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INTERNATIONAL
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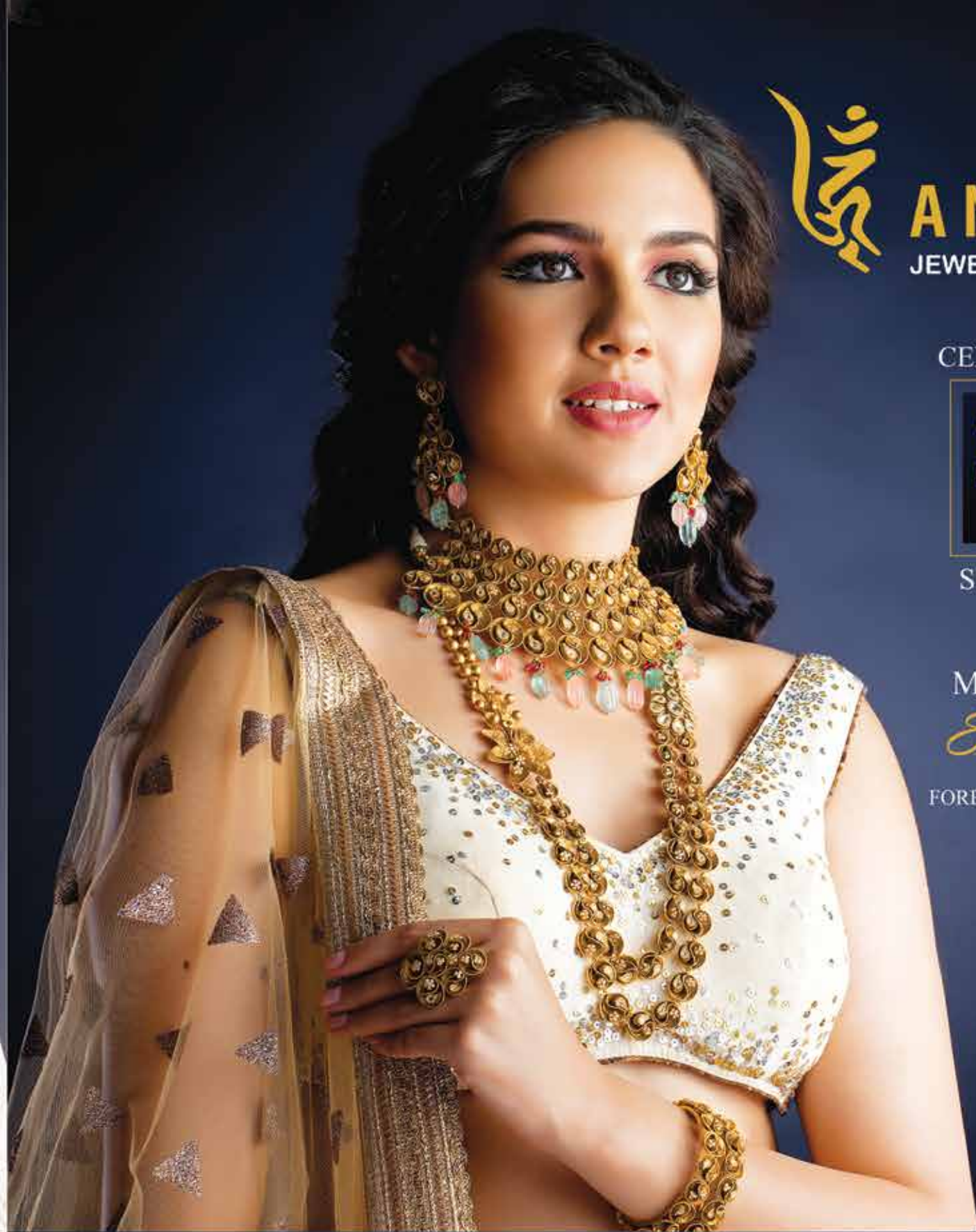


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Introduction to IIJS 2023 Theme

Murmuration of Starlings

The ability to fly is what makes birds special, but it is the ability to 'fly together' that makes starlings unique. Mesmerizing people across the world, the starlings are popular for their ability to fly united in coordinated ever-changing patterns called 'Murmuration'. A truly beautiful sight to behold, it involves thousands of starlings waltzing to form graceful patterns that capture the sky and people's imaginations.

Murmuration shows us the impact created by working together. By moving together in a certain direction with a will to constantly evolve, we can create something bigger than all of us. In the wake of the ever-changing world around us, this wondrous natural phenomena is the perfect inspiration for this year's IIJS.

A platform to connect, collaborate and grow, IIJS aspires to bring all the industry players together and help them make a larger impact on the jewellery industry. Facilitating interaction and networking between all the stakeholders, IIJS is an opportunity to lead the jewellery industry in a direction that benefits one and all. Based on a natural ballet of birds, this theme is also a voice to promote sustainable practices in every step of the jewellery market, right from sourcing to retail.

IIJS is an event that helps all the key players of the jewellery industry to fly together.

Join us to achieve collective growth.

Welcome to the future of the jewellery industry.

TAKE YOUR STYLE GAME A NOTCH HIGHER WITH INTRICATELY CRAFTED EXQUISITE PLATINUM JEWELLERY



With the holiday season in full swing, intricately crafted platinum jewellery, promises to take your style quotient to the next level with contemporary designs that can seamlessly transition from a power-packed board room discussion to a casual but chic brunch soiree. Platinum Guild International (PGI), India operates 3 branded categories of platinum jewellery, each catering to a distinct and niche consumer segment – **Platinum Days of Love offers platinum love bands for couples; Platinum Evara showcases contemporary platinum jewellery for modern young women and Men of Platinum comprises of statement platinum jewellery pieces for men.** Thus, ensuring that the young and evolved connoisseurs of platinum jewellery are truly spoilt for choice.

While the platinum love bands serve as an ideal marker to commemorate those special moments of a modern and progressive relationship that upholds the values of companionship and respect; Evara celebrates the indomitable spirit of modern young women who are unapologetic about the unique choices that continue to

shape their individual identities. Men of Platinum, caters to the evolved young men who are not afraid to take those tough calls while forging their own path defined by the beliefs and values, they hold close.

Crafted with 95% purity, platinum jewellery by the above 3 brands, offers a contemporary design language that adapts global trends for the Indian market with unique pieces that reflect the aforesaid values. Each collection resonates with the evolved millennial and Gen Z and serves as the perfect extension to their personality. Thus, translating into statement pieces that complete the signature look of this progressive younger generation, while making heads turn.

Born of the stars, the rare and precious platinum, maintains its sheen and form for years to come. It can easily transition from a playful and chic look for a coffee date to a more formal cocktail vibe. From a little black dress to a power suit, the stunning platinum love bands from Platinum Days of Love; the striking earrings from Evara and the intricate bracelets from Men of Platinum; can just as seamlessly compliment multiple looks across different attires and occasions.

PGI India infuses local market and retailer insights into the international design briefs, to develop jewellery that is contemporary yet well suited to the Indian consumer's needs. PGI works closely with manufacturers to add an element of uniqueness to each design to carve a distinct identity and drive affinity for platinum as a rare and precious metal. Each piece of jewellery is embedded with meaning which resonates with the young consumer's need for jewellery as a means of self-expression, as a celebration of their individuality as well as a marker of rare milestones. Some of the key trends for platinum jewellery in India include the following:

PLATINUM EVARA: Chains and statement neckwear for women: One of the most versatile pieces of jewellery, platinum chains have emerged as a popular choice with regards to statement neckwear for women. Platinum chains can be worn with a variety of outfits and instantly elevate every look. Delicate diamond-encrusted platinum pendants and motifs instantly accentuate the work attire, while intricately crafted chains that combine platinum and gold accents add a distinct drama to a classic Indian outfit worn at a Mehendi or Haldi ceremony. Exquisite platinum chains of various lengths when layered together complete an ethereal cocktail look.



MEN OF PLATINUM: Machine Chains & Machine Bracelets for men: Machine chains come in an array of design options that compliment a variety of menswear outfits. These pieces follow a signature theme of infinity-shaped facets that could include a series of interlinking pieces, alternating arcs, and intertwined motifs. Dual-tone links and unique centre pieces aesthetically placed within stunning neckwear as well as wristwear, add a distinct style element to a trendy Indian outfit as well as a more formal black-tie look. Crafted with rare & precious platinum, these stunning jewellery pieces embody symmetry and strength to signify collective solidity. This makes machine chains and bracelets extremely popular amongst male consumers who are looking for bold and statement jewellery pieces with a standout design narrative.

PLATINUM DAYS OF LOVE: Halo diamond rings and Love Bands with unique motifs for couples: While love bands with a 6-pronged setting is a classic platinum engagement ring that will always remain the much sought-after style, some new ring styles have also made a mark this year. These include claw pronged settings that enhance the centre stone, as well as the halo diamond rings set in platinum. Other trends include unique motifs on the complementary bands such as repeating grooves and indents. The textured machine shanks with non-round shaped centre stones, combined with different shaped diamonds such as baguettes and princess cuts have also emerged as the preferred choice for commitment bands.





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INTERNATIONAL (IIJS SIGNATURE EDITION)

JANUARY 2023

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Phone | +91 22-42263600
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FOR THIS MAGAZINE and pages 26-33, 36-50 & 52-57 also!

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VIPUL SHAH,
Chairman, GJEPC

As an outward looking industry, we are constantly focused on business prospects beyond our borders. The Govt. of India, on its part, is doing everything in its power to make sure there are ample opportunities for trade and business. In fact, the Central Government is embarking on somewhat of an FTA-signing spree with key potential markets – trade agreements have already been signed with UAE and Australia. It is also in negotiations with UK and Canada. Each of these FTAs will give Indian exporters a competitive edge in these respective markets.

The gem & jewellery industry, which is one of the bright stars of the economy, will get a head start in these regions. We are already witnessing remarkable growth in exports to UAE after the India-UAE CEPA agreement which came into effect on 1st May 2022. Plain gold jewellery exports to UAE grew 18% to USD 1.6 billion from April to September 2022.

The pacts will help in achieving our goal of USD 45.7 billion in exports set by the Govt. for the year 2022-23.

I am happy that the Council's calendar for this as well as the next year is filled with events, promoting India-made gems & jewellery across the world. These activities have ensured consistent demand for our products and have elevated the global perception of 'Made in India' jewellery.

IIJS Signature 2023 will be as large as the GJEPC's flagship show IIJS Premiere, which is usually held in August each year. I am confident that IIJS Signature will give a perfect start to the industry, being the first show of the calendar year.

I wish everyone a successful IIJS Signature 2023!



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KIRIT BHANSALI
Vice Chairman, GJEPC

The biggest ever IIJS Signature in 2023 reflects the scope of GJEPC's ambitions for growth in the near future. The Council has made significant investments over the last few decades that have helped it to build and sustain the USD 40 billion industry that it has become today. GJEPC's multi-faceted approach comprises promotional activities in India and overseas markets, education and skilling facilities, infrastructure building and more, which have played an important role in raising this industry to its present stature.

Despite being nearly 100% import-dependent for precious raw materials, India currently contributes around 4.66% to the overall global exports. GJEPC continues to invest in developing an industry that can fulfil the ever-growing gem & jewellery needs of the world markets and contribute substantially to the economy of the country. Our initiatives like the India Jewellery Park in Mumbai, Mega CFC in SEEPZ, etc. are an effort in this direction. We are ramping up our institutes across the country, to offer best-in-class jewellery designing and manufacturing courses.

The Govt. has been proactively supporting us through trade-friendly policies. The trade deals signed with UAE and Australia would go a long way in boosting exports, especially of gems & jewellery. I am confident that our investment today, would help India to be the future leaders across all verticals of gems & jewellery.

Welcome to the biggest IIJS Signature of all time. I wish everybody great success.

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NIRAV BHANSALI
Convener,
National Exhibitions, GJEPC

This is a proud moment for the IIJS family, including the organiser GJEPC, buyers and exhibitors as we are set to launch the One Earth initiative.

GJEPC wants IIJS to eventually go carbon-neutral, and the journey starts with IIJS Signature 2023. The three main steps taken in that direction are: One, all the booths are pre-fabricated so that there's no wastage. Second, for the first time ever, IIJS Signature will be using Tata Power Renewable Energy Ltd., harnessed by solar and wind energy, whose benefits far outweigh the increased cost. And the third, and the most important initiative is One Earth! As part of saving our planet, we aim to plant 100,000 trees in a year under the IIJS brand!

GJEPC has partnered with SankalpTaru Foundation, and the tree-plantation drive is aimed at offsetting carbon emissions generated by IIJS shows with the added benefit of contributing to the livelihood of farmers. This is the first such large-scale pro-environment initiative by a gem & jewellery trade organisation in India.

We intend to involve all our participants including exhibitors, visitors, vendors, sponsors and media. We are requesting every exhibitor to contribute at least 1% of the booth cost towards tree plantation.

The cost of planting each tree is only ₹155 and the Council is only a facilitator between the NGO and the donors of the IIJS Family.

This is the first time we are embarking on such an initiative, please ensure your participation and make this event a grand success.

BOOK YOUR SPACE NOW!

Riyadh International Luxury Week (RILW) and its exciting new sister show, Jeddah International Luxury Week (JILW), are unique sales platforms for the jewellery and watch industry to tap into the billion dollar Saudi market. This is where the world's finest brands meet with an affluent audience for 4 days of direct sales, discovery, and wonder in one of the fastest growing economies in the world.



