know exactly what they want and are eager to learn more. Staying informed and knowledgeable in this environment requires investing in formal education, diverse training experiences, internships, and exploring different perspectives independently. These efforts are crucial for long-term business growth.

Additionally, understanding the existing value systems and how they have contributed to the current state of your business is essential. Aligning with these values while propelling them forward presents a significant challenge for entrepreneurs. It's about recognizing where your business stands, appreciating its journey, and strategically advancing it in line with evolving consumer demands and market dynamics.

What is one of your most-cherished moments while on-campus at GIA?

Aarti: Our time at GIA was incredibly formative. We were the youngest in our class, fresh out of high school, while most of our classmates had already completed their formal education and had work experience. We immersed ourselves fully, learning not just about gemstones, but also about different working cultures and perspectives from around the world.

GIA's Carlsbad campus environment was amazing, filled with opportunities to learn and expand our horizons. We met people from various countries, each with unique insights and ways of thinking. This exposure allowed us to implement new ideas and approaches in our business and personal lives. Even years later, we're still in contact with many of our classmates.

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.

Watch the
interview on
YouTube here



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

“My time at GIA was life changing. Moving to New York was a significant decision, the discipline and experience I gained have been invaluable.”

Niharika Shekhawat, GIA Graduate Gemologist®, House of Sunita Shekhawat

“My father was certain GIA was the best choice for gemology, and this focus on education greatly contributed to our success.”

Digvijay Shekhawat, GIA Graduate Gemologist® and GIA Comprehensive CAD/CAM for Jewelry Graduate, House of Sunita Shekhawat



Can you share the story behind the founding of the House of Sunita Shekhawat and how it has evolved over the years?

Niharika: When you think about evolution, it's not just a grand, sweeping change but a series of small, incremental shifts that happen every day, often without you even noticing. Whether it's how you conduct a conversation or how you design jewelry, you're constantly evolving.

When you look at the journey of our brand – House of Sunita Shekhawat – one major evolution was when the label, which was started by my mother, transitioned into a family-owned business that carries on a legacy. In India, people have a strong culture of craftsmanship, but creating a brand from that craftsmanship is less common. Craftsmanship has always been a critical aspect of our brand's evolution. You want to change the way people perceive craft in branding. It's not just about being expensive—true branding comes from well-crafted work. This is an evolution we strive for every day.

Another significant evolution has been in the form of women's role in business. Traditionally, when you think about legacy brands in India, it's the men in the family who take over. But things are changing. When I was studying at GIA, you saw many women interested in jewelry, but they didn't always make it into the business. I was fortunate that my parents evolved their mindset early on, introducing me to the jewelry business at the right age. For us, it wasn't just about passing the baton; it was about ensuring that both my brother and I were equally prepared to carry it forward.

What are some of the key milestones in the brand's journey that you are particularly proud of?

Digvijay: I recently had a memorable conversation with my father about the jewelry we created for the Ambani wedding. He mentioned that this is the kind of achievement we'll share with future generations—that we were not only invited to the wedding, but also created their jewelry. It's a proud moment for our craft and a significant mark of approval.

Reflecting on that conversation made me think about how I'll pass these stories down to my own children. It evoked a strong sense of nostalgia and pride in our family's achievements. It was a recent highlight that truly resonated with me.

Niharika: One of the biggest milestones for us has been creating the Museum of Meenakari Heritage (MoMH). This project represents the culmination of 25 years of hard work from my parents, as well as efforts of me and Digvijay. It's been a decade for me in the business and working on this museum felt like preparing for an Oscar moment. People often ask how long it took, but it's more than just the three and a half years of work—it's a testament to decades of dedication and effort. This project stands as a significant milestone for us.

Another milestone that I cherish is working alongside my brother Digvijay. Being able to collaborate closely with family is something I'm very grateful for. Typically, family members are separated, especially as women marry and move away. I feel fortunate that we've chosen to work together in this family business. It's a special milestone because the emotional connection drives our brand, and having that personal involvement is deeply satisfying.

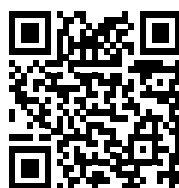
Could you share your experience at the GIA campus?

Niharika: My time at GIA was life-changing. Despite my initial hesitations, the discipline and experience I gained were invaluable. I thoroughly enjoyed my time there, and it marked a period of growth both personally and professionally.

Digvijay: My GIA experience spanned multiple campuses, and the discipline instilled from day one left a lasting impact. The diversity of nationalities and the shared passion for gemstones and jewelry among students was inspiring.

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Watch the interview on YouTube here



“Using independent grading labs ensures accurate assessments. Leveraging a reputable third party for grading upholds honesty and fosters consumer trust.”

Stanley Zale, President of Zale Advisors LLP



As part of our Legacy of Leadership series for the GIA Alumni Collective worldwide, we had the honor of engaging in an insightful conversation with Stanley Zale, President of Zale Advisors LLP. A fourth-generation leader in the gem and jewelry industry, Stanley offers a perspective that seamlessly blends the wisdom of tradition with the demands of modern innovation. In this series, Stanley shares his views on leadership, the industry's evolution, and the legacy he continues to shape.

His leadership philosophy reflects the values passed down through his family, combining them with contemporary practices to ensure the jewelry industry remains transparent, ethical, and aligned with consumer expectations. “Embracing new technologies while staying true to ethical standards is crucial for advancing transparency. Our commitment to these principles ensures we meet evolving consumer expectations and honor the legacy of trust passed down through generations,” he emphasizes.

During the Legacy of Leadership session, Stanley Zale recounted a pivotal moment in 2012 when the discovery of 600 laboratory-grown diamonds misrepresented as natural caused a significant shift in the industry. “We were alarmed by the news,” he recalled. “We immediately checked every diamond in our possession and found that 30 were Type IIa. We sent them all to the laboratory for grading, and fortunately, they were all confirmed to be natural. From that moment onward, we implemented rigorous checks on all of our diamonds at Stellar. As more advanced instruments became available, we integrated them into our screening processes to ensure even greater accuracy.”

Stanley also highlighted the critical role of third-party grading in safeguarding consumer trust. “The best protection for consumers comes when diamonds are graded by independent entities with no vested financial interest in the transaction,” he explained. “For example, GIA offers this essential level of impartiality, ensuring that buyers receive objective, reliable information about their diamonds.” He pointed out that in markets like India, where consumers are often investment-driven, clarity about the long-term value and quality of purchases is paramount.

Stanley reinforced the idea that the jewelry industry's success is a shared responsibility. “This is our industry, and we're all in it together. We have an obligation to ensure its sustainability and growth,” he stated. He stressed that collective success hinges on every stakeholder upholding high standards of integrity. “If one of us fails, we all fail,” he cautioned. “Screening is the bare minimum. Advanced analytical tools like spectrometers can verify a diamond's origin with precision. As an industry, we must embrace these technologies to secure our future.”

The insightful session ended with a Q&A segment:

What are your thoughts on the grading of mounted diamonds or studded jewelry?

In my view, providing more information to consumers benefits everyone involved. There's no downside to increased transparency; we can only gain from it. It is crucial to disclose this information to consumers, allowing them to know precisely what they are buying and avoiding any surprises. If an independent grading laboratory offers a service to evaluate mounted diamonds, I would advocate for utilizing it to enhance transparency. However, it is important that this evaluation is conducted by an independent third-party platform.