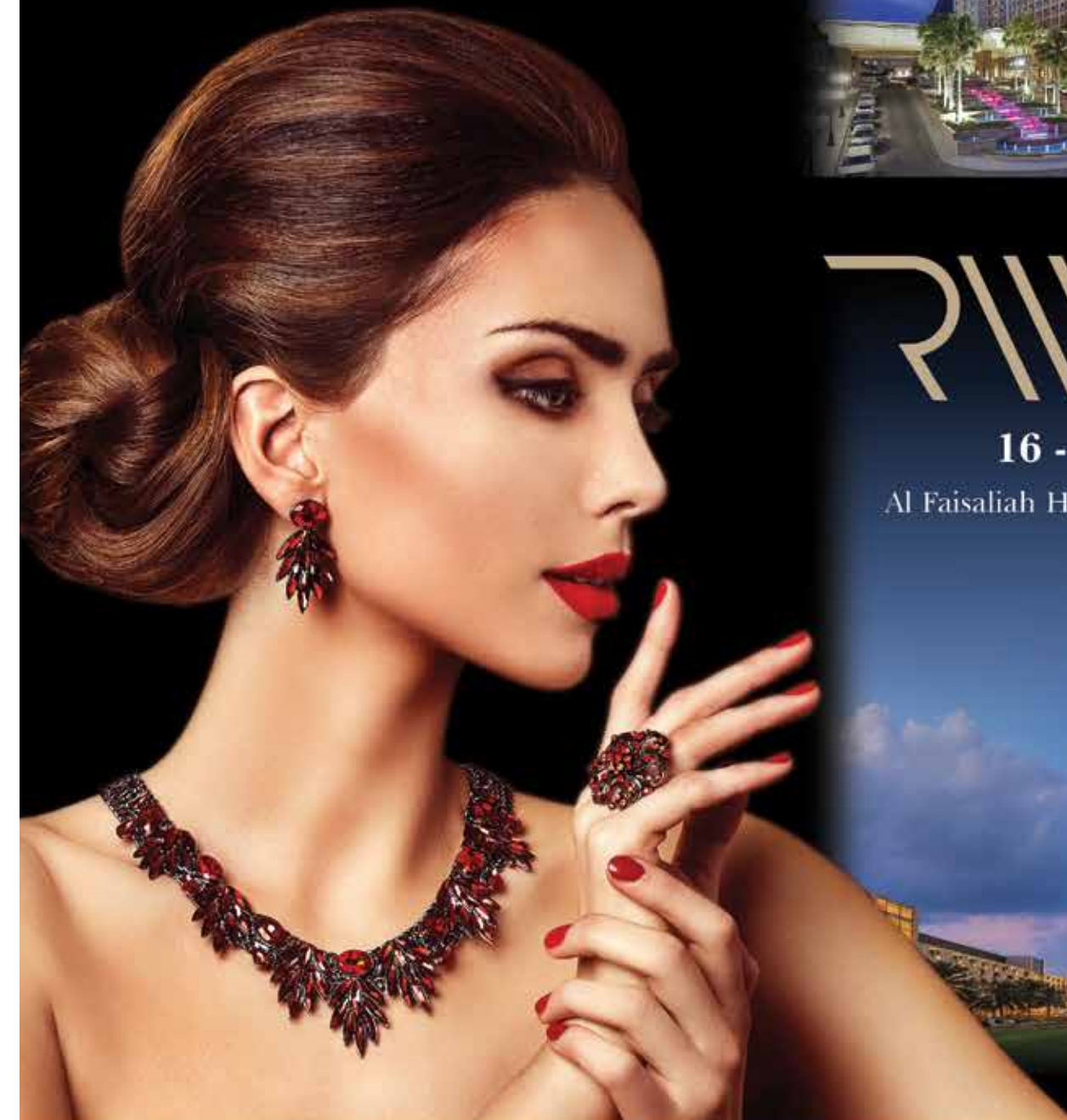
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MILAN CHOKSHI
Convener,
Promotions, Marketing & Business
Development Sub-committee,
GJEPC

In a world of uncertainty, people naturally veer towards colour to seek optimism. This season we are witnessing the resurgence of colour-saturated jewellery in bold or airy hues, and design houses are having a field day by presenting collections that energise and elevate the emotional spirit of the consumer.

For *Solitaire's* Cover Feature, the team has curated designs that express the wonder of coloured gemstones. The shoot brings back memories of the free-spirited days of the 60's and 70's to create a really trippy mood board.

India is a cultural powerhouse and its reputation for unsurpassed handmade and technical skills in jewellery crafts is growing. Classic trends are appearing in contemporary avatars, and for this edition of IJS Signature, exhibitors have come up with a fresh representation of the traditional pacheli bangles; modern silhouettes populated with rose cuts and gold jewellery that is more textured and sometimes, experimental. Turn to IJS Trends, to enjoy the specially shot visual spreads of some truly unique jewellery presented by exhibitors at IJS Signature 2023.

Through this year's Artisan Awards theme, India Moderne, we are forging connections with various art disciplines like abstract paintings, sculpture and the print medium, to present the ways in which jewellery can be viewed and interpreted by seeking inspiration through the lens of these creative fields.

To exemplify the theme further, we have two multi-disciplinary jewellery artists featured in this issue who adopt a similar immersive approach for designing their collections. Italian jewellery designer Annamaria Cammilli is a painter and sculptor, who found her calling to start the namesake jewellery brand. She put her painterly skills to use and is credited with creating eight new gold colours to design true-to-life sculpted renditions. Back home, Rahul Jhaveri, Co-founder of Studio Renn, is a staunch believer of abstractionism, and even the quotidian objects get a masterful sculptural makeover by him.

The issue also features some interesting articles on the global demand of diamond jewellery, the future of lab-grown diamonds, how jewellers can leverage their business through social media, a special interview of one of the world's largest jewellery chains, Chow Tai Fook, and more. We loved putting this issue together for our members, and we hope to continue to make these special editions more engaging, year after year.



Inspiring the Jewellery World



Jewellery Fairs | JewelleryNet | Media | Knowledge Community | Events & Conferences



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↑ **DOUBLE ACT** The striking Rocks 'N' Rose necklace is designed as a graduating fringe studded with diamonds and special Mitchell-cut solitaires set in white gold. Each strand ends with a deep green Zambian emerald. **By ROSE** | The three-row cuff displays a mosaic of irregularly set cabochon emeralds and sapphires, with each gem encircled by diamonds.
By GEM PLAZA

Dress | Suket Dhir
Jacket | Meta Manthan



ERRIKOS ANDREOU
Cover Photographer

It is always amazing when you have a team that aligns in amazing creative explorations. That is exactly what this cover shoot was for me, from George and Divyak both experts in their domains to Shanoo at the magazine and the entire production team, it was an easy day at work, and I am happy to have created some very beautiful images.



GEORGE KRITIKOS
Hair & Make-up

"What a day"!!! Amazing to work with people that give you the freedom to do creative stuff! Such a great team, a great photographer (Errikos) that always brings up the best images! And a huge shout-out to the Solitaire team for trusting me with the hair and make-up for the shoot.



DIVYAK D'SOUZA
Fashion Stylist

The creative process of putting together the Solitaire cover shoot was absolutely thrilling. The fashion story we conceptualised was centred around exquisite coloured gemstones. We played around with clashing textures and contrasting colours. The overall mood we were aiming at was luxurious yet effortless. Errikos is a genius with his work and the entire team was so stellar at their jobs, it made for a great day filled with creative energy.



GEORGY
Still Life Jewellery Photographer

I am happy to once again create some beautiful images for Solitaire. The pieces selected for the shoot were all exquisite jewellery, hence styling and shooting them was quite rewarding. We were able to experiment with the photography and styling, as well as create some good images.



ASHTI
Product Stylist

Working with Solitaire has always been a fantastic experience. In this issue we have put together different winter florals and exotic fruits to enhance various textures of jewellery. The mood board of the rose cut jewellery takes us back to the ruins to add a vintage touch to the set up.

IIJS Signature 2023 Takes The Green Route!



A glimpse of the IIJS show floor.

It's show time again! And GJEPC is all set to roll out the 15th edition of India's premium jewellery sourcing event IIJS Signature 2023 - "Where Business Happens" that will take place at the Bombay Exhibition Centre, Goregaon, from 5th-9th January 2023.

Thanks to the enthusiastic response by exhibitors and visitors alike, IIJS Signature has grown in size. This edition of Signature will be at par with IIJS Premiere.

IIJS Signature 2023 will have 1,200+ exhibitors and is

expecting a visitor turnout of 32000+ from over 800 cities across India and global shores.

The enthusiasm has spilt over from the success of IIJS Premiere held in August 2022, where the total estimated value of orders booked at the show was ₹49407 crores, according to the Hansa report commissioned by GJEPC.

IIJS Signature stands tall for its eclectic mix of high-design jewellery to cater to a multitude of individual requirements. The first show of the Indian calendar year is perfectly timed to help retailers replenish their inventory for the upcoming jewellery-driving festivals.

Clearly, the IIJS brand has become a sought-after sourcing event across India and the world. GJEPC, the show organiser, keeps up the momentum by striving diligently to offer quality in terms of the product, exhibitors, visitors, and show ambience.

The enthusiastic response from the participants has once again demonstrated the industry's faith in the IIJS brand, breaking all earlier space-booking records for IIJS Signature.

This edition of Signature will be seeing a number of new initiatives. Since it will be the largest ever Signature show at par with IIJS Premiere, it has been extended to five days, from four. This will ensure that visitors and exhibitors are not hard-pressed for time to cover the show floor and set up appointments or browse through the show at their convenience.

In a major step towards sustainable development



Visitors take a breather besides air-purifying plants at IIJS.



Visitors can pick from a multitude of offerings presented by IIJS Signature exhibitors.

goals, IIJS Signature will champion the cause of being environmentally friendly by taking measures that will reduce the show's carbon footprint.

IIJS Signature 2023 announces the "One Earth" initiative in association with SankalpTaru Foundation. With the support of the exhibitors and visitors, the aim is to contribute to maximum plantation of trees as part of our collective responsibility towards planet Earth.

Nirav Bhansali, Convener, National Exhibitions, GJEPC, elaborated, "GJEPC alone, as part of shared responsibility, would be contributing towards the plantation of 5000+ trees towards the 'One Earth' initiative. We urge our exhibitors to come forward and contribute at least 1% of the booth cost or more. I'd also request each visitor to help plant maximum trees and support this initiative. It will cost just ₹155 per tree, and the proceeds would go to SankalpTaru Foundation. The tree plantation drive will be instrumental in securing the future of lakhs of farmers. It is our sincere appeal to all at IIJS Signature 2023 to contribute towards this cause."

This time, IIJS Signature will be debuting an exclusive Lab-Grown Diamond section with 50+ participants. A dedicated zone will also be available for exhibitors to unveil their latest products at Launch Pad.

The show will cover a range of products including, Gold & Gold CZ Studded Jewellery; Diamond, Gemstone & Other Studded Jewellery; Silver Jewellery, Artefacts & Gifting Items; Loose Stones & CVD; Laboratories & Education; Lab-grown Diamonds (Loose & Jewellery).

Apart from the enriching Innov8 seminars, the India Gem & Jewellery Machinery Expo (IGJME) will be held concurrently during the IIJS Signature show. ■

IIJS SIGNATURE 2023
5th - 9th January
Bombay Exhibition Centre - Mumbai

concurrent show
IGJME
5th - 9th January, 2023
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AN UNBROKEN
ONE EARTH
SINKALP TARU FOUNDATION

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GJEPC INDIA

Tree Plantation appeal to the IIJS family

The Global Phenomenon
In 2021, Global CO2 emissions grew **4.8%**, reaching **34.9 billion** tonnes of CO2. The increase in carbon emission only added to the climatic change, causing extreme weather conditions like tropical storms, wildfires, severe droughts, and heat waves, negatively affecting crop production and causing disruption to the natural habitats. The time has come to do our bit to reduce carbon footprints to make the world a better inhabitable place.

GJEPC's Role in Preserving Mother Earth
GJEPC is committed to contributing to Mother Earth while creating a conducive ecosystem for our valued gem and jewellery members. We are introducing the **"ONE EARTH"** initiative to treasure Planet Earth, in association with **SankalpTaru Foundation**. As a part of our initiative, we aim to preserve nature, plant more trees and generate income for our nation's farmers.

Appeal to Exhibitors @ IIJS Signature 2023
IIJS Signature 2023 will be contributing for plantation of 5000 trees as a part of shared responsibility towards the **ONE EARTH** initiative. At just **Rs. 155/- per tree**, you can contribute generously to planting more and more trees, and the proceeds would go to **SankalpTaru Foundation**. They will, in turn, utilize the fund to generate income for a **farmer**, enabling him to earn approximately **Rs. 10,000/- in 20 years**. The tree plantation drive will be instrumental in securing the future of our country's millions of farmers.

Appeal to Visitors @ IIJS Signature 2023
National Visitors, we urge you to contribute a minimum of **5 trees** to support the initiative to take shape.
International Visitors, we urge you to contribute a minimum of **10 trees** to support the initiative to take shape.

Appeal to other Associates @ IIJS Signature 2023
At just **Rs. 155/- per tree**, you can contribute generously to planting more and more trees, and the proceeds would go to **SankalpTaru Foundation**.

All contributors are eligible to receive an **80G certificate**.
Join us in this initiative to collectively engage in nurturing **ONE EARTH**.

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A Bigger, Better, Greener IIJS

Leading from the front, NIRAV BHANSALI, Convener, IIJS National Exhibitions, GJEPC, is a man of action! Thanks to his assiduous planning coupled with his pragmatic approach, IIJS Signature is seeing radical transformations in more ways than one. By launching the One Earth initiative at the show to reduce its carbon footprint through an aggressive tree-planting drive, Nirav Bhansali is spearheading a transformative phase of the IIJS brand. In an exclusive interview to Solitaire International, Nirav Bhansali shares details of One Earth as well as a slew of new eco-friendly features that will be introduced at the show.

– Shanoo Bijlani



Nirav Bhansali, Convener,
National Exhibitions, GJEPC

As Convener of National Exhibitions, please share your vision for the evolution of the IIJS Signature and plans going forward?

IIJS Signature and IIJS Premiere have come a long way and the process of evolution through the years has been an ongoing one. There are many new initiatives that will be introduced during IIJS Signature.

The main mission is to make our shows “Completely Green” by the year 2025 or 2026, and we are in the process of evaluating the carbon footprint. The journey begins with IIJS Signature 2023, as we have already started going carbon-neutral.

The three main steps taken in that direction are: One, all the booths are prefabricated so that there’s no wastage. No exhibitor is allowed to create their own booths. Earlier, after the show ended, we had to dispose of a lot of used material left over by individually customised booths.

Second, for the first time ever, IIJS Signature will be using Tata Power Renewable Energy Ltd., harnessed by solar and wind energy. Even though it’s costly, the benefits far outweigh the cost.

And the third, and the most important initiative is One Earth! As part of saving our planet, we aim to plant 100,000 trees in a year under the IIJS brand! GJEPC has partnered with SankalpTaru Foundation, and the tree plantation drive is aimed at offsetting carbon emissions generated by IIJS Shows with the added benefit of contributing to the livelihood of farmers. (For more information on “One Earth”, visit https://registration.gjepc.org/tree_plantation.php)

What prompted the One Earth initiative? Are you planning to audit the IIJS shows for carbon emissions towards becoming carbon-neutral? How will you achieve this target?

It’s the increasing carbon emissions that have altered the climatic conditions that impelled us to come up with One Earth. In 2021, global CO2 emissions grew 4.8%, reaching 34.9 billion tonnes of CO2. This has caused extreme weather conditions like tropical storms, wildfires, severe droughts, and heat waves, negatively affecting crop production.

The tree-plantation drive in association with SankalpTaru is aimed at offsetting carbon emissions generated by IIJS Shows with added benefit of contributing to the livelihood of farmers. This is the first such large-scale pro-environment initiative by a gem &

jewellery trade organisation in India.

We intend to involve all our participants including exhibitors, visitors, vendors, sponsors and media. We are requesting every exhibitor to contribute at least 1% of the booth cost towards tree plantation.

The cost of planting each tree is only ₹155/- and the Council is only a facilitator between the NGO and the donors of the IIJS Family.

We aim to plant fruit-bearing trees in villages across all states with a population of marginal farmers. Plants will be distributed as per the soil suitability in the region, and importantly, each and every tree will be geo-tagged, with the location and farmer’s name and so on. A third-party auditor will oversee the farmer’s activity for two years. Later, the plants will be left solely in the care of the farmer, and he can reap commercial benefits.

Yes, we are already looking at options of consultant agencies, who will identify how much carbon emission is being produced by the IIJS shows.

How does the farmer benefit from the One Earth Initiative?

The benefits are multifold – not only does the farmer earn by selling the produce, the oxygen levels of the environment will also improve.

The farmer can earn approximately ₹10,000 per tree over 20 years. The tree plantation drive will be instrumental in securing the future of lakhs of farmers thus ensuring food security and clean environment in India.

For an investment of just ₹155 for one tree, the cumulative returns are much more. We will continue to expand this programme, and eventually the health of the soil and the quality of air will improve. For the year 2023, we are aiming to plant 100,000 trees, but there could be a domino effect and the idea could catch on, and we may exceed our target.

What’s the minimum amount of contribution expected of each exhibitor and visitor?

As of now, we are requesting exhibitors to contribute a minimum 1% of the booth cost; to national visitors, we are requesting to plant five trees and for international visitors, a minimum of 10 trees; to our vendors – from freight forwarders to design agencies and more – we want them to commit at least 1% of their contract value towards planting trees. All the proceeds will go directly to SankalpTaru and contributors can get the 80G certificate to avail tax benefits.

Personally, I’m also visiting top retail chain owners to contribute more towards this cause and plant 1,000 or 2,000 trees each

What was the main reason for expanding IIJS Signature into a 5-day show?

We are making all our IIJS shows bigger. IIJS is sought after by old and new participants, and we were unable to provide them booth space. So, this year, IIJS Signature is double the size of the regular Signature. It’s as big as IIJS Premiere, and we have over 1,300 companies occupying 2,600 booths.

Our debut show, IIJS Tiritiya, to be held in Bengaluru

in March, has received a good number of participants. We are closing at almost 1,600 booths. So, the show will be as big as the regular IIJS Signature of the past.

We are also working on expanding IIJS Premiere by almost 30% for the 2023 edition. In all, we are making all our shows bigger and better.

A lot of effort is also being put into getting the right kind of visitors. We also want to increase international participation. In the future, we might re-start the international pavilions at IIJS Premiere.

Tell us more about the new changes one can expect at IIJS Signature.

Apart from focusing on more cleanliness at the show floor; double the speed of our servers; we are trying to add more entry and exit entrances and are in talks with some agencies to improve the parking facility.

This time, we are booking two hotels for our visitors, and offering them not just room stay, but dinner as well, for which we are negotiating good rates.

The show will be bigger, better, and greener – this is the mantra for the next few years!

The Council is also working towards developing an all-inclusive IIJS App so that participants can check every information related to the show across various activities. The App will be launched at IIJS Tiritiya in March 2023.

What else can one expect at IIJS Signature?

After some re-thinking, we decided to change the format of our seminars, which were often directed towards our business only.

The seminars have been rebranded and will now be known as Innov8, under which we will have three verticals.

One is Innov8 Talks. The talks will be related to our business, but not directly related to gems and jewellery. For instance, discussions could revolve around alternate financing, retail discounting, Artificial Intelligence, Visual Merchandising, and so on.

The second is Innov8 Launch Pad, a dedicated space at the fair where exhibitors will be invited to launch their products. We will also invite speakers, who may want to market stuff like HR software, Cloud Security for websites, or digital insurance, safe digital transactions, etc., that can benefit any business.

The third, is Innovation Hub exclusively for the Machinery section, which will allow exhibitors to launch their products, but again unrelated to gems and jewellery manufacturing.

Tell us more about the ‘Murmuration’ theme and ambience being created at the show.

This year’s theme revolves around Starlings, the birds known for their shape-shifting ariel flights known as ‘murmurations’. They have a penchant for grouping together as it offers safety in numbers from predators; they stay in flocks to exchange information, which alludes to our industry that flocks together at IIJS to unite as one! There will be thematic cut-outs and installations that will also be made from recycled material that ties up with the One Earth initiative. ■

GDK

GHANSHYAM DAS KOTAWALA



IIJS INDIA INTERNATIONAL JEWELLERY SHOW

SIGNATURE 2023
5th - 9th JANUARY 2023

BOMBAY EXHIBITION CENTRE - MUMBAI

IIJS INDIA INTERNATIONAL JEWELLERY SHOW

TRITIYA 2023
24th - 27th MARCH 2023

BIEC, BENGALURU

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IIJS INDIA INTERNATIONAL JEWELLERY SHOW

TRITIYA 2023
24th - 27th MARCH 2023

BIEC, BENGALURU

↓ **LOVE FOR SHINE & GLAM** The four-row white gold statement necklace displays a mesmerising combination of diamonds and Russian emeralds. The necklace features riveting side clasps shaped like blooms. | The white gold chandeliers shimmering with diamonds and emeralds mimic the design aesthetic of the necklace.

All jewellery | **ANAND RANAWAT**

Dress worn as jacket | **EKA**
Jumpsuit | **HOUSE OF FETT**

DREAMSCAPES

The upbeat trend-setter dreams in colour and opts for bold and unexpected combinations of gemstones and diamonds to elevate her inherently cool style quotient. The fantastical, reflective landscapes highlight the colour-saturated palette of her high-end designer jewellery. Blending versatility and charm, she takes fashion into an altogether new dimension.

Photographer | **Errikos Andreou** (DEU: Creative Management) Assistant | **Snehasish Roy** Hair & Make-up | **George Kritikos** (Faze)
Styling | **Divyak D'souza** (Inega) Assistant Stylist | **Jahnvi Pallicha** Model | **Kanchi** (Toabh Talent Management) Production | **Dandelion Pictures**



↑ **PICTURESQUE POISE** The enticing two-row necklace exhibits a unique composition of 105.63 carats of emerald drops and 61.14 carats of tanzanites woven into a tapestry of yellow gold. | The lacy white gold ring is crowned by a 5.46-carat pear-shaped emerald.

All jewellery – **GEM PLAZA**

The silky finish gold bracelet features a butterfly embellished with diamonds and multicolour sapphires sitting amidst emerald and diamond floral sprigs.

By **AWESOME SPARKLERS**

Dress **ZARA** | Long Coat **SUKET DHIR**

← **PURPLE CRUSH** The sumptuous Rain Flower pendant strung on a gauzy white gold necklace dazzles with pink tourmalines, tanzanites, rubies and diamonds. | The cocktail ring is topped with a large tanzanite ringed by diamonds. The shank bears stylised peacock eyes articulated with rose cut diamonds. | The broad white gold bracelet is suffused with pink, blue, purple sapphires of irregular shapes. The faceted gems are outlined with white diamonds.

All jewellery | **YS18**

Blazer **ZARA** | Skirt **EKA**



↑ **PRETTY POWERFUL** The ombre-shaded geometric earrings in white gold are embellished with multi-colour sapphires and diamonds | (On the left hand) The white gold ring set with a 13.32-carat oval rubellite is spruced up with diamond leaves, and another white gold ring is topped with a 13.56-carat deep red rubellite and embellished with diamonds. | The five-row broad bracelet is covered with nearly 27 carats of multi-colour sapphires and encrusted with diamonds.

All jewellery – **SAVIO JEWELLERY**

(On the right hand) The broad bracelet showcases a lyrical symphony of multi-coloured sapphires and diamonds set in 18-karat white gold.

By **GEM PLAZA**

Trench Coat | **SIDDHANT AGRAWAL**

← **LOOK ME IN THE EYE** The 18-karat white gold multi-row choker is designed with natural diamonds, a row of fancy-cut rubies, bordered with diamonds, and a row of large tanzanites alternated with rubies. The double-drop earrings complement the necklace.

By **ROSE**

Shirt | **DREAMS COUTURE'D** Bralette & Shorts | **META MANTHAN**



↑ **FEMININE ALLURE** Pear-cut green tourmalines framed with oval fancy yellow diamonds and white diamonds set in 18-karat white gold. By **YS18**
A kada cut from an emerald features 18-karat gold finials shaped in the form of lion heads. | The slim bracelet adorned with leaves is articulated with carved emerald and spinel. The motif is enhanced with an oval polki floret with a diamond-studded stalk. By **HARITSONS DESIGNS PVT. LTD**
Jacket | **DREAMS COUTURE'D** Top & Skirt | **AMPM**

← **COLOUR ME BEAUTIFUL** Colours spring to life in these 18-karat white gold earrings. The stylised floral posts are designed with cabochon tanzanites surrounded by rubies and diamonds, with diamond caps suspending tanzanite tassels decorated with rubies at the end; (On the right hand) The Rocks 'N' Rose ring is set with a 4.32-carat diamond polygon on a bed of rubies. The ring uses 0.70 carat of brilliant-cut diamonds and 11.81 carats of ruby beads. All jewellery – **ROSE**

(On the right hand) The full-finger ring in white gold is designed with pear-shaped rubies encircled with a thick frame of diamonds. By **AWESOME SPARKLERS**

(On the left hand) The unique silhouette of the Bubblicious ring features a diamond floral motif embraced by ruby beads to give it a bubbly feel | Topped with a lustrous ruby, the shank of the white gold ring shows an extraordinary congregation of golden yellow diamond briolettes. All jewellery – **ROSE**

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ROMANCING THE ROSE CUT

Riding on the resurgence of classic, vintage fashion, rose cuts are in the limelight again, and are enjoying a huge comeback! The translucent and dewy rose cuts exude a calm elegance, with almost haikuesque simplicity.

Solitaire International celebrates the versatility of rose-cut diamonds framed in exciting, new-age gold silhouettes showcased by exhibitors at IIJS Signature 2023.

The 1500s saw the birth of rose cuts and the diamonds of this shape were popular during the Georgian and Victorian eras. Rose cuts bearing large facets were hand crafted and were meant to glow under dim light. This vintage cut got its name due to its resemblance to the rose – featuring a flat back, the number of facets converging into a dome mimicking the rose bud unfolding into a bloom.

The most famous rose-cut diamond of all time is the Koh-i-Noor, though the diamond was later reshaped into an oval brilliant-cut gemstone. With the rise of the brilliant-cut diamonds, rose cuts became a thing of past.

But the trend has come full circle, and rose cuts are once again the flavour of the season, mostly because of their shape and weight, and of course, their understated sophistication. Today, other than rounds, rose cuts are also available in oval, pear, and marquise shapes. ■

Photographer | **Georgy**

Agency | **DEU: Creative Management**

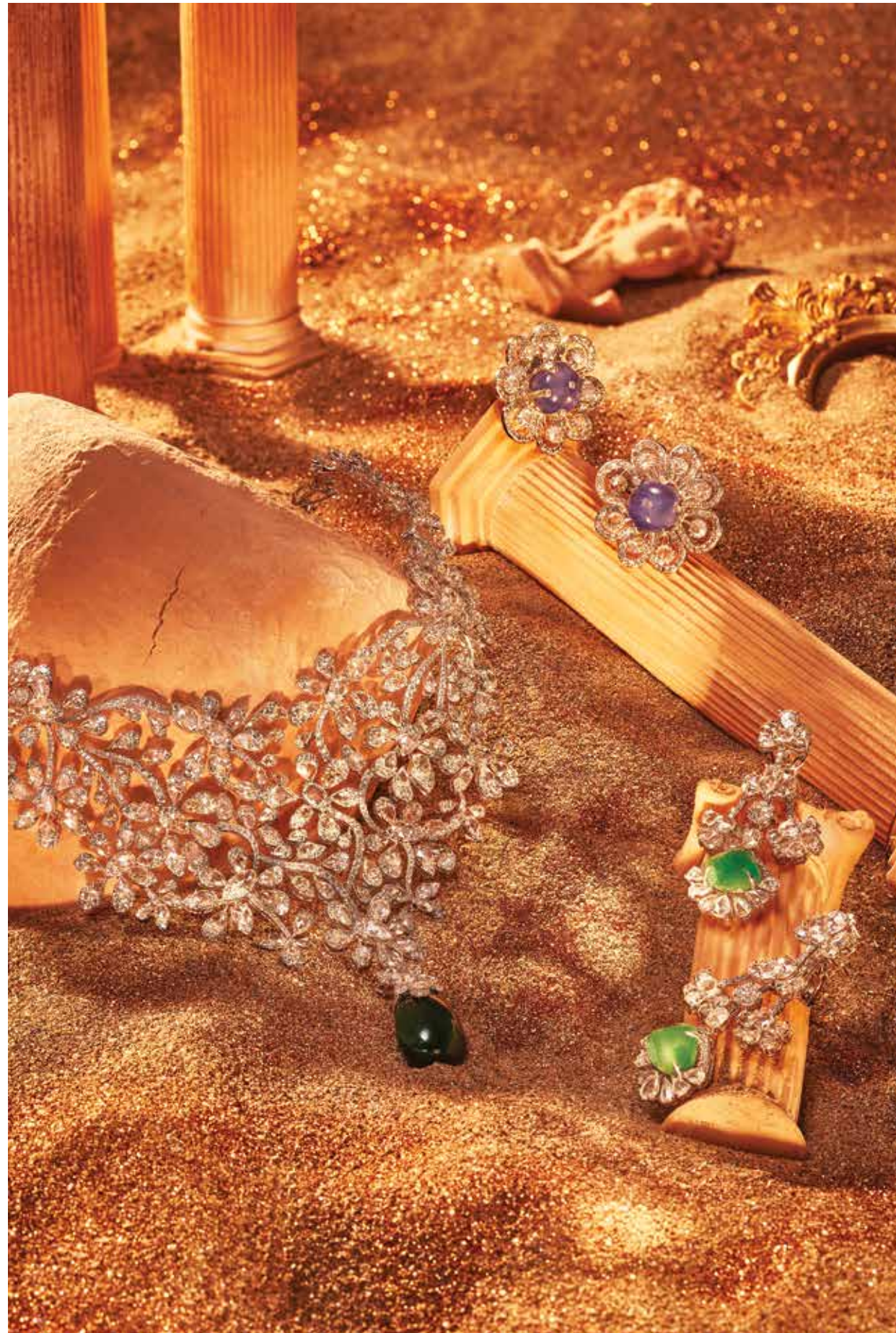
Product Stylist | **Ashti Kothari**

Photo Assistant | **Jeet Ram Kumhar**

Production **Dandelion Pictures**



Right | The eye-catching ear studs are designed as petalled blooms using dewy rose cuts accented with tiny dots of rubies. **By House Of Sparsh**
Left | The flowery ear studs are fashioned with translucent rose cut petals, each centered on a large, faceted ruby encircled with smaller rose cut petals. **By Tara Fine Jewels** | **Centre** | The white gold station bracelet is arranged with circular motifs of rubies and rose cuts with a surround of round diamonds, alternated with scalloped florets of rose cuts. **By Moksh Fine Unseen Jewels (Tanvir Kumar & Co)**
Top left | The broad white gold bracelet is embellished with a carpet of rose cuts. **By Tara Fine Jewels**