He concluded the session reiterating the importance of transparency in maintaining consumer trust and protecting the industry's reputation. “Misrepresenting a diamond's quality isn't just unethical—it damages the entire industry,” Stanley warned. “To ensure the jewelry trade continues to thrive for future generations, we must uphold transparency and integrity at every level.”

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“Our core values serve as guardrails, ensuring that even when we’re caught up in the day-to-day, we never lose sight of what matters most.”

Samir Sagar of Manubhai Gems Pvt. Ltd.



How has your family's 27-generation legacy as goldsmiths shaped your approach to leadership?

When you're young, you don't fully grasp the significance of legacy. I remember when I was a kid, our grandfather would have us memorize the names of our forefathers from eight generations back. At the time, it felt like reciting math tables, something we did to avoid upsetting him, without understanding its true importance. But now, in my 40s, it has all sunk in. Reflecting on it, I realize that 27 generations of goldsmiths is no small feat.

As I've grown older, I've come to see this legacy as a responsibility. It changes how I approach both life and work, adding a deeper sense of purpose. I often ask myself, how can I live up to this 27-generation legacy? It's a powerful motivator, and whenever I reflect on it, I am filled with immense respect and a profound sense of duty.

What core values do you believe have been crucial in preserving Manubhai Gems as a family business through generations?

At work and home, values are at the heart of everything we do. We often discuss two types of values—those passed down from my family, like from my grandfather and the generations before him, and then there are the values we've shaped for the organization. While they overlap, we wanted to establish a distinct set of organizational values. For us, these values act as a guiding compass, especially in situations where tough decisions need to be made. We have defined four core values for our organization:

Junoon for the Customer: In retail, the customer is truly king, but for us, it goes beyond that. Our focus is on always putting the customer first, no matter the circumstances. For instance, if a customer returns with a broken piece of jewelry purchased years ago, it may be due to normal wear and tear. However, rather than focusing on what caused it, we prioritize making the customer happy. Whether that means a repair, a replacement, or even refunding the full amount, including taxes, we make sure the customer leaves satisfied. This mindset carries over to all aspects of our business, from after-sales service to investments in technology and processes.

Dangal Spirit: Inspired by the movie Dangal, this value is about resilience and grit. In retail, as in life, there will always be challenges, roadblocks, and competition. The key is to keep pushing forward and win enough "bouts" to succeed in the long run. Like in the movie, the pursuit of the bigger goal may require sacrifices along the way, but with determination, we'll achieve success.

We Before Me: This value is about teamwork. We don't promote a "superstar" culture where one person outshines everyone else, especially if that person lacks respect for his colleagues. It's a team effort from top to bottom—everyone, from the greeter to the executives, plays a vital role. Even management decisions are made as a team. The idea is that we're stronger together.

Results Matter: While it's easy to get caught up in the hustle, what truly counts are the results. It's not about running around endlessly; it's about working smart and delivering outcomes. We encourage our team to focus on efficiency—getting better results with less effort, rather than burning out without seeing tangible gains.

These values keep us aligned and help guide our decision-making process. They serve as guardrails, ensuring that even when we're caught up in the day-to-day, we never lose sight of what matters most. Whether it's putting the customer first, working as a team, or delivering results, these principles shape the way we operate.

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All Jewellery by Shah Vanaji Kesaji & Co

CHAMPIONING LIGHT GOLD JEWELLERY

The jewellery market is witnessing a significant shift driven by evolving consumer preferences and greater accessibility. Lightweight gold jewellery aligns well with active lifestyles, seamlessly transitioning between casual and formal wear. This trend is gaining traction not just in India but globally, especially in cultures that have a deep-rooted tradition with gold. The appeal lies in its unique blend of style, affordability, and versatility, particularly resonating with younger generations.

Manufacturers of light gold jewellery are embracing modern technology to craft intricate and unique designs with unparalleled precision and efficiency. Solitaire International connected with six leading gold manufacturers at IJS Signature who are staying ahead of market trends.

– Shanoo Bijlani

Vishal Jain
Owner, Shah Vanaji Kesaji & Co

Lightweight gold jewellery is expanding its reach, offering accessibility to a broader range of consumers. Combining techniques like 3D printing, laser cutting, and traditional craftsmanship, manufacturers can now design pieces that are intricate yet durable. 3D printing allows for precise, complex structures with minimal material use, while laser cutting adds delicate patterns without the added weight. Traditional handcrafting infuses each piece with character.

One of the main challenges is maintaining quality and structural strength, as thinner gold may be prone to bending or damage. So, we use advanced design techniques to reinforce delicate areas without adding weight. Careful selection of alloys helps enhance durability, while precise manufacturing processes minimize

weaknesses, to balance durability with design.

3D printing builds complex structures layer by layer, enabling designs that traditional techniques can't achieve, while rapid prototyping minimizes material waste. Laser cutting adds precise, delicate patterns without extra weight. By integrating these technologies, manufacturers can reduce a standard piece's weight by 20%-40%.

Lightweight jewellery resonates with diverse demographics. For us, we have observed that rural buyers in central and western India appreciate its affordability, while urban professionals and millennials and Gen Z value its modern aesthetics and versatility.

Emerging technologies, like AI-driven design software, will allow for highly customised, complex patterns, while eco-friendly gold alloys will combine sustainability with classic appeal. ■



Aman Jain
Director, Kalash Gold And Ornaments Pvt. Ltd.

The demand for lightweight gold jewellery has surged with India's growing professional youth market. To meet this, we launched our 18-karat Rose Italian collection, blending luxury with comfort.

Technologies like 3D printing, tubing, and laser cutting, allow us to create intricate designs with high precision, balancing size, shape, and weight without compromising on superior craftsmanship. This has helped us reduce our manufacturing time, making on-time deliveries possible for our customers.

We've a team of over 200 artisans and a dedicated quality control team to guarantee each product meets high standards for weight, strength, and finish. Techniques like laser soldering and welding have helped us reduce metal weight in pieces like earrings, rings, and pendants by 25%-30% compared to traditional designs.

With 20+ years of experience, we believe that the future of lightweight jewellery is closely tied to technological advancements. As technology evolves, we expect the segment to keep flourishing, with new innovations further enhancing design possibilities, quality, and efficiency. ■



Bhavik Shah
Owner, RP Ornaments

We were among the first companies to produce handcrafted lightweight jewellery. However, considering Indian professional youth and their buying capacity of daily wear new merchandise inspired us to meet the demand.

With the advent of cutting-edge techniques, the industry has seen a surge in new ideas executed with remarkable precision in size, shape, and weight. Technologies like laser and CNC machining have emerged as true game-changers in the jewellery-making process.

At RP Ornaments, we combine craftsmanship with machine precision, ensuring thorough attention to detail. Our skilled artisans and our vigilant quality control team help us deliver products that have exceptional precision in weight and finishing, and we have successfully cut the metal weight by 25-50% in standard pieces. For us, laser soldering and welding have simplified repair work as well.

Technology is the future. Over the past few decades, it has revolutionised the world—and the jewellery industry is no exception. ■



RP ORNAMENTS



Sky Gold Ltd.