Left | The grand V-shaped necklace designed as a canvas of dense floral vines is adorned with rose cuts and round cuts ending with an emerald drop. **By K P Sanghvi Jewels Pvt. Ltd** | **Right** | The nature-inspired girandole earrings feature rose cut floral stems terminating with emerald flowers fringed with rose cut petals. **By Anand Ranawat** | **Top right** | The white gold ear studs are shaped as full blooms embellished with rose cuts and highlighted with cabochon tanzanites. **By House Of Sparsh**



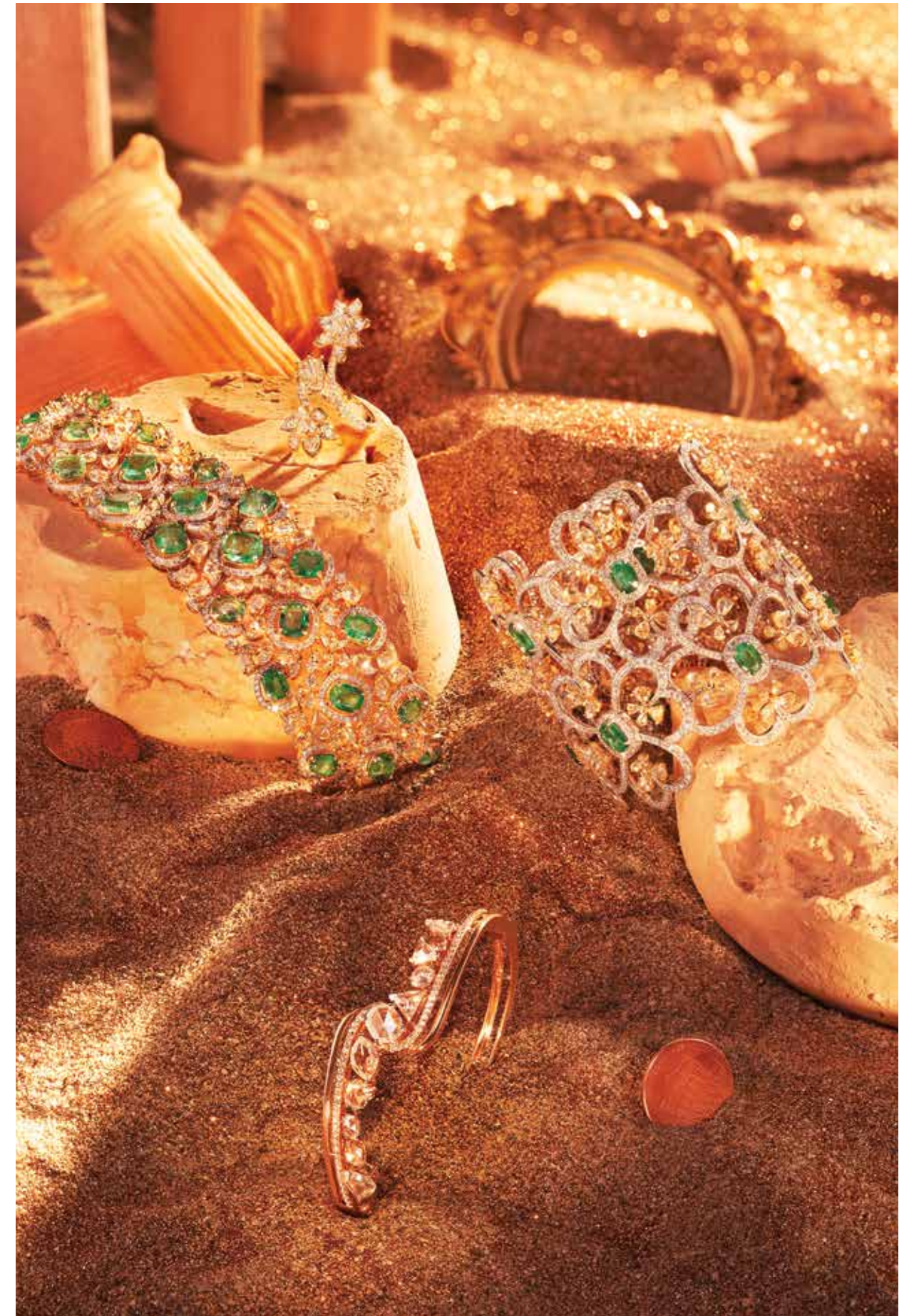
Right | An arresting white gold necklace of rose cut buds, flares out as rows of linear rose cut floral strands, with every alternate row featuring motifs decorated with specially cut emeralds. **By Anand Ranawat** | **Above right** | Emerald earrings set in white gold enriched with floral vines of rose cuts and brilliant-cut diamonds. **By Anand Ranawat** | **Left** | The curvaceous white gold earrings are designed as a burst of rose-cut flowery creepers suspending emerald drops. **By K P Sanghvi Jewels Pvt. Ltd**



Right | The white and yellow gold necklace suspends an arresting pendant with a pear-shaped rose cut diamond flanked by pearls, baguette and round diamonds, and fringed with specially-cut diamond tassels suspending large pearl drops. The three-row lacy necklace is embellished with pearls, diamonds and rose cuts. **By Moksh Fine Unseen Jewels (Tanvir Kumar & Co)** | **Above right** | The faceted pear-shaped rose cuts are the focus of attention in the stylised winged gold ear studs. Each curvy flare is decked with round brilliant-cut diamonds, and dotted with bezel-set solitaires. **By A*star Jewellery** | **Top right** | The delicate white gold bracelet is made up of circular pearl and rose cut motifs that spell modern ethnicity. **By Moksh Fine Unseen Jewels (Tanvir Kumar & Co)** | **Top left** | The petalous white gold necklace composed with rose cuts is arranged with tiered blooms with matching ear studs. **By Tara Fine Jewels** | **Below left** | A stunning assortment of irregularly cut rose cuts form the petals of this gold ring centred on a round rose cut encircled by two rows of brilliant-cut diamonds. **By A*star Jewellery**



Right | The magnificent white gold necklace is laced with specially cut large Russian emeralds, each surrounded by curvy flowers embellished with rose cuts and round brilliant-cut diamonds and juxtaposed with hints of black rhodium finished diamond vines. **By Anand Ranawat** | **Above** | The fine pair of earrings focus on heart-shaped tanzanites, embellished with rose cuts, yellow diamonds and briolettes. **By Tara Fine Jewels** | **Left** | Rose cuts add a subtle glamour to these two slim, single-line bracelets in white gold. The first one is composed of open rose cut blooms and the other features stylised scalloped rose cut florets bordered with round diamonds. **By Tara Fine Jewels**



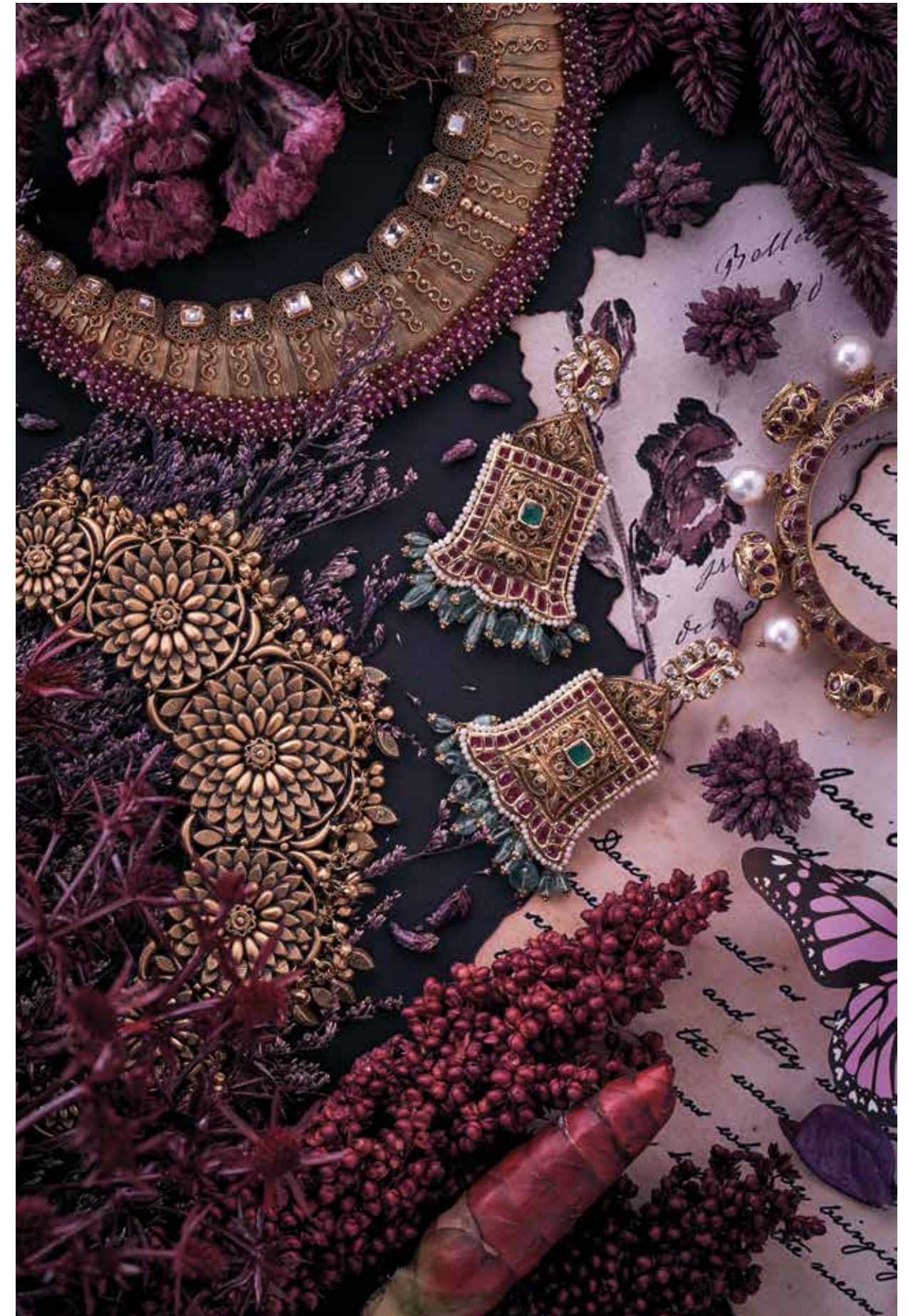
Top | The sinuous floral ring is set with rose cut buds. **By A'star Jewellery** | **Left and right** | The floral details of the open broad cuff and the flexible, flat bracelet crafted in yellow gold are speckled with rose cuts, round diamonds, and emeralds. **By Ghanshyam Das Kotawala** | **Foreground** | The undulating rose gold bangle is partially topped with a medley of irregular shaped rose cut diamonds. **By A'star Jewellery**

TANTALISING TEXTURES OF GOLD

Textures on the precious yellow metal raise the design bar, and this year, too, it is no different. Exhibitors at IIJS Signature 2023 present an attractive range of traditional and modern golden beauties.

Gold has always been putty in the hands of artisans thanks to its malleable and ductile nature, thus allowing them to gratify their creative urge by experimenting with the sacred metal and lending it a tactile feel. Little wonder then, artisans since ages have enhanced the metal with textures and finishes – be it filigree (metal wirework), granulation, repousse, engraving or thin, hammered sheets bearing raw, grainy, weather-beaten or glossy finish, and more. Modern technology like laser cuts and 3D effects have also aided in creating texturally rich ornaments. ■

Photographer | **Georgy**
Agency | **DEU: Creative Management**
Product Stylist | **Ashti Kothari**
Photo Assistant | **Jeet Ram Kumhar**
Production | **Dandelion Pictures**



Top left | The 24-karat necklace is adorned with filigreed square motifs extending into rutilated segments featuring scrolls. The necklace is fringed with ruby beads. **By Emerald Jewel Industry India Ltd** | **Bottom left** | Graduating scalloped blooms with multi-layered petals are the mainstay of this choker crafted in 22-karat gold with an antique touch, ending with a fringe of gold tassels. The various textures add three-dimensional depth to the piece. **By Manoj Ornaments** | **Centre** | Geometric pendant earrings studded with gemstones and pearls enhanced with engravings. **By S K Seth Jewellers** | **Far right** | 22-karat gold bangle inlaid with rubies and pearls features intricate gold textures to give it a raw feel. **By Dassani Brothers**



Top | Three-row 22-karat gold necklace composed of bells engraved with overlapping leaves accented with pearls and polkis pays a rich tribute to the ancient handcrafting skills of Indian artisans. **By Emerald Jewel Industry Pvt. Ltd** | **Bottom** | The beautiful 22-karat gold necklace is lined with engraved plaques suspended from filigree motifs. Each plaque is alternated with a gem-studded floret with a loop. **By S K Seth Jewellers**



Top | The textured maang tikka is decorated with lustrous pearls. **By Emerald Jewel Industry Pvt. Ltd**
Left | The spellbinding choker is designed with geometric motifs rendered with filigree wires and textured gold centered on bezel-set emerald drops. The motifs are joined with polki-set flowers suspending pearl and emerald beads. **By CVM** | **Right** | The antique-finish neck piece is layered with shells that bear wavy textures. Each large shell is bordered with filigree wires and dotted with diamond florets. **By Anand Shah** | **Centre** | Geometric earrings with scrolls suspended from filigree posts set with polkis. The dense ruby fringe adds charm to the pair of earrings, and the four-petalled ring with scaly leaves focuses on a polki floret. **By Emerald Jewel Industry Pvt. Ltd**



Facing page, Left | The V-shaped gold necklace begins with a plain crossover gold frame with a copperish tinge followed by circular filigree motifs. The two-tone pendant bears blooms in antique gold and polki buds set in white gold for contrast. By Ansa Jewellers Pvt. Ltd | Facing page, Below left | Rutilated circular gold earrings draped with floral vines are embellished with diamonds and polkis. By Anand Shah | This page, Below left | A blend of jaali work and engraved spheres make this kada a statement piece. By Shanti S Seth Jewellers | This page, Right | A medley of hammered scrolls juxtaposed against filigree motifs of antique finish lend a beauty to this 22-karat choker with various gold tones. The central tanzanite-set motif accentuates the drama further. By CVM



Top right | The two-tone fancy necklace resembles a tasselled fabric created with hi-technology. By Manoj Ornaments | Left | Multi-tone lightweight gold necklace dotted with openwork florets with high gloss finish. By Swarnship Chains & Jewellers Pvt. Ltd | Right | The laser-cut leafy gold bangle with 3D effect are perfect for an evening do. By Swarnship Chains & Jewellers Pvt. Ltd



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THE ENDURING ALLURE OF PACHELIS

These knockout and distinct type of bangles are enjoying a comeback in modern avatars!

Pacheli or Gokhru bangles are one of the most iconic wrist ornaments of Rajasthan. Popular since centuries, the royal wristwear, worn especially by Rajasthani married women, is adorned with jaali work or diamond florets; or features like enamelled circular or flower motifs along the entire circumference of the bangle. The trend for pachelis continues to remain strong, but today they are reinvented into modern formats to appeal to the young brides across India. Here's what is being showcased at IIJS Signature 2023.

Abhishek Raniwala, Creative Director & Co-founder, Raniwala 1881, notes that pachelis or bangadi are generally worn as a pair by brides during their weddings. The bangle has a thick rim featuring small, round gold protrusions all around it, thus making it wide in diameter. "The gold protrusions are not necessarily shaped like spheres. Today, we find many variations of this motif. Furthermore, the traditional pacheli bangles don't have a clasp, which distinguishes them from kadas," explains Raniwala.

Pacheli bangles are one of the most timeless pieces, notes Dinesh Dassani, Partner, Dassani Brothers. "Earlier, pachelis were crafted only in 22-karat gold and studded with white sapphires or polkis and enhanced with meenakari work. The florets around the circumference were embellished with pearls and polkis. However, today, the Pacheli designs have evolved due to new manufacturing concepts. The bangles are paired with polkis and brilliant-cut diamonds and precious stones such as rubies, emeralds, and pearls to add a modern touch to these traditional bangles." ■

Photographer | **Georgy**

Agency | **DEU: Creative Management**

Product Stylist | **Ashti Kothari**

Photo Assistant | **Jeet Ram Kumhar**

Production **Dandelion Pictures**



Top | The single kada gets enhanced with trellised motifs accented with polkis, rubies and emeralds, and alternated with stylised peacocks in diamonds and blue and red enamel. **By Dassani Brothers** | **Right** | The stylised pair of diamond-set striated bangles are patterned with pear-shaped diamond motifs. **By Prism Jewellery** | **Left & Bottom** | The stately pair of pachelis feature alternating trellised small and big motifs accented with diamonds, and the bangles are further enhanced with cabochon tanzanites set over scalloped mother-of-pearl patterns. **By K P Sanghvi Jewels Pvt. Ltd**



Facing page, Left | Openwork domes lined with round diamonds and topped with fancy-cut polkis grace these pacheli bangles garnished with rubies. By Prism Jewellery | This page, Centre | Lined with pearls, the pacheli bangle features curvy spokes topped with diamond-embellished conical patterns. By K P Sanghvi Jewels Pvt. Ltd | This page, Top | The singular pacheli bangle is alternated with diamond-set flowers alternated with circular domes. By Prism Jewellery | This page, Bottom | The gold pachelis with enamelled floral motifs are embedded on diamond scrolls bordered by mother-of-pearl patterns. By K P Sanghvi Jewels Pvt. Ltd



Bottom | The bangle bears chevron patterns set with rubies and diamonds topped with openwork triangular polki-studded florets all along the edge. By K P Sanghvi Jewels Pvt. Ltd. | Top | The golden pair of pachelis is adorned with full blooms embellished with pearls and polkis. By Raniwala 1881.



Right | Diamond-studded lotuses and elephants dressed in black diamonds line the bangle topped by florets. By Dassani Brothers. Above left | Pastel-shaded enameled elephants set with gemstones and polkis adorn this single pacheli kada. By House Of Sparsh



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COLOUR BOOST

ZUNDAA infuses a burst of colour into its latest diamond jewellery collection by incorporating enamel into the designs. Colours are an instant mood booster and add a bright spark. These dainty pieces are perfect to add colour into your everyday style. Drop earrings with blue and black enamel, minimalistic bangles with stripes of red and pink and crescent-shaped rings with a dash of colour make for mini works of art on your ear, wrist and finger. Make a chic statement with these vivid baubles. ■



BRIDAL TREASURES

DASSANI BROTHERS presents Mirari (Spanish for miracle) for the modern-age bride, who is all set to look for exclusive pieces that are a blend of traditional and modern motifs. The eye-catching pieces comprise chokers, multi-layered necklaces, statement rings, bangles, head ornaments and more. The jewels are embellished with syndicate quality uncut diamonds, round brilliant-cuts, emerald in the form of cabochons, beads, melon cuts, carved leaves, corals, tanzanite, pink sapphires, morganite, tourmalines, cultured and South Sea pearls. ■





EASY ON THE EYE

Drawing inspiration from nature's beauty and the romanticism of geometric art, **A'STAR JEWELLERY** offers an exciting choice of collections at IJS Signature 2023.

The collections present a symphony of silhouettes, where each form symbolises a powerful emotion and serves as more than just a decorative design. The emotions are a reflection of the modern woman who stays true to herself and embraces her spirit; her Hope, Courage, Grace, Calm, Harmony and Happiness.

Crafted in 18-karat gold with a sublime lightness of touch and delicately decorated with diamonds, the unique forms lend a whimsical air to the finished jewels.

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ASTRAL CHARM

KALAJEE JEWELLERY showcases its aesthetically designed collection Setareh which is inspired by the artistic traditions of Islamic monuments in which star designs endow a fantastical and astral appeal. The surreal and sublime stars are rendered with gold and set with uncut and rose-cut diamonds. Through stunning craftsmanship, Setareh presents earrings embellished with emeralds and blue sapphires along with the subtle hues of green and blue meena, Setareh is a treasured collection of one-of-a-kind earrings that epitomise the beauty and charm of a woman's persona. The pieces redefine the future of kudan-meena jewellery in contemporary flair, with a bow to the glorious legacy of the past. ■



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SERENADING ROSE CUTS

KAMA JEWELRY introduces a collection that serenades the beauty of rose cut diamonds. Considered a vintage cut, rose cut diamonds have been making a come back in recent times.

Their resplendence is noticeably more than that of traditionally cut diamonds because of their triangular cut facets on their dome-shaped upper surface. In order to accentuate their brilliance, Kama has moved away from the traditional setting style to set them in such a way that there is no metal seen under the stones. The shimmering collection of rings are centred on floral motifs for an enduring appeal. ■



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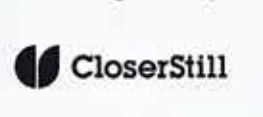
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SPARKLING EXCELLENCE

KANTILAL CHHOTALAL works extensively with solitaires and fancy-cut diamonds to create distinctive jewellery. Each diamond is handpicked, inspected and certified to ensure that it is of the highest quality. Their latest range of diamond jewellery features pieces that are contemporary yet have a timeless element to it.

One of the stand-out features of the jewellery is that each diamond shines with a bold brilliance, intentionally engineered by Kantilal Chhotalal's craftsmen, who have pioneered the art of creating designs that enhance the beauty of diamonds. Technological know-how and human skill are harnessed to create settings and links that use minimal metal increasing the flexibility and lustre of every Kantilal Chhotalal jewel. ■



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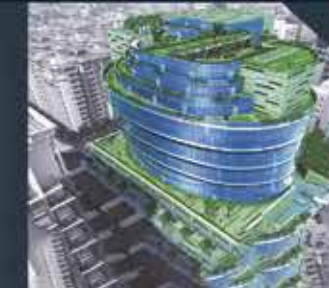
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MODERN MUSE

KP SANGHVI JEWELS PVT. LTD. brings an array of daily and occasion wear collections in rose gold and platinum for the modern woman. The Dune Rose collection takes its cue from desert rose selenite, a stone that naturally takes the form of rose petals and is known to promote self-worth and healing. The Flora collection replicates the beauty of delicate tendrils and vines.

The Sunmist collection draws on the power of sun rays and everything that it stands for. This collection is symbolic of hope, eternal love, new beginnings and a brighter day ahead in our lives. The modern, trendy gold pieces play with dimensions.

The Chevron range, tailored for those who love minimalism, is inspired by clean, geometric lines which are accented with platinum. ■

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CHROMATIC COMPOSITIONS

MANOJ ORNAMENTS brings a fresh line-up of jewels that blend style, sophistication and colour. Navratna jewellery gets a contemporary twist with an additional accent of diamond florets and a touch of pink-hued gems which give it a modern flair.

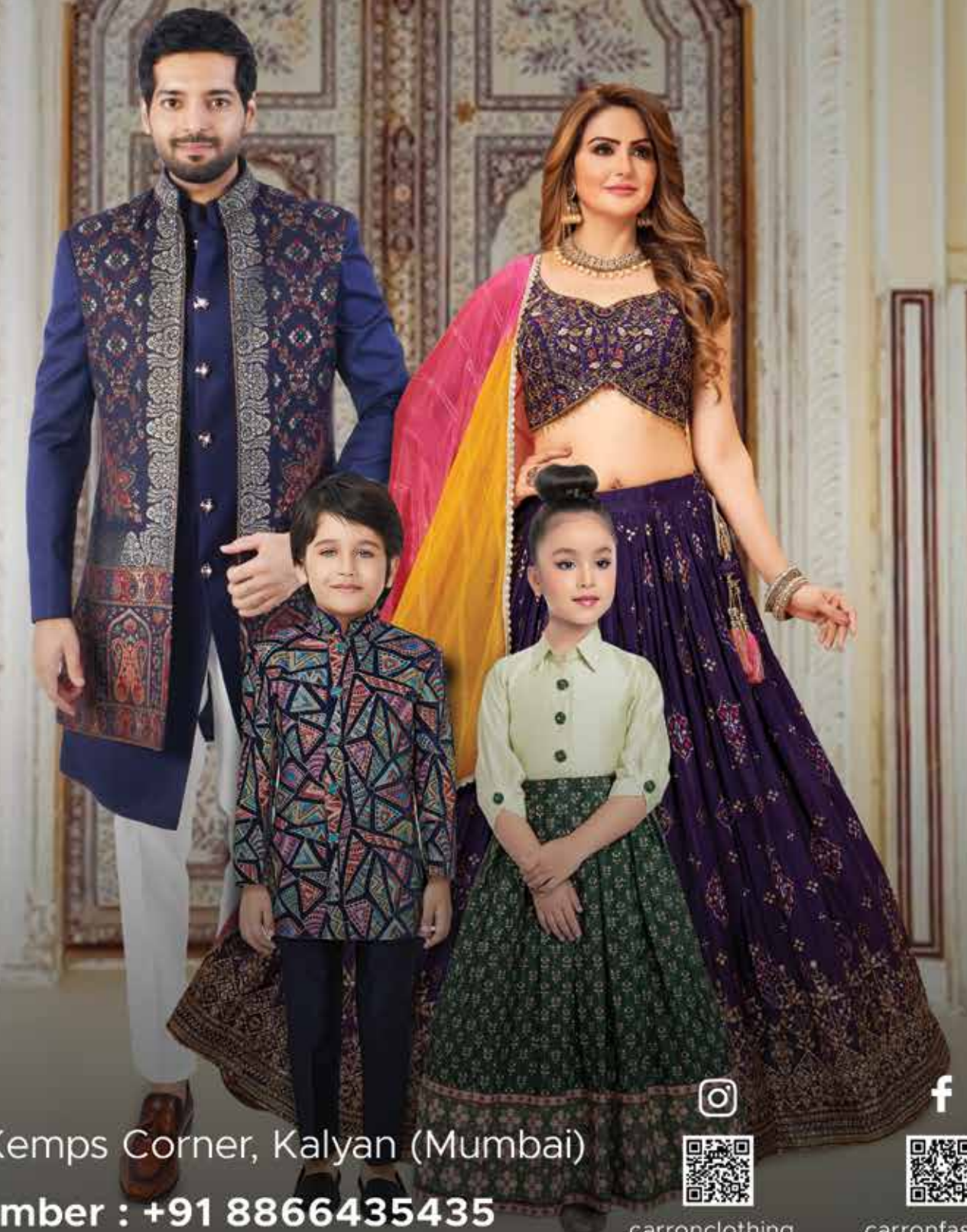
The company also has pendant and earring sets with pastel coloured gemstones set in eye-catching patterns accented with diamonds. Corals and diamonds make for bright jewellery that won't go unnoticed. For those who long for the romance of diamonds alone, they have plenty of daily wear, occasion wear and bridal sets in striking designs studded with high quality diamonds. ■



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DAZZLING NECKLINES

Kolkata-based **SAWANSUKHA JEWELLERS** makes it a point to present innovative collections every year. This time they have an elegant collection of lightweight diamond necklaces for occasion and bridal wear. Stylised pendant sets, diamond wrap arounds, fringe necklaces and more beautifully balance a variety of diamond cuts with a hint of coloured gemstones set in gold. While the overall aesthetic is contemporary, the jewels retain an element of traditionality so that the versatile pieces can be paired with Western as well as Indian outfits. The designs pack a punch all the way while being conscious of the weight and overall look. ■



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GOLDEN ODE TO BLOOMS

Flowers have been an inspiration for jewellery designers for ages now. Pankaj Kodhani, Owner, **KROWN JEWELS**, notes that connecting to nature has a very calming and serene effect. "To give it a new look we made the blooms in jali patterns which are 3D printed and placed it on the pieces with laser solder technology.