Darshan Chauhan
Director, Sky Gold Ltd.

With surging gold prices, demand for lighter designs has grown significantly, fuelled by changing lifestyles and a preference for comfortable options.

We were quick to rise to the challenge and realised that our light collections would require a blend of advanced technology and skilled craftsmanship.

We use 3D printing for precise modelling, which allows us to visualise and refine designs with minimal material waste, and laser cutting enables detailed patterns and cuts.

I believe that traditional handcrafting is equally essential, as finishing by skilled artisans are an aspect that machines can't replicate.

Since light jewellery is more prone to bending, we use alloys that enhance its durability. Precision in manufacturing is crucial, as even minor flaws can affect a piece's resilience. Our rigorous quality control at every stage ensures excellence, while our team continually innovates to harmonise elegance with structural integrity.

Advance techniques unlock exciting design possibilities, and allows us cut down the weight by 20% to 30%, thus making the piece more affordable.

We are in an exciting phase now. I see lightweight jewellery continuing to evolve towards even greater precision and personalisation. Innovations in sustainable materials and processes will also shape the future of light jewellery. ■



Krown Jewels

Pankaj Kodnani
Founder, Krown Jewels

Traditional gold jewellery often leans towards heavier designs that, while stunning, may not suit daily wear. The shift towards lightweight gold jewellery caters to modern consumers by offering designs that range from minimalist to intricate, artistic styles. Its affordability broadens its appeal, reaching a wider audience beyond high-end buyers.

The jewellery industry has been truly transformed by 3D printing, paving the way for intricate and personalised designs that were previously difficult or unattainable with traditional methods. Fine details, like intricate lattice patterns or tiny filigree elements, can be achieved without compromising on the strength of the piece.

Laser cutting allows for extremely thin cuts, to enable creating complex openwork designs. While digital techniques continue to rise in prominence, traditional handcrafting remains indispensable for achieving high-quality, detailed jewellery; and reducing the weight by 20% to 50%, in case of earrings.

Given gold's malleability, ensuring durability in light jewellery is a challenge, as pieces can become prone to bending or scratching. The solution lies in using stronger gold alloys and incorporating lightweight structures with supportive reinforcements, striking the perfect balance between elegance and resilience.

The future of lightweight jewellery is incredibly promising, with emerging technologies like advanced 3D printing, AI-driven design, and smart jewellery integration leading the way. As these technologies evolve, lightweight jewellery will become even more versatile, accessible, and functional, changing how we think about luxury, style, and wearability in the years to come. ■



Harshal Umrana
Managing Director,
Samyak Lifestyles Pvt. Ltd.

We have been manufacturing Indo-Italian jewellery since several years when this

concept was rare in India. With escalating gold prices, customers increasingly look for jewellery that's practical, stylish and light.

Our jewellery is a combination of laser cutting, CNC machining, and hand fabricating processes. While 3D printing is still in the R&D phase due to challenges in yield and finishing, alternatives like wax/resin casting have been used for years. Laser cutting technology helps achieve minute level of accuracy and precision for filigree work on a 2D planar surface like a sheet. This technology, being comparatively costly in everyday operations, helps achieve lighter weight in jewellery by using thinner sheet thickness while ensuring adequate strength.

New-age technology aids in largely controlling these parameters. Products manufactured with the mentioned technologies have less inclination on human workmanship compared to traditional jewellery manufacturing, and help deliver high-quality products; and it helps us reduce metal weight by 40-50% depending on design and complexity.

Such products work well pan India, more so in developed cities.

Lightweight jewellery will be in greater demand in the future because of the incremental trend of gold prices. Fusion jewellery, manufactured through a mix of different technologies to achieve a lighter weight while maintaining the same substantial look, will gain popularity as time passes. ■

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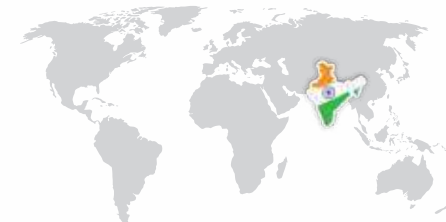
"Navbharat Ratna"
2.120 carats Natural Diamond



2400 mins of Planning



1320 mins of Processing



India-shaped Natural Diamond "Navbharat Ratna" gifted to Prime Minister Modi by Shri Govind Dholakia of SRK

In a heartfelt gesture of national pride, Shri Govind Dholakia, Founder-Chairman Emeritus of renowned natural diamond crafting and exports company Shree Ramkrishna Exports (SRK), has presented a natural diamond shaped in the form of outline of India, named "Navbharat Ratna" to Shri Narendra Modi, the Hon. Prime Minister of India. It is a one-of-a-kind gift—Symbolizing the unity, beauty, and eternal brilliance of Bharat (India). This 2.120 carats masterpiece has been meticulously crafted by Indian artisans, reflecting the rich tradition and exceptional craftsmanship that Surat, the diamond city is known for.

The craftsmanship behind the diamond reflects the skill and dedication of artisans like Rajesh Kachhadiya and Vishal Italiya. Kachhadiya, with 14 years of experience at SRK, spent 40 hours shaping the outline of India. Meanwhile, Italiya, a six-year employee at SRK, polished the diamond's girdle over 22 hours.



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Ajoy Chawla, CEO, Titan's Jewellery Division, & Amit Pratihari, Managing Director of De Beers India.

TANISHQ AND DE BEERS REINFORCE INDIA'S DIAMOND JEWELLERY SURGE

India, a country deeply rooted in its love for jewellery, continues to shine as one of the most robust markets for natural diamonds. In an exclusive media interaction addressed by Ajoy Chawla, CEO of Titan's Jewellery Division, and Amit Pratihari, Managing Director of De Beers India, both executives revealed an exciting trajectory of growth fuelled by evolving consumer preferences, double-digit expansion, and increasing trust in branded jewellery.

– Shanoo Bijlani

India's jewellery market is witnessing healthy sales growth in the studded jewellery segment, driven by rising disposable incomes, urbanization, and a shift in consumer behaviour.

Ajoy Chawla, CEO of Titan's Jewellery Division, shared that the market has been in a good space, particularly in the diamond-studded jewellery segment.

The growth for studded jewellery has been evident even post the festive season, with no slowing in momentum. "Perhaps we saw some pent-up demand from the first half of the year, but we are witnessing a healthy double-digit growth in both buyer numbers and ticket sizes since the last 4-5 months,"

Chawla revealed.

For diamonds below 2 carats, evolved buyers are being cautious and adopting a 'wait-and-watch' approach, Chawla noted. He also emphasized that solitaires represent just 10% of the diamond-studded category for the brand, with one-carat-plus solitaires comprising an even smaller share. "So, 95% of our diamond-studded segment remains robust, supported by double-digit buyer growth."

On another note, he mentioned that gold coins, too, have exceeded all expectations, consistently delivering 30% to 40% year-on-year growth.

New Consumer Trends

New buyers are driving a huge portion of this growth. In Q2, 46% of Tanishq's buyers were new customers, marking a notable shift in the customer landscape. Amit Pratihari, Managing Director of De Beers India, attributed this influx to evolving perceptions of diamonds. "Today's consumers seek meaningful, versatile designs that resonate with their lifestyles. Jewellery is no longer limited to occasions; it's evolving into a reflection of

individuality and everyday elegance," he said.