The attractive enamel shades and different flower patterns give it a contemporary look."

Krown Jewels also specialise in modern chains made with 3D printed components and different types of rhodium colours and enamel. This season, they have also introduced long chains with pearls. ■



SOLITAIRE INTERNATIONAL / JANUARY 2023



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GJEPC Announces The Artisan Awards 2023 Theme India Moderne

GJEPC comes out with yet another edition of its Artisan Awards 2023. The theme for 6th edition is India Moderne – a demanding one that pushes the creative limits of participants.

The Gem & Jewellery Export Promotion Council (GJEPC) announces the launch of the 6th edition of **The Artisan Awards**, country's premier jewellery design competition. The prestigious annual contest invites designers from India and overseas to submit their entries, showcasing excellence and innovation in jewellery design.

The main theme for 2023 is **indiamoderne**, where the world of art will inspire jewellery design.

If art mirrors life and reflects our ever-changing culture and identity in the global landscape, India's new narrative tells a story of change, inclusion and modernism.

Talking about his key expectation from this year's contest, **Vipul Shah**, Chairman, GJEPC, notes, "GJEPC ensures that with every passing year, Artisan theme gets more demanding in order to push the creative limits of participants so that they design pieces which lift global perceptions about jewellery 'Made in India'. The **indiamoderne**, theme centres on viewing jewellery through a variety of art forms. I'm confident that cross-referencing of various art streams will generate offbeat design ideas."

Milan Chokshi, Convenor, Promotions, Marketing & Business Development, GJEPC, states, "Jewellery making is one of the superior art forms, which requires extraordinary designing



and manufacturing skills. Jewellery and the various disciplines such as painting, sculpture, photography, or architecture share a synergetic relationship. No art form can exist in isolation, and artists tend to absorb insights from the cultural milieu to express themselves. Integrating natural elements or architectural formats into wearable art is not unusual, but seeking inspiration from fine arts and interpreting it through jewellery will surely bring forth interesting results."

Combining tougher, the jewellery and art worlds, GJEPC presents The Artisan Awards 2023. This year's **indiamoderne**, theme, is further divided into three categories that each highlight a distinct genre in the world of art:



Cats (1913) by Natalia Goncharova



Sculpture (c. 1928) by Séraphin Soudbinine

- i. **Art of Abstraction**
- ii. **Art of Sculpture**
- iii. **Art of Print**

CONTEST EXECUTION:

The indiamoderne theme gives contestants the freedom to choose from the three sub-categories:

ART OF ABSTRACTION

This category will invite entries for pieces inspired by some of the finest abstract paintings created by celebrated global artists.

Suggested Materials: Precious metals, Coloured Gems, Enamel, Diamonds etc.
Suggested Products: Necklaces, Earrings, Rings

ART OF SCULPTURE

In this category, we aim to recreate the magic of the sculptural arts, including installations, through jewellery with a focus on form and shape.

SUGGESTED MATERIALS:

All metals

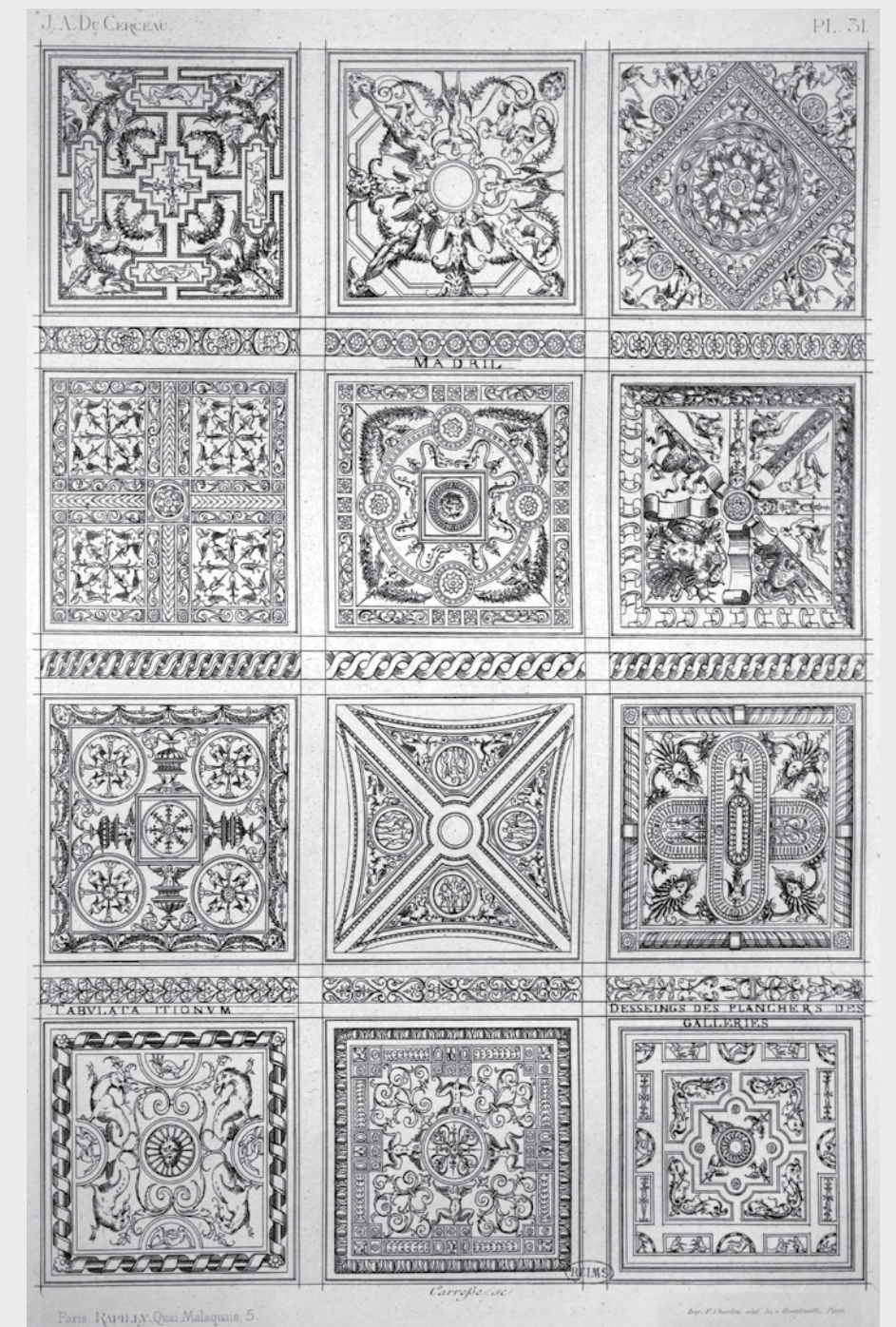
SUGGESTED PRODUCTS: Cuffs, Bracelets, Brooches, Earrings, Pendants

ART OF PRINT

This category aims to shine a light on the art of the print, which can include sketches, etchings, lithographs and other works on paper.

Suggested Materials: Metals, Diamonds
Suggested Products: Rings, Brooches, Earrings, Bangles

For more information, log on to: www.theartisanawards.com



Ornementation des appartements (1858) by Jean-Antoine du Cerceau

Rahul Jhaveri

A Champion of Abstract Expressionism

Rahul Jhaveri, Co-founder of *Studio Renn* (means rebirth), is an abstract artist at heart, who happens to be a jeweller. A staunch proponent of abstract expressionism, his potent bejewelled creations compel you to pause and reflect on them.

A Business graduate from Carnegie Mellon University in Pittsburgh, USA, Rahul was inclined towards writing poetry, photography, painting, and industrial design. Gifted with an exceptional ability to flip concepts on their heads, Rahul interprets complex ideas into simple but startlingly refreshing designs. He finds beauty in imperfection expressed through precious wearable art, that reminds us of the impermanence and incompleteness of life. The futuristic works denote purity and simplicity laden with *bhaav* (emotional heft).

Shanoo Bijlani



Roshni and Rahul Jhaveri, Co-founders of Studio Renn.

It was a humid, sunny morning, when I met the husband-wife duo Rahul (the Creative Head), and Roshni Jhaveri, (Head, Business Operations), in their art-filled studio in Borivali, a distant suburb of Mumbai. The atelier, situated in a bustling industrial hub, was like an oasis of art. With the bejewelled creations laid out for viewing specially for me, it transported me to an art gallery with abstract paintings – only these were rendered in gold, diamonds and gemstones and some less elevated materials like concrete.

Struck by their unorthodox beauty, the limited-edition pieces have an immersive quality – be it rugged and organic voids set with diamonds, play of light and reflection through diamonds and surface finishes in jagged and serrated jewels, interlocking zigzag constructs and more. The oft-neglected cacti, the humble karela (bitter gourd),

seed-leaf pods, and fish bones are upgraded into modern art.

And then there's a ubiquitous motif that appears in all his designs – a cross. The avant-garde artist explains that while most people view the world as round, he perceives it as a four-directional globe.

His proclivity towards all forms of art is discernible from the way the studio-cum-atelier is designed. Filled with conceptual sculptures and objects, Rahul reveals that he occasionally writes poetry, loves to paint and revels in the company of artists and art collectors.

Even his ideas for design originate in a unique manner. "We work on the idea not necessarily to bring out a jewellery collection," says Rahul. He deconstructs an idea through many artistic filters – by collaborating with sculptors, painters, goldsmiths, engineers, architects, self-taught artists to seek their interpretation of the idea. "We explore the intangible aspect of the concept and leave it open-ended to interpretation. Jewellery just happens to end up as a physical manifestation of our study. It's a confluence of various stimuli and shared experiences to simplify a concept into jewellery form."

This soul-centred view also extends to finding beauty in imperfect diamonds and gemstones. Rahul reveals, "I trained under my father, Rajiv Jhaveri, in his company S. Rajiv Company, and learned about diamond manufacturing skills. I fell in love with partially processed diamonds – sawables."

"Flawed" gems, sawables, precarious diamond settings inverted gem-settings are an integral part of his repertoire. A closer look reveals that each piece is a technical marvel and seem to be on razor's edge between imperfection and perfection.

"For me jewellery is not about being timeless, what is timeless is the thought ... that never changes," the artist muses.

The organic process of evolution is also part of the brand's birth in 2018. What started as an exercise to design jewels for kith and kin, formalised instinctually into a company. In its four years of existence (shave off nearly two years of the pandemic), the young brand has already made its mark not just on the domestic but international scene as well.

"We didn't want to have a physical store in accordance with our transient philosophy. So, we hold thematic shows of our limited-edition pieces across India in art galleries, architectural studios, and more. It's a holistic approach as we collaborate with artists from different streams because it's not just about selling jewellery, but an experiential and creative outlet for our clients," says Rahul.

"We held our first physical 7-day show in February 2019 at Gallery Maskara, Mumbai, and the response was so enthusiastic that we had to extend the show by another week. We met a lot of new people who were evolved collectors. Everything fades, nothing is permanent, and so is our show, which is temporal in nature. We are discovering the country through our shows – most of our eclectic collections were sold in Chennai, which is perceived as traditional in terms of design aesthetics!

"We are seeking international exposure and debuted



CACTI KARELA BRACELET

Reflection is the strong element of Rahul's aesthetics – a humble vegetable gets glorified in gold. The tremblor bracelet crafted in 18-karat mirror-finished rose gold is lined with a pavé of diamonds on one side of the section in honeycomb pattern to reflect the sparkle of the gems on the other layer of the bracelet.

in GemGenève in 2021 and the Couture Show (where they won the Innovation Award). We want to be in a place where we can contextualise our work. Participating in these shows was a phase of discovery for us, as we could identify which customer was right for us and vice versa." ■

Turn to the next page, to check out our edit from Rahul Jhaveri's 'art gallery.'

The Cacti Cut Karela front-back earrings are crafted in 18-karat mirror-finished rose gold, highlighted with a pavé of diamonds delicately set between serrated edges and held inside folds of gold. In the collection, the subverted blackened gold in matte contrasts the diamonds while the high gloss gold reflects them.

♦ CACTI KARELA EARRINGS



◆ **NETTED STICK HORN**



Part of (An)otherness theme, the focus here is again on intangibles. Rahul created a stretch net of gold with natural looking 'tears' in the metal. The Netted Stinkhorn Rotten rings in gold and blackened 18-karat white gold are lined with diamonds.

◆ **PUFFBALL VOIDS**



The Puffball Void earrings play on the negative space in the metal, exploring nothingness through voids that depict incompleteness. The edges of the void are designed at different angles. The bezel-set rough and smooth diamonds residing in the high-gloss finish earrings symbolise the rollercoaster ride called life.