He also pointed out that natural diamonds complement India's enduring love for gold, symbolising both wealth and emotion. "We are in an era where India's economy is thriving. With greater disposable incomes and an increasing consumer base, new buyers are seeking more meaningful jewellery," he observed. "This wave of new customers, especially working women, is reshaping the market, and driving demand

for studded jewellery.

Pratihari highlighted those women in smaller cities achieving financial independence "no longer seek social validation to make purchases, often choosing jewellery as a symbol of their accomplishments and a lasting investment—supporting the growth of our category in this evolving landscape."



Gem-studded earrings by Tanishq

The Expansion of Tanishq

Tanishq's retail footprint has expanded significantly, with its store count reaching 496 as of the latest financial year—a 7.8% year-on-year growth. Over and above, 28 existing stores have been transformed and renovated, with many stores getting additional space, dramatically increasing the brand's total retail capacity.

Mia by Tanishq is expected to reach 250 stores by the year-end, while CaratLane recently launched its 300th store, and Zoya now has 13 exclusive boutiques, with three new additions this year.

Notably, diamond-studded jewellery constitutes approximately 30% of Tanishq's sales, 7% of Mia's, and an impressive 95% at Zoya.

Regional Dynamics

Regional dynamics play a critical role in Tanishq's strategy. Studded jewellery is particularly strong in the north and west, while the south and east catching up. South has been traditionally not a strong market, but despite the lower base there, growth has been swift.

Overall, smaller diamond sizes are gaining good penetration, driven by “new money” and an increasingly employed younger generation.

Tanishq's share of the organised market stands at 24% as of this year.

Looking ahead, Tanishq plans to allocate more retail space to studded jewellery, aiming to grow its share of this category beyond the current 30%. The company also intends to expand its outreach to 150-200 cities, ensuring wider accessibility and engagement.

“We will not venture into a city unless we see a minimum threshold for studded performance and sense the opportunity,” Chawla explained, emphasising Tanishq's strategic approach to growth.

Ensuring Quality and Building Trust

The penetration of natural diamonds in India has grown significantly, with polished diamond consumption now representing 11%-15% of the global market, added Pratihari.

Despite challenges such as price volatility



Open cuff from the Aeterna collection by Zoya.



On model - Mia's Disco earrings



Bridal campaign of Tanishq

and the rise of lab-grown diamonds (LGDs), the appeal of natural diamonds endures, and organised players such as Tanishq are playing a key role in instilling confidence among consumers about the diamonds that are used in their collection. Pratihari noted that trust is always earned, and Tanishq has earned its position as a market leader since it's built on a solid foundation of meticulous processes, from sourcing materials to implementing rigorous quality checks. “The selection methodology, craftsmanship, and emphasis on transparency instil confidence in their products. Highlighting these efforts could further reinforce the trust and respect they've gained,” he stated.

Chawla added, “Beyond the 4Cs, we rely on technical parameters to assess diamonds, focusing on brilliance and sparkle—qualities that captivate and enchant women. We are working on demonstrating these aspects in-store, ensuring diamonds are not seen as mere commodities. Additionally, we highlight natural clarity to reinforce trust in the authenticity of our products.”

Chawla emphasised the complexity of the diamond category and the confusion caused by LGDs. “At Tanishq, to ensure no contamination, we have stringent checks across the value chain,” he said. This includes advanced detection technologies, a three-stage machine process, and extensive training for personnel. Tanishq has

Synth Detect at some stores – whereby consumers can check to ensure there is no contamination in the diamond-studded jewellery. These measures bolster consumer confidence in the authenticity and value of Tanishq's offerings.

“We have De Beers' detection machines and are educating our store staff to speak as experts on diamonds. We're also planning diamond-proof measures at the retail level to reinforce trust.” Tanishq's commitment to transparency and quality includes rigorous sourcing processes, traceability, and backend work to ensure every piece meets its high standards.

Education is also a core focus. “We are focused on educating our customers, which starts with equipping our store staff to speak with expertise, not as laypeople. By December end, we aim to have trained staff across 150–200 stores in the top 10–15 cities, particularly where large diamonds are sold, as these require deeper discussions. Simultaneously, we're initiating consumer education through events and store outreach. Over the next 3–4 months, we plan extensive engagements, bringing customers to our stores and hosting events to create awareness. While advertising builds curiosity, true clarity comes from personalised, one-to-one interactions, addressing customer confusion directly.” ■

Addressing Challenges

Today, the diamond market is not without challenges. The emergence of LGDs, priced significantly lower than natural diamonds, has caused some confusion among consumers. However, government regulations mandating clear labelling of LGDs will help strengthen consumer confidence in natural diamonds.

“LGDs target a different consumer base and don't directly compete with natural diamonds. They present an opportunity to attract first-time buyers who may transition to natural diamonds for significant purchases,” Chawla explained.

At the wholesale level, natural diamond prices are undergoing corrections, while retail pricing remains stable. LGD prices, on the other hand, have dropped significantly, further differentiating the two categories.

Pratihari remarked: “India's love affair with jewellery, particularly diamonds, is poised to grow stronger. With only 7-8% of diamond penetration in the country (the population currently owning diamonds), the untapped potential is immense.” As disposable incomes rise and consumer aspirations evolve, the demand for premium, branded jewellery is expected to soar, he added.

“Brands like Tanishq, supported by partners like De Beers, are at the forefront of this growth journey. By focusing on innovation, trust, and customer-centricity, they are shaping the future of the jewellery industry while redefining how Indians perceive and experience diamonds. The timeless allure of diamonds ensures they will continue to shine brightly, solidifying India's position as a global leader in jewellery,” Pratihari concluded. ■

Charting India's Jewellery Export Journey

A BRIGHT FUTURE BECKONS

Vipul Shah, Chairman, GJEPC, outlines the Indian gem and jewellery sector's remarkable journey over the past year, its pivotal role in India's economic growth, and the Council's efforts towards its promising future.



The Indian gem and jewellery industry has demonstrated remarkable resilience and adaptability, which have enabled it to thrive amidst global uncertainties and economic shifts. As we chart the path forward, these attributes will remain the guiding principles for continued growth and success.

The sector's journey has been nothing short of transformative. From its origins in artisanal craftsmanship to becoming a global leader in exports valued at \$32 billion in 2023-24, the industry has consistently showcased its ability to adapt and innovate. Despite challenges like geopolitical tensions and reduced demand from major markets, such as the USA and China, India's gem and jewellery trade continues to excel.

The key to this success lies in the dedication of our manufacturers, exporters, and artisans, whose skills and creativity have earned the trust of clients worldwide. Complementing their efforts is the strong support from the Government of India, which has introduced trade-friendly policies like import duty reductions, financial assistance programs, and the development of jewellery parks and Common Facility Centres.

At the Gem & Jewellery Export Promotion Council, we are working tirelessly to lay the foundation for this transformation. Our flagship event, the India International Jewellery Show (IJS) Premiere, Signature & Tiritiya, has become the largest trade show in the world. Each year, these shows evolve with increasing visitor footfalls and exhibitor participation.