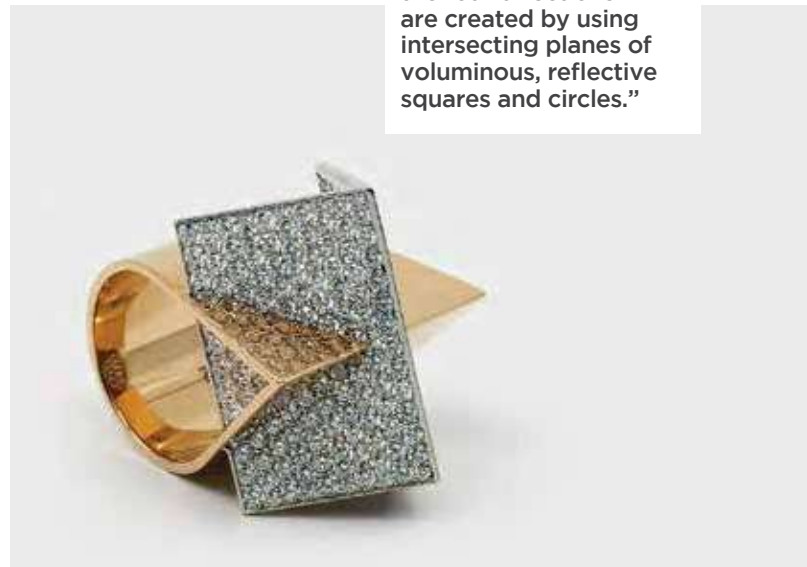
The 18-karat earrings articulated in palladium-gold alloy are 3D printed, and the skin of the metal bears the 3D printed lines to retain the naturalness of the piece. "The challenge lies in trying to find a balance in imperfection in the design," states Rahul.

◆ **CACTI EARRINGS**

The Cacti collection features diamonds precariously set between serrated edges and held inside folds of gold. The exposed fragile rims of the diamonds reinforce the fierceness of the work. In the collection, the subverted blackened gold in matte contrasts the diamonds while the high-gloss gold reflects them. Below are the Cacti 5-stone ear climbers crafted in 18-karat blackened white gold, set with princess-cut diamonds varying in size from 18 to 42 pointers.



◆ **INTERSECTING TWO-FINGER DIGNA**



Made in 18-karat rose and white gold, the Digna two-finger ring is set with diamonds. Digna represents an abstracted perception of Rahul's world. "Three-dimensional forms representing the four directions are created by using intersecting planes of voluminous, reflective squares and circles."

◆ **THE FISH RUBY BRACELET**



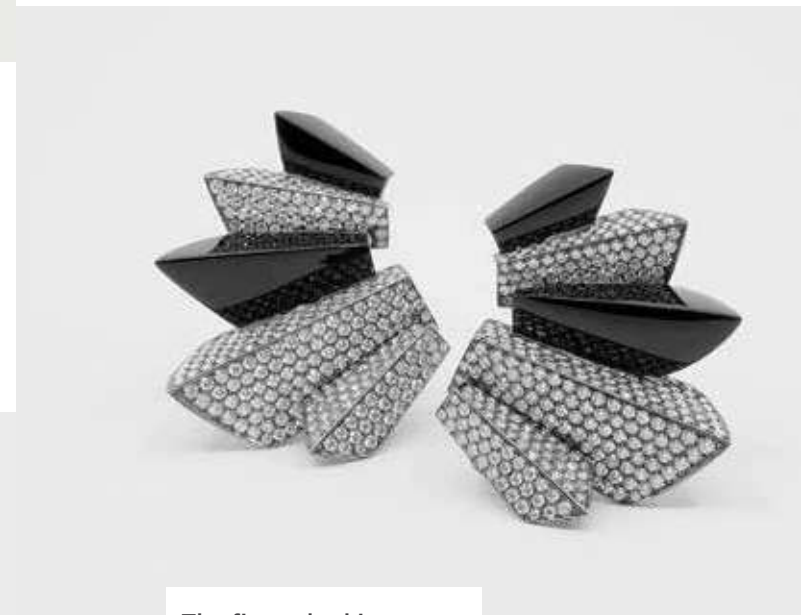
The Fish ruby bracelet wrought in 18-karat white gold articulates ribs and the spine skeleton with sharp structures set with diamonds, interjected with cabochon Burmese rubies. The obverse of the bracelet is lined with rubies. A combination of yellow and white gold and diamonds and Burmese ruby cabochons are used to realise this collection.

◆ **SHELL EARRINGS**



Part of the Explorations concept, the 18-karat white gold Shell earrings feature an ombre of Burmese sapphires and white diamonds.

◆ **SACRIFICIAL TEETH EAR CLIMBERS**



The fierce-looking Sacrificial Teeth Ear climbers from the Claw collection are set with diamonds and rendered in 18-karat white gold accompanied by folded black onyx.

◆ **SEED-LEAF EMERALD EARRINGS**



The form that resembles both a seed and a leaf connote fertility, abundance, and creation. The outer fold of the 18-karat white gold Seed-Leaf earrings is embellished with diamonds, and the inner layer seen through the marquise seed forms is decorated with Zambian emeralds.

Annamaria Cammilli

Evoking The Renaissance Spirit

*Gold bows into submission in the hands of **Annamaria Cammilli**, the illustrious Florence-based jewellery artist who is revered for her nature-inspired three-dimensional works of art.*

An eminent sculptor and painter, Annamaria instead decided to tap her creative forces into designing jewellery. The venerated artist is credited with inventing 8 new gold colours for her mesmerising sculpted renditions.

She uses her genius to delightfully blend three art mediums – sculpting, painting, and jewellery designing to mimic nature in a realistic manner.

All her creations are a tribute to Florence, her birthplace, and the cradle of Renaissance!

Shanoo Bijlani



The 18-karat Orange Apricot Gold ring from the Couture collection nestles a solitaire ensconced between the silky folds of gold.
By **Annamaria Cammilli**



Annamaria Cammilli

You are a multi-disciplinary artist ... a painter, sculptor and an inventive jewellery designer. Why did you finally pursue jewellery designing?

I have always enjoyed making art, since when I was a child. Over the years this passion has grown steadily and brought me to explore all the possibilities of creativity: from painting to sculpting and engraving. As my husband belonged to a goldsmith family, I started to apply my artistic flair to jewellery design in the seventies.

The result was stunning: I discovered that gold could become my canvas and gems, the colours to express my creativity.

When and how was the brand Annamaria Cammilli born?

I started designing jewellery for my husband's retail shop situated in the heart of Florence. My pieces were immediately appreciated by elite connoisseurs, and I enjoyed success thanks to their artistically inclined aesthetics.

On the other hand, I couldn't expect anything better than fuelling my passion for art into profession. That's how I started to think big and decided to gear up for

something more important: to produce for other jewellers.

In Italy in the 1980s it was not easy for a woman to work and establish oneself in an entrepreneurial milieu dominated by men, but with tireless determination, I embarked on my path as a jeweller.

As a painter and sculptor, do you view jewellery designing differently?

Ever since I started designing jewellery, I realised that it was a creative expression that I could never give up. Jewellery design allows me to combine the passion for sculpture by shaping the volumes in gold and my love for painting, by giving life to lively coloured jewellery pieces with a timeless flair.

Your design signature is distinct and can be easily identified among the galaxy of designs. One is texture... the special "Aetherna" gold finish, the alternating shiny and velvety gold surfaces that lend an iridescent appearance to jewels. How did you come to invent it?

Soon after I started my career as a jewellery designer, I realised that I needed a special finish of gold to make the



The sculptural and organic Sultana ring is composed of 18-karat Black Lava, Natural Beige and White Ice Gold enhanced with diamonds.



The 18-karat Grace ring rendered with Orange Apricot Gold and diamonds,



The Dune rings designed with 18-karat Orange Apricot and Black Lava Gold garnished with diamonds.



The Regina ring designed with 18-karat White Ice and Black Lava Gold is framed with diamonds, and a solitaire in the centre.

three-dimensionality of my sculptural pieces stand out.

I worked day and night with my goldsmiths, until we managed to develop a special technique that lent a soft, velvety appearance to the surfaces of the jewels and exalted their volumes thanks to the alternation of shiny gold edging.

This is how Aetherna became the exclusive gold-finishing method that has always distinguished the Annamaria Cammilli jewels, a secret recipe handed down over the years.

And most importantly, a silky effect that does not deteriorate over time.

| What role does fashion play in your jewellery creations?

Fashion plays a key role, as jewellery should always match the outfit and the style of the woman who's wearing it, to make her feel truly unique.

We continuously work to improve the wearability of our jewels, develop new models so that our jewels become more and more suitable for an increasing number of customers, demanding for a contemporary, dynamic yet artistic jewel.

The painter in you has also helped you create various colours of your main canvas - gold! You have invented 8 new gold colours so far. Could you tell us what colours are these and how do you invent a new colour palette every so often?

As I embarked on the adventure of becoming a jewellery designer, I immediately felt that something was missing. I felt the need to expand the possibilities to express myself in shapes...but also in colours, as I used to do in my paintings. So, I started experimenting with my team and over the years we managed to produce a whole palette of colours, obtained with special gold alloys or through subsequent rhodium baths.

Unique shades ranging from the timeless Yellow Sunrise to the fascinating Black Lava, from Pink Champagne, Natural Beige and White Ice to the unusual Chocolate Brown. Unexpected nuances for the most demanding women, who have the opportunity to choose the one that best suits their skin tone.

| Do you have a team of designers who assist you?

Our team is becoming increasingly large, and I love to be inspired and to exchange views with other creative minds. In particular, the entry of my son Riccardo as art director, and daughter Raffaella as product development manager into the company has contributed to an important evolution.

Thanks to their support I was able to transform an artisan business into an industry, without betraying the original motivation, which remains rigorously manual and creative.

Florence has played a huge role in inspiring you as an artist. What exactly are the three things that often recur in your themes?

Florence is an open-air museum; at every corner it amazes one with masterpieces of the great artists of the past. I feel thankful to be born in a city, which is the birthplace of Renaissance. It has been an inexhaustible source of inspiration for my work. Nature is another important ally of my creativity: the wavy movements of the sea, the soft roundness of the sand's dunes,

the perfect shapes of a flower...this is something that really sets my imagination in motion and which I always try to capture my works.

| How many boutiques do you have across the globe?

Our Flagship store is in Florence, and it's located right in the heart of art and beauty, in front of the city's symbol par excellence, Palazzo Vecchio. Our products are distributed worldwide thanks to a network of authorised dealers.

| What is a day in the life of Annamaria?

I love to surround myself with beauty, to walk in the nature and observe its perfect shapes and colours, which then I try to reproduce and reinterpret in my paintings, sculptures, and jewels. ■

The ring is inspired by Henri de Toulouse-Lautrec painting At the Moulin Rouge. By Ode Jewels



ENAMOURED BY ENAMEL?

High-end fine jewellery ateliers, fashion jewellery brands, and demi-fine jewellery makers are all embracing the bright pops of colour that enamelling adds to any piece of jewellery. Bursts of hot pink, purple, yellow and more, apart from the traditional pigments like red, green and blue are making their way into lust-worthy daily wear pieces.

Aliya Ladhabhoy



A floral-inspired enamelled pendant necklace from Roya, the brand's most popular collection. By Agaro Jewels

The ancient technique of enamelling is one of the most diversely celebrated and adapted forms of art. The earliest form of vitreous enamelling can be traced to rings found in a Mycenaean tomb in Cyprus from 13th century BC.

Over the years, enamelling techniques such as cloisonné, champlevé, plique-à-jour, ronde bosse and meenakari have burgeoned in jewellery and decorative objects of art. A melange of painting and metallurgy, it requires a high degree of skill and application and is labour-intensive.

Mostly, meenakari in India has been associated with heavy uncut diamond and jadau jewellery fit for weddings or special occasions only. As lighter and daily wear jewellery has become the norm over the last few years, this art form is gradually making its way into contemporary jewels.

Today, designers within the country are experimenting in this space. Agaro Jewels, a homegrown brand by Roshni Singhal is changing the narrative of meenakari and incorporating it in contemporary creations.

“Enamel jewellery, at least vitreous or glass enamelling what we follow, is timeless. It is a niche product and has a niche audience but ones that know the art, love it! I love the process of how the glass melts and fuses with gold to give it the most luxurious look,” shares Singhal.

Her monogram pendants, kettlebell earrings and stackable rings rendered with traditional meenakari as well as experimental colours has been grabbing eyeballs in India as well as the global market.

Whether it is the more skilled form of vitreous enamel or cold resin enamel, jewellery designers are harnessing the technique to add colour, meaning, emotion and individuality to their creations.

Mood Boosters

“Colours are emotive and invoke powerful feelings. Today, people are far more in touch with their emotions, their personal likes and dislikes and are comfortable in expressing themselves through their daily treasures,” shares Sapna Mehta whose Sorbet collection of enamelled jacket diamond studs received a thumping response this year.

This collection was conceptualised close on the heels of the many lockdowns imposed to tackle the pandemic. As things came under control and travel plans were slowly and safely resuming, Mehta wanted to uplift moods and add to inner hope to her signature travel studs. The collection features brilliant-cut diamonds with a surround of enamelling in shades of hot pink, electric blue, turquoise, emerald green, yellow and purple.



The Summer Sorbet diamond ear studs feature enamelled jackets in vibrant hues, adding a pop element to them. By Sapna Mehta



Diamond-studded enamelled hoops. By Mina Jaipur

“Enamelled pieces make for playful keepsakes. I believe the trend, whilst always present, picked up tremendously during and post the recent pandemic we endured,” adds the designer.

Sapna Mehta’s latest collection, Taaveez, is a modern take on the protection amulet coupled with positive manifestation through messages like love, life and heal. The amulets are tinted with lacquer enamel. “Lacquer in the traditional Eastern sense was made from tree sap, but lacquer enamel is a much more modern technique. We use a pigmented resin to achieve a glossy block of colour without the use of high temperatures, the cold enamel is layered onto the metal multiple times till the desired tone, depth and shine is achieved. We chose this particular process for the collection to attain the desired colours,” Mehta elaborates.

Emotional Ties

The beauty about the art form is that there are countless ways to present it and every time it looks different. The latest collection of Ode Jewels, a demi-fine label founded in 2021, takes its cue from the Art Nouveau (1919-1914), a time when plique-à-jour enamel soared to new heights. The Déjà vu collection takes inspiration from important Art Nouveau artists such as Gustav Klimt, Alphonse Mucha Czech, Koloman Moser, Jan Thorn Prikker and Émile Gallé and incorporates their painting style into jewellery.

Art Nouveau influences and forms are coloured with vivid hues of enamelling. A circular disc carrying the fingerprint impression of your loved one is woven into the design, a USP of Ode Jewel’s jewellery introduced to bring an emotional connection to the pieces.