Initiatives like the International Gem & Jewellery Show (IGJS) in Dubai & Jaipur; the India Jewellery Exposition Centre (IJEX) in Dubai; Buyer-Seller Meets; and India Pavilions among several others, have provided unparalleled platforms for Indian manufacturers to connect with global buyers. These efforts have significantly boosted exports and strengthened India's reputation as a hub for fine jewellery.

Technology and innovation are shaping this evolution. At the Bharat Ratnam Mega Common Facility Centre in Mumbai, we have introduced Asia's first metal 3D printing machine, setting a new benchmark for technological advancements in jewellery manufacturing. The Government, too,

has shown immense support with its historic investment in lab-grown diamond research and development, which promises applications beyond jewellery, such as semiconductors and cooling technologies.

This momentum aligns perfectly with India's larger narrative under the leadership of our Hon'ble Prime Minister Shri Narendra Modi—showcasing strength and capability on the global stage. Our industry mirrors this story, breaking barriers and setting new benchmarks.

India proudly hosts two major gem and jewellery hubs: Jaipur, celebrated for its beautiful gemstones, and Surat, the diamond capital of the world. To strengthen Jaipur's position in the global market, we established the Indian Institute of Gems & Jewellery (IIGJ) Jaipur. Supporting Jaipur's traders further, we organise a Rough Gemstone Show and are collaborating with the government to set up a Special Notified Zone (SNZ) for gemstones. Additionally, we are developing one of the world's first gem bourses in Jaipur, a significant milestone towards becoming a global gemstone hub.

The upcoming state-of-the-art India Jewellery Park in Mumbai exemplifies the sector's forward-thinking approach. Construction work for the same is set to begin on 15th January 2025. These projects are not just about infrastructure but about nurturing an ecosystem of growth and innovation, creating jobs and bolstering the socio-economic fabric of key regions.

Our artisans remain the backbone of this





vibrant sector. Recognising their invaluable contribution, GJEPC has partnered with the Ministry of Skill Development and Entrepreneurship under the PM Vishwakarma Scheme to train goldsmiths and artisans at its Indian Institute of Gems & Jewellery (IIGJ) institutes across the country. These efforts ensure that the unique craftsmanship of Indian jewellery remains relevant and competitive in modern markets.

A Global Vision with Ethical Foundations

India's commitment to ethical practices is reflected in its leadership role in the Kimberley Process and collaborations with international bodies like the World Diamond Council. By adhering to global standards of governance and responsible sourcing, we reinforce our reputation as a responsible industry leader.

International trade agreements, such as the India-UAE CEPA, the Indo-Australian ECTA, and discussions for FTAs with the

UK and Canada, further underline our focus on global integration. These agreements open new avenues for growth, ensuring that Indian jewellery reaches discerning customers worldwide.

As we look to the future, GJEPC remains committed to achieving the ambitious target of \$75 billion in exports by 2030. Our efforts are aligned with the vision of Hon'ble Prime Minister Shri Narendra Modi for an Aatmanirbhar Bharat (self-sufficient nation), where the gem and jewellery industry will play a pivotal role in realising the dream of a Viksit Bharat (developed India).

Digital transformation is integral to our strategy. By modernising export protocols and enhancing e-commerce capabilities, we are empowering small and medium enterprises to connect with global markets seamlessly. These steps not only boost exports but also elevate Indian jewellery's appeal on the global stage.

Today, the Indian gem and jewellery sector is experiencing a remarkable transformation. Leading conglomerates such as Tata, Reliance, and Birla have recognised the vast opportunities in this domain. Their participation underscores the significance of

this industry, which has been a cornerstone of India's cultural and economic fabric.

Our industry, long driven by traditional family-owned businesses, is now embracing change. Companies like Senco Gold, Kalyan Jewellers, and PNG Gadgil, which started as family enterprises, have successfully gone public, marking a significant shift in how the industry operates. This reflects growing public and investor confidence in the jewellery sector.

The Indian gem and jewellery industry is not just an economic contributor; it is a custodian of the nation's cultural heritage and a symbol of its creative brilliance. Guided by resilience, adaptability, and innovation, the industry is poised for greater achievements in the years to come.

Together, with the support of the Government, industry stakeholders, and our talented artisans, we aim to position Indian gems and jewellery as a global standard of excellence.

The message is simple and clear: think big, innovate relentlessly, and embrace technology. The future belongs to those who adapt and evolve. ■

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GOLD'S GOLDEN RUN:

A Conversation with Sachin Jain

In this exclusive interview with Sachin Jain, Regional CEO, India, World Gold Council, Solitaire delves into soaring gold prices, the factors driving demand, the evolving preferences of Indian consumers, and the future of the industry.

– Regan Luis



Sachin Jain

How do you see the balance between gold purchases driven by tradition, like during Dhanteras and Diwali, and those driven purely by investment sentiment, especially amid rising prices?

We see a good balance between gold purchases during festive occasions like Dhanteras, Diwali and during price rises that are purely driven by investment sentiment. We have witnessed over 40 historic gold price highs this year, however it has also led to over 40% growth in investment demand in the first three quarters; from 118 tonnes investment gold demand last year to 163 tonnes in 2024.

You previously mentioned the positive impact of good monsoons and improved rural incomes. Could you elaborate on how rural gold demand trends differ from urban markets, particularly during festive and wedding seasons?

Good monsoons definitely have more positive impact as it puts money in the pocket of rural consumers, which does assist in gold demand. However, in comparison to urban markets, gold's demand patterns in rural regions differ mainly from weight and design point of view. Rural consumers prefer more heavy weight, only gold, traditional designs in jewellery and urban consumers are increasingly leaning towards modern contemporary designs, studded and lighter everyday wear jewellery pieces. Urban consumers also are more aware of digital investment gold products like ETFs and digital gold in comparison to rural consumers, where awareness of investment gold products is comparatively lower.

Given the record-high gold prices, what strategies do you think are critical for ensuring continued consumer interest in gold beyond the festive and wedding seasons?

To keep consumers interested in gold beyond the festive and wedding seasons, some strategies are critical. First, retailers must come up with new designs for lighter jewellery to make gold products more accessible. Technology will be a big facilitator in improving the shopping experience, from virtual try-ons to personalised recommendations. The offering of digital gold and the promotion of gold ETFs can cater to investment-driven buyers.

Tapping e-commerce and Q-commerce will further expand market access. Marketing efforts can be focused on the long-term investment value of gold. Rural markets with specifically tailored products and good monsoon-backed rural incomes will further boost demand, ensuring steady growth in gold purchases.

Gold-backed loans and savings schemes with financial institutions are also likely to enhance the appeal of safe investment in gold. Educating consumers that gold is a hedge against inflation and economic uncertainty will reinforce its significance in diversified investment portfolios.

How are jewellery retailers leveraging lighter, daily-wear designs and cutting-edge manufacturing technology to ensure demand amidst the soaring price of the yellow metal?

Retail jewellers are sustaining the demand by creating innovative, lighter daily-wear designs using advanced manufacturing technology to make gold more accessible and affordable.

Newer manufacturing techniques such as 3D printing and CAD also enable manufacturers to create complex, customised lightweight designs in gold. This process helps the retailers to save costs and attract consumers.



Collaborations with high-end fashion designers and influencers will keep gold jewellery trendy and highly attractive. Combining tradition with modernity and innovation will ensure that gold jewellery remains in demand, and affordable, even at higher prices.

How does IIJS Signature contribute to the growth and development of the Indian gold industry?

IIJS Signature showcases cutting-edge trends and craftsmanship, encouraging jewellery manufacturers and artisans to innovate while setting benchmarks for quality and creativity. By attracting international buyers and exhibitors, the event amplifies export opportunities, positioning India as a global leader in the jewellery market. Additionally, it fosters networking and partnerships among jewellery designers, manufacturers and retailers, facilitating business growth and market expansion.

Investment in digital gold and emerging channels like e-commerce is growing. What future trends do you foresee in the digital gold space?

Digital gold holds great potential for

growth with higher e-commerce adoption, penetration and tremendous growth in Q-commerce in India. We have seen during last Dhanteras how gold coins and bars were delivered within 10 mins, making buying, selling, and storing gold easier and more accessible to a larger population. Digital gold also has estimated 120 million consumers doing micro savings in gold using financial payment apps. Gold ETFs has also grown from AUM of around 40 tonnes in January to around 56 tonnes in November this year.

Moreover, the increasing popularity of gold ETFs and digital gold products will attract tech-savvy and younger investors to the market. Digital gold, given the changing consumer preferences for convenience and digital solutions, is expected to grow manifold and supported by innovative technologies. Growing participation of Fintech companies will also contribute to the development of new financial products and services that can enhance the customer experience. With AI and data analytics, investment insights and advice will be personalised to assist investors in making informed decisions. Overall, the digital gold segment will continue to evolve, offering

more opportunities for investors and consumers alike.

What role can the government play in supporting the growth of the Indian gem and jewellery industry? Are there any specific policy measures that could help boost exports and domestic consumption?

The government is playing a crucial role in the growth and development of the Indian gold and jewellery industry through various policy measures. Couple of immediate policy recommendations would be:

Further reduction in taxes - One key measure was the reduction of 9% import duty on gold was in July 2024 budget. However, with 6% duty and 3% GST total taxes is around 9% which does provide some incentive for smuggling hence there is scope of reduction in overall taxes to be around 5%.

Regulation of Digital Gold - Encouraging digital transactions including e-commerce platforms will foster domestic consumption. With 120 million digital gold consumers this particular channel should be regulated to protect consumer interest.

A positive regulatory environment will further have boost exports and growth of domestic demand. ■

2025 OUTLOOK GOLD & SILVER'S BOLLYWOOD DRAMA

Bullion analyst Sanjiv Arole reports the precious metals market has been a rollercoaster ride, worthy of a Bollywood blockbuster. From geopolitical tensions to economic uncertainties, every plot twist has influenced gold and silver prices. With a dramatic climax approaching, the US Fed's interest rate decision could be the final act, determining whether these precious metals will shine or fade.



Sanjiv Arole

A typical 'Bollywood' potboiler (masala) movie has several ingredients mixed together in varied proportions. An action thriller with plenty VFX has blaring music along with song & dance, romance, drama, emotions, peace & harmony, item numbers, sorrow, sex and even comedy. There is nothing left to chance! The precious metals markets, gold and silver in particular, are experiencing a full range of emotions, so typical in Bollywood movies. Firstly, there was the truce between Israel and Hezbollah, but the fight in Gaza continues unabated. Then, bitcoins crossed \$100,000 on 4th December. There was regime change in Syria as the Syrian president Assad was forced to flee the country by the rebels who overran the regime in just a matter of days. Moreover, the French PM did not survive a no-confidence motion and the South Korean president's decision to impose martial law in South Korea backfired on him as the parliament there ousted him and even arrested the

defense minister. Canada announced a 0.50 basis rate cut a couple of days ago and even The SNB (Swiss Central Bank) followed suit with a 0.50 basis points rate cut on 12th December, 2024. Finally, armed with the latest inflation numbers the US Fed is all set to announce at least a 0.25% rate cut early next week (17th December or so).

As a result of all the turmoil in international markets both gold and silver had a roller-coaster ride in the last few weeks. Gold that had declined to around \$2,622 per ounce not so long ago bounced back to around \$2,729 per ounce on 10th December 2024 (intra-day). Silver, too, was as volatile as it vacillated between \$29.99 per ounce around a month ago to a trifle over \$32 per ounce in recent days.

Tracing back gold's journey, the yellow metal opened 2024 at \$2,074.90 per ounce on 2nd January, 2024. On 14th February 2024, gold fell to its lowest level of the year at \$1985.10 per ounce, a decline of 4.52%. Thereafter, after a few highs and dips, gold scaled its all-time high of \$2,790.07 per ounce on 31st October, 2024, a range of over



40% for the year so far and up 34% from the beginning of the year. The yellow metal also increased by over 31.5% to \$2,729 per ounce on 10th December, 2024 (intra-day) from its 2nd January opening of \$2,074.90 per ounce. For the first time since 2007 gold has shown a 31% plus increase in the gold price in the year till 10th December of 2024. Silver has been more volatile with a range over 56% and rise of over 33% from the start of the year to \$31.88 per ounce on 13th December). It also rose by around 45% from the beginning of the year till its highest level for the year on 31st October 2024 of \$34.67 per ounce.

However, the better than expected US PPI data on 12th December 2024 saw the US dollar strengthen and bond yields improve. As a result, both gold and silver nose-dived from their recent highs. Gold, that was over \$2,720 per ounce and seemingly poised to take advantage of any US interest rate cuts next week, crashed much below \$2,700

per ounce around \$2,680 per ounce and searching for support levels. Silver too faced a similar predicament as it dived below \$31 per ounce from well above \$32 per ounce levels. The precious metals are likely to be seen if gold ends nearer to its all-time high levels or is left hanging on to support levels. Silver is very much in the same boat.

Trump's enthusiastic response to Bitcoins scaling \$100,000 and asking its holders to boost the American economy during his presidency must have sent alarm bells all over the world. Gold bugs could fear a sell-off in gold to buy Cryptos. The fluid geo-political scenario with fragile peace in west Asia and the raging wars over Gaza and Ukraine can impact the precious metals prices either way. As more countries announce interest rate cuts by the day, the US Fed's decision next week could be make or break for gold and silver prices. It could also show the pathway for the precious

metals in 2025.

Meanwhile, a recent World Gold Council (WGC) report on Central Bank purchases showed that India's RBI purchased 27 tonnes out of 60 tonnes purchased in October 2024 by Central Banks all over the world. It was also reported that China's PBOC had resumed gold purchases in November that were halted in May. Reports also indicate Central Banks would have another year of high gold purchases. Then, as gold prices fluctuated, ETFs saw a return of gold inflows.

Finally, prominent banks and industry houses predicted gold to be in the \$2,900-\$2,950 per ounce region by December 2025. Some even see gold over \$3,000 and \$3,100 per ounce levels and silver nearer \$40 per ounce than \$32 per ounce levels. Whatever the scenario, the precious metals are in for a roller-coaster ride! ■



Paul Zimmisky speaking at the Bharat Diamond Bourse in Mumbai in October 2024.

U.S. DIAMOND DEMAND POISED FOR GROWTH IN 2025 AMIDST EASIER COMPS

The U.S. diamond market is set to experience a rebound in 2025, driven by easier year-over-year comparisons and a more favourable macroeconomic backdrop, notes diamond analyst Paul Zimmisky.

The U.S. economy, which is estimated to represent upwards of 55% of global diamond jewellery demand, is forecast to decelerate on gross domestic product growth rate basis next year. Historically, productivity growth has correlated well with diamond jewellery demand over the longer term.

An average of forecasts from the International Monetary Fund (IMF), World Bank and The Organisation for Economic Co-operation and Development (OECD) point to the U.S. economy growing at 2.2% in 2025, which would be down from an

estimated 2.8% in 2024 and 2.9% in 2023.

In October, the IMF said it expects U.S. growth to slow due in part to tighter fiscal policy and a “cooling labour market.” However, recent U.S. election results are likely to further shuffle macroeconomic variables next year.

In November, the Republicans, led by Donald Trump, won the White House, Senate and House of Representatives, giving the party a majority across U.S. government branches (the Democrats held similar control as recently as 2022).

Trump has conspicuously touted a protectionist agenda when he takes office in January, including plans for

stricter immigration enforcement and an aggressive tariff strategy. Both measures are theoretically inflationary – at least in the shorter term. On the other hand, Trump plans for easier domestic energy policy and an overall reduction in excess government spending which could be deemed as more deflationary in nature.

The U.S. Federal Reserve Bank, which sets interest rate targets with a mandate of balancing inflation and employment, cut rates in November by 0.25% marking the second consecutive cut following a generationally aggressive sequence of hikes in 2022 and 2023 to combat post-pandemic inflation – which brought rates from essentially zero to 5.5%. The Fed Funds futures market is implying additional cuts totalling 1% (yielding a Fed Funds target rate

of 3.7%) by the end of 2025, which would roughly put rates in line with inflation projections, i.e. equating to a real interest rate of zero (which can be interpreted as a return to more normal policy).

As it stands, people in the U.S. are working as the unemployment rate sits at a healthy 4.0% – despite moderately creeping up from about 3.5% over the last year. Inflation is around 3% – down significantly from the high-water mark of 7% in 2021. Consequently, consumer sentiment in the U.S. – especially from the base that buys jewellery – is generally good, which could be bolstered further by stock and crypto markets that are at all-time highs heading into 2025.

Diamond jewellery sales in the U.S. will be down an estimated mid-single

digit percentage in 2024 which is on top of a high-single digit decline in 2023 – in essence setting up easier comparables in 2025. Further, many jewellers have worked through excess inventory (which was marked at high prices) over the last two years, which will ostensibly result in a less promotional environment in 2025 – which could further benefit industry sentiment.

In addition, a tailwind driven by a post-pandemic engagement/bridal recovery remains a variable at play. In recent weeks, public retailers including Signet Jewelers and Brilliant Earth have noted a recovery in the category remains intact, albeit if “slower” than initially anticipated. Historically, bridal has represented a third to a half of diamond jewellery demand in the U.S. ■



A Tiffany & Co. store in Manhattan's SoHo district in December 2024.
Source: Paul Zimmisky

ARTISAN AWARDS 2025 ANNOUNCES ITS FINALISTS

GJEPC unveiled the 20 finalists for the 8th edition of The Artisan Awards 2025, themed ‘Indian Craft, Reimagined.’ This year’s competition, powered by GIA India, received an impressive 650+ entries. After two rigorous rounds of judging, 20 sketches were selected for jewellery production.

Participants rose to the challenge of the 2025 Artisan Awards theme and presented sketches that were effortlessly global, but rooted in Indianness by fusing time-honoured techniques used by skilled artisans – from meenakari, jadtar, and jaali work, to filigree and chitrai. Some participants also incorporated elements such as alternative materials to lend their pieces a contemporary flair.

Consumers today have increasingly diverse tastes, demanding a fusion of

aesthetics in a globalised environment where inspiration flows freely across artistic disciplines. This theme, “Indian Craft, Reimagined,” reflected this trend.

Vipul Shah, Chairman, GJEPC, remarks, “The theme celebrates the enduring legacy of Indian crafts while recognising the artistry of our artisans who reinterpret these traditional crafts for a modern audience. This fusion of heritage and innovation ensures our symbolic jewellery continues to resonate with younger generations.”

Milan Chokshi, Convener, Promotion & Marketing, GJEPC, adds, “The theme ‘Indian Craft, Reimagined’ invites participants to leverage their creativity by designing jewellery that integrates a global aesthetic while retaining the essence of Indian craftsmanship. This not only preserves ancient crafts but also ensures their relevance in today’s world.”

This exciting challenge will highlight rich Indian jewellery heritage and craftsmanship while fuelling the competition’s innovative spirit.

For the technical round Devinder Layal, Jewellery Artist and educationist, Meenal Choksi, Head of Design, Moksh; Sushama Kalzunkar Sawant, PD & Merchandising Head, KP Sanghvi, filtered out 75-odd sketches.

The first round comprised judges, namely, Jay Sagar, Jewellery Specialist at AstaGuru Auction House, Shachee Shah, Founder & Creative Head, Shachee Fine Jewellery, Priya Tanna, President, @trscreativeconsulting, and Apoorva Deshingkar, Sr. Director - Market Outreach and Education, GIA India.

The final round of judging will be held in January, until then wait with bated breath for the award winners. It surely will be a task to spot the toppers. ■

JURY INSIGHTS



JAY SAGAR
Jewellery Specialist at AstaGuru Auction House

This year’s Artisan entries were a remarkable testament to the innovation and craftsmanship in the jewellery industry. It was truly inspiring to see the level of creativity, where traditional techniques met modern interpretations with such finesse. Each piece told a unique story, reflecting the designer’s artistic vision and dedication. Judging this year was both a challenge and a privilege, as the exceptional talent on display made the process incredibly rewarding.



PRIYA TANNA
President, @trscreativeconsulting

This year’s Artisan Awards entries brought plenty of surprises. Contestants mined our country’s rich craft traditions, presenting creative, contemporary adaptations. Inspired by diverse sources such as terracotta pottery and Kathakali dance or Paithani weaving and the natural world, the resulting pieces were both original and wearable. The entries showed that the new generation seeks versatile jewellery—pieces that can be worn for multiple occasions rather than ones stored away in lockers. Each piece told a fascinating, unique story.



SHACHEE SHAH
Founder & Creative Head, Shachee Fine Jewellery

The Artisan Awards by GJEPC is a remarkable platform that offers budding designers and creative enthusiasts a chance to showcase their talent. It serves as a springboard for innovative and trendsetting designs that inspire and redefine creativity in the industry. A celebration of artistry, it encourages participants to push boundaries and create works that leave a lasting impression.



APOORVA DESHINGKAR
Sr. Director - Market Outreach and Education, GIA India

It is a privilege to be able to witness the design talent and their creations at The Artisan Awards. Not only does the theme – ‘Indian Craft, Reimagined’ – pose a challenge for the designers, but it also offers them a chance to creatively showcase the rich culture and heritage of Indian jewellery and artisanry. More than 600 entries are a testimony to the recognition that comes with a platform such as The Artisan Awards, and I extend my compliments to GJEPC for organising it, successfully year on year and raising the bar in the process. GIA India continues to support this industry initiative that helps empower talented jewellery designers.

INDIAN CRAFTS REIMAGINED			
Sr. No.	Designer Name	Jewellery Manufacturing by	Product
1	SWETHA SHANMUHVEL	VUMMIDI BANGARU JEWELLERS	EARRINGS
2	SWETHA SHANMUHVEL	VUMMIDI BANGARU JEWELLERS	EARRINGS
3	MONISH KANNAN	KIRTILAL KALIDAS JEWELLERS PVT.LTD.	PENDANT-CUM- RING
4	BHAVESH SONI	TANKLA	NECKLACE
5	SHIVANI ILAMURUGAN	GRT JEWELLERS PVT. LTD.	EARRINGS
6	MALVIKA VADSAK	WALKING TREE VENTURES	EARRINGS
7	PAROMITA MAITY	CAARA JEWELS PVT. LTD.	EARRINGS
8	NITHYASRI SRIDHAR	GRT JEWELLERS PVT. LTD.	EARRINGS
9	SHIVANI ILAMURUGAN	GRT JEWELLERS PVT. LTD.	PENDANT-CUM- RING
10	ANVINDA RP	VUMMIDI BANGARU JEWELLERS	EARRINGS
11	RAJIV RANJAN PANDEY	LAXMI DIAMONDS, BENGALURU	BANGLE
12	VIJAY INDULKAR	WALKING TREE VENTURES	RING
13	AISHWARYA YADAV	WALKING TREE VENTURES	MANGALSUTRA
14	SAIKAT PAL	MUNJANI GEMS & JEWELLERY LLP	EARRINGS
15	SOURAV HANRA	VUMMIDI BANGARU JEWELLERS	EARRINGS
16	MANSI CHANDLIYA	MANI JEWELS	EARRINGS
17	MANSI CHANDLIYA	MANI JEWELS	RING
18	PRIYANSHI GANGANI	MANI JEWELS	EARRINGS
19	RUPENDRANATH DAS	VUMMIDI BANGARU JEWELLERS	RING
20	SHREYA SAGGI	TWENTY TWO KARAT	EARRINGS



DEVINDER LAYAL
Jewellery Artist and Educationist

Indian Craft Reimagined” has been one of the best Artisan Awards themes. Witnessing the reinterpretation of diverse crafts into jewellery was both fascinating and thought-provoking. While some selected designs embraced simplicity, with a strong narrative of inspiration that stood out. The perfect fusion of traditional design, techniques, and modern technology was evident.

I am certain that Indian manufacturers can take this design language at the international level, where it has great potential to make an impact. The talent and creativity displayed were truly remarkable and highlighted the future of Indian craftsmanship in global markets.



SUSHAMA KALZUNKAR SAWANT
PD & Merchandising Head, KP Sanghvi

I have been technical jury for Artisan awards from last 5-6 years, and my observation is the standard of design entries has been improved year after year. Being a technical jury was an enriching experience this time, too. The judging involved evaluating submissions based on originality, technical skill, and sustainability. Some entries were really good in terms of drafting with every possible detail to help us visualise the piece. This year received many entries for the Mangalsutra category in variations of simple chokers, lariats, multi-layered necklaces, which was a real surprise.

Each piece told a story, reflecting the artisans’ cultural heritage and modern perspectives. I’m grateful for the opportunity to collaborate with a panel of distinguished experts and support the designers who keep our creative traditions alive.



MEENAL CHOKSI
Head of Design, Moksh

This year most of the entries displayed originality! One saw several India-inspired designs, which is heartening! The designers seemed technically strong, and the renderings were great.

2024 *Rewind* with NDC

With each passing year, the Natural Diamond Council continues to empower trade partners, educate consumers and celebrate the brilliance of Earth's rare and extraordinary treasures: *natural diamonds*.

2024 was just that, and some more.

A REAL, RARE & RESPONSIBLE, SPARKLE

This year our brand ambassador, Lily James visited Canada's Northwest Territories, to bring to limelight the journey of a natural diamond. She learnt about the remarkable initiatives set in place by the natural diamond industry - sustainable practices which protect the environment and uplift communities.

Through her travels, Lily was reminded of what makes a natural diamond so special: its authentic, billion-year-old journey, its unique attributes and finite supply, and the industry's commitment to creating a lasting, positive impact.



THE TRENDSETTERS OF 2024

The Jewellery Trends for 2024 underscored *The Age of Indulgence* through self-expression, personal style and individual choices. This was the year where every piece of natural diamond jewellery reflected today's evolving desires.

The show-stopping trends of the year were - *Diamonds & Pearls*: The timeless pair, *Fancy Cut Diamonds*: Embracing the adventurous spirit of today's consumer, and, *the Diamond Choker*: The re-emergence of this ever-popular staple. These trends were brought into the spotlight by our 100+ retail partners, reaching an audience of over 300,000 consumers; inspiring them to discover pieces that unite classic elegance with contemporary designs.

Social
Engagements

235Mn

YT
Views

150 Mn

Website
Visits

55Mn

Brand
Collaborations

1000+

EMPOWERING THROUGH EDUCATION

NDC's mission is to educate, protect and inspire both consumers & the trade. With the updation of our Diamond Facts report, we continued to bust myths about the world of diamonds. We spread the word through social and PR initiatives and with the support of our trade partners who helped amplify our message to their customers.

With story-driven content on our E-Learning platform, Natural Diamond Council Academy, we worked to expand the diamond knowledge of jewellery sales professionals. Through collaborative sessions with the GIA, at IJJS and the RJI forum, we provided valuable insights to our partners, giving them a competitive edge in the industry.

As part of these educational efforts, we organised a region-first event in the UAE for Jawhara, bringing together 250+ attendees from 12 countries. We, along with Venus Jewels, equipped their sales team with the knowledge and tools to effectively showcase the value of natural diamonds. This initiative not only boosted consumer confidence but also elevated the overall diamond-buying experience.



A YEAR OF COLLABORATIONS

Like every year, natural diamonds continued to take centre stage across platforms. With men's jewellery growing in popularity, rising star Vedang Raina shared his journey and love for everything: from music to diamonds. Jewellery influencer Julia Chafe made a statement and took us along for the Ambani wedding as she reinforced her love for real, natural diamonds.

Through NDC's presence at the ICC T20 Women's World Cup and Wimbledon 2024, consumers saw natural diamonds as symbols of resilience, passion, and excellence. We continued to spotlight why diamonds are a girl's best friend, celebrating the unmatched brilliance of women achievers and young brides as we captured their most special moments.



PARTNERSHIPS FOR IMPACT

We celebrated the contributions of our industry partners by sharing exclusive stories of their achievements in the fields of sustainability, technological innovations and community support. We provided additional opportunities via networking events and PR efforts to help expand their reach through effective engagements.

Together, we strengthened relationships and invited new collaborations, championing the power of natural diamonds.

As 2024 comes to a close, we look forward to 2025: another year to collaborate, innovate, and celebrate the magic of natural diamonds.

Contact us via
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or via email at
indiatrade@naturaldiamonds.com
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