“We wanted to replicate the designs and colour of the art works and we found nothing better than enamelling to convey the colour and precision of the inspiration,” shares Shilpa Mehra, co-founder of the brand.

“The credit for using enamel goes to the artisans that we work with. The artisans suggested using the technique because they have the skills but there are very few takers and don’t want the craft to die out,” adds Mehra.

The collection unlike any other in the market has been a success. So much so that the upcoming collection from Ode Jewels also features enamelling.

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The inspiration for this pair of earrings stems from American artist Louis Comfort Tiffany's painting Tree of Life. By Ode Jewels

The Taaveez collection encompasses modern-day amulets with powerful words to manifest fashioned in 18-karat gold, enamel and diamonds. By Sapna Mehta

Individual Expressions

Shivangi Surana is a seventh-generation jeweller with a love for meenakari that runs deep in her veins. She hails from a family with a 275-year-old heritage in crafting meenakari and jadau jewels. While she is the Managing Director at Bhuramal Rajmal Surana (Mfrs.), she also heads Surraya Atelier where she adapts age-old crafting techniques for modern sensibilities. Her demi-fine brand Mina Jaipur has a collection of bangles, rings and earrings bursting with bright shades of enamel. The rings and bangles can be stacked up for a riot of colours or worn individually for a hint of hues. The brand name itself stems from Surana's love for meenakari.

A jeweller, chef, and sports enthusiast Surana wanted jewellery that was functional, lightweight, modern and one that could transcend through the various activities and events planned for the day.

"I decided to make my own gold-plated brass jewellery where enamelling takes the spotlight. For me quality was foremost priority because I didn't want it to look like jewellery you can pick up off the streets. We use Italian hard-baked enamel which won't come off unless you dip it in acid. My pieces are fashion-forward, long-lasting and affordable," adds Surana.

The brand, launched a few months ago, is still young but its growing popularity reiterates the demand for enamel that transcends jewellery categories right now. Perhaps, its consistent demand and wider usage will give some hope to the artisans of the craft that the legacy will be carried forward to future generations. ■



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PGI's Huw Daniel: India Will Be The Growth Driver For Platinum Jewellery

HUW DANIEL, the CEO of Platinum Guild International, speaks about the growth of platinum jewellery across various continents in an exclusive media interaction in Mumbai. He notes that India is poised to become the growth engine for the world and is today amongst the top three platinum jewellery-consuming countries. Here are the edited excerpts.

- Shanoo Bijlani



Huw Daniel

What is the outlook for platinum in 2023?

We are super positive about consumer sentiment towards platinum jewellery, and India in particular. We had a fruitful year thanks to our strategic partners, whose passion and drive have driven platinum to new heights. We expect to build on this momentum and achieve double-digit growth next year. The positive market outlook has also encouraged us to scale-up, in order to leverage the current growth momentum.

How are the other markets faring where platinum is favoured?

America remains a strong market despite high inflation. Consumer spending remains high, and the jewellery sector continues to be a major beneficiary.

Despite inflation, Japan remains a strong market as well. We are witnessing impressive growth, especially with regards to heavier, higher purity and investment-related products trends.

In China, I believe, we will continue to see significant headwinds.

India is amongst the top 3 platinum markets and is often touted as the "new China" and globally India is being looked at as the growth engine for the world.

What are the new PGI initiatives globally and in India for promoting platinum jewellery?

Japan is a mature market; it has the highest per capita consumption of platinum. However, our business there is overly dependent on the 50+ age group. As part of our innovation process we launched Platinum Woman, a new product segment of affordable and meaningful product targeting 20/30 year olds, in store and online. The launch included a first of its kind collaboration between Japan's leading jewellery retailers. PGI worked with the retailers to prioritise e-commerce, as well as in-store. We worked with famous actress Mikako Tabe and later Nanase Nishino to connect with this demographic.

Platinum prices in comparison to gold are lying low for quite some time. Your comments.

We don't foresee the platinum price impacting purchase decisions because, in the consumer's mind, there is a clear hierarchy of precious metals with platinum being at the

top. And this is across all of our markets. The consumer's perception is based on the meaning and aesthetics of the jewellery, and the price charged at the retail outlet which is inevitably higher than gold due to platinum's purity, density and higher labour component.

Thus, despite the metal price being lower, the consumer experiences platinum as a precious metal through the branded jewellery itself, rather than the metal or metal price per se. Platinum jewellery is marketed as a 'meaningful purchase', ideal to mark special life moments. The foresaid marketing narrative also impacts the consumer's perception of the metal's position in comparison to other precious metals. Essentially, platinum jewellery demand is driven by great marketing ideas and not the metal's price.

Indian manufacturers have been quick to adopt newer technologies for gold/diamond and platinum jewellery. Is there any innovation in technology impacting design?

PlatinumABC on YouTube and LinkedIn is an initiative we developed out of our China office. There is a lot of innovation, with regards to platinum, taking place across the globe, especially in Germany, America, China, and India. Hence, we wanted to create a platform to bring the industry together, to enable and empower industry members to share their stories and learnings. As part of the initiative, we have interviewed platinum masters across the globe, who are at the cutting-edge innovations being undertaken within the industry. For instance, our partners in America, are working on pioneering hot isostatic pressing (HIP) techniques to reduce the porosity in platinum, while our partners in Italy and Germany are pioneering additive manufacturing.

These innovations also enable more creative and forward-looking designs, as a more versatile metal, subsequently lends itself to more design options as well. For instance, these innovations have allowed us to introduce laser working, electroforming as well as integrate enamel with platinum.

The men's jewellery category remains a comparatively underexplored segment. Could you tell us how did PGI manage to develop this niche segment in India? How is men's jewellery faring globally?

We knew there was a gap in the market for branded men's jewellery in India. The volume, profitability and potential size of this untapped market presented a lucrative opportunity for our partners that we were ready to harness once the success of Platinum Days of Love and Evara was fully realised. We knew the men's category would offer substantial volume, and hence, decided to create a narrative that would help build a distinctive brand and drive differentiation for platinum as a metal. We analysed consumer insights to build a distinct narrative for Men of Platinum. The narrative encompasses the values that the brand stands for in relation to contemporary male aspirations and has been instrumental in creating meaningful marketing communications to position platinum in a league of its own.

Globally, the other key market in terms of men's



Platinum Guild India's Men of Platinum in association with ace batsmen KL Rahul, recently launched its campaign - Character Inspires All.

jewellery is, China, followed by Japan. Consumers in China prefer chains, bracelets, and rings and lean towards more traditional designs. However, in terms of branding and marketing, this segment had been largely ignored. In China, we took a slightly different route and entered the men's segment through unisex jewellery targeted at young women and men's self-purchase category. We subsequently segued from that into the men's segment by partnering with the biggest manufacturers and retailers in China to model the way for the industry. Our most innovative strategic partners championed the initiative and together we have co-developed a new generation of product that is igniting the men's segment.

Our strategy across every market is slightly different reflecting each market's distinct insights, but remains consumer centric at its core, while reflecting the unique trade landscapes.

As India is a relatively young market for platinum, we were able to launch a new branded segment for the industry. However, as China is a relatively mature market for platinum it requires a different approach. So, we tend to seed new segments through the market leading retailers, working collaboratively to develop their own branded collections in that space. This early adopter strategy then ripples out to the next tier of trade.

There remains a huge pent-up demand for branded men's jewellery in India, which offers a great business



(Above) Men of Platinum bracelet in platinum and rose gold. © PGI (Below) Platinum Love Bands by Platinum Days of Love.



opportunity to our partners. We have seen that sales of platinum chains and kadas (wristwear) are energising our partners and driving growth across the Indian market.

Are there any best business practices that India can adopt from the fast-growing markets?

There are some great new trends and best practices emerging from India itself.

However, in my view the biggest opportunity for India is branding in order to ensure strong consumer relevance and connectivity. Too much jewellery remains generic and undifferentiated and the category lags behind most other discretionary categories. This is a global issue not

just Indian. For example, in America, we saw a big opportunity for metal-only platinum jewellery which was alien to the diamond-centric trade. So, we modelled the way by launching Platinum Born, PGI's proprietary branded collection that is now selling well in high end independents, Saks and Nieman's, as well as e-commerce (www.Platinumborn.com)

The core product is machine-made chain and woven metal that's designed in the US and Japan, manufactured and assembled in Japan and imported to the US. This product meets an unmet consumer need in America, competitive entry product starting from \$600 and going up to \$15,000, with a sweet spot at \$1500 US dollars. The collection targets the 28-year-old-plus woman who comfortably spends a couple of \$1,000 on a pair of shoes, but had no alternate option of branded platinum jewellery to meet her aspirations. The category and the brand have witnessed phenomenal success.

It's been an interesting journey as PGI's first truly global collaboration, between the US and Japan teams – two opposite cultures that had to understand and learn how to work together collaboratively. It's been a win-win however introducing an incremental opportunity to the US trade, and a new export opportunity that absorbs excess capacity for the highly skilled Japanese chain manufacturers.

The biggest opportunity for PGI in India, and for the general trade, is to provide stronger emphasis on consumer-centric branding. Branding will facilitate a seamless connect between jewellery industry and consumers and drive growth in the future. ■



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IIBX To Revolutionise India's Bullion Trade

ASHOK GAUTAM, Managing Director & CEO, India International Bullion Exchange (IIBX) discusses the potential of the IIBX to influence the Indian and global gold eco-system, and the opportunities that it presents especially for smaller jewellery exporters who can easily avail as little as 100gm of 999 purity gold via the IIBX platform.

– Regan Luis



Ashok Gautam, Managing Director & CEO, IIBX

Could IIBX play a role in the operations of jewellery manufacturers, or is it mainly for bullion traders and investors? Can gold imported through IIBX be used by jewellery manufacturers/exporters in the DTA or SEZ?

IIBX is the latest gateway for enabling the import of gold into India. As you know, DGFT had issued instructions that the Qualified Jewellers, so specified by International Financial Services Centres Authority (IFSCA), can import gold through IIBX.

The Qualified Jewellers must deal in precious metal goods falling under the four HSN codes (7108, 7113, 7114, 7118). So, both bullion dealers and manufacturers of jewellery find place there. To answer your question, yes, IIBX provides gold for jewellery manufacturers.

At this point of time, most of the Qualified Jewellers who have enrolled with us, are the domestic jewellery manufacturers. But I'm happy to advise that some exporters have also applied and have been given Qualified Jeweller status. So, the gold imported through IIBX is not only for the domestic jewellery manufacturers and bullion dealers, but also for the jewellery exporters.

Why does IIBX have a bigger proportion of domestic players compared to exporters?

We have embarked on various outreach programs in many cities, and in some of these events, the regulator IFSCA officials are also joining us. This is to get feedback and understand the viewpoint of jewellery exporters. We are more than happy to conduct on-site seminars, send our teams for discussion with groups of exporters, or conduct webinars.

At IIBX and GIFT City we will put in motion very soon the processes to ensure that (a) exporters who are having advanced authorisation from DGFT can take gold from IIBX and (b) exporters who can give bank guarantees to the Customs can also import gold from IIBX. These are two important points and for which we are actively engaged with the relevant authorities. We are happy to share that due directions have already been issued by the concerned authorities and work has already started for the integration of ICEGATE with the SEZ online, and once that happens, the process for import of Gold for Jewellery exporters in DTA area will become easier.

We are confident that linkage of ICEGATE shall happen soon. Just to reiterate, any Qualified Jeweller who is in the SEZ area can take gold from IIBX as it will simply be a transfer of gold from SEZ to SEZ.

Will the IIBX be feasible for small exporters to procure gold in smaller quantities of say 1kg or less?

For the contracts that we already have on our platform, for 995 purity, the minimum quantity which can be traded is 1kg. And for the 999 purity, the minimum quantity which can be traded is 100 grams. In fact, we have seen a few transactions for 1kg happening. So to answer your question yes, if required, an exporter can take delivery of gold in quantity as low as 100 grams.

How many Qualified Jewellers do you expect to add in the next one year?

As of 21st November 2022, we have 75 Qualified Jewellers and have a long list of applications which will make this number increase to 110 as of now. As mentioned earlier, we are embarking on outreach programs to help more people understand about the IIBX eco-system, which is a totally new concept. It is our responsibility that we reach out to them, especially in 10-12 of the bigger towns where we can have face-to-face interactions with the bullion industry.

Based on the feedback received, we have added many process flowcharts, PPTs, etc. on our website (<https://www.iibx.co.in>), and through your publication, I would request prospective Qualified Jewellers to go to the FAQs and Knowledge Centre tabs on the IIBX website for easy-to-grasp explanations.

With IIBX, how do you see the Indian gem & jewellery industry getting transformed in the future?

IIBX is an amazing concept! And when the Government and the industry think tanks prepared the blueprint, our regulator IFSCA came out with full regulations and guidelines to make this idea a reality. IIBX is promoted by a consortium comprising the top 5 market infrastructure institutions of the country, viz, CDSL, India INX (Subsidiary of BSE), MCX, NSDL and NSE.

Clearly, we are trying to revolutionise the way bullion gets traded in India, largely on the import side.

For the first time, entities are being given access to a platform where they can import gold directly. Currently, gold in India gets imported through the Nominated Agencies or Nominated Banks, but at IIBX, the Qualified Jeweller gets access to an international platform where the US dollar transparent prices are available for them to see on real-time basis.

They can also put up their bids and if their bids are successful, they can import gold at their own prices. The platform which we are providing is democratic – so the offer price, if it is given for a quantity of say 100kg, then that offer price is valid for 100kg and also for a bid of 1kg.

Next benefit is ease of trading. Right now, our platform is open from 9:00am to 5:30pm. One can just click a button and trade on their desktop. Going forward, we plan to expand the timings to cover 22 hours in a day.

Moreover, we have three vaults in the GIFT City. Our



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vaulting partners have already told us that they should be able to ship gold by next day to any destination in India. But we also are working with our own IT and with our depository to compress the settlement and clearing cycle because as of today, the settlement and clearing timings are in the evening from 6:00pm to 9:00pm.

There is already 100% advanced pay-in of dollars and 100% of advanced pay-in of Bullion Depository Receipt (BDR). So, why should we wait for the evening settlement cycle? In fact, we wish to run the settlement cycle every half an hour so that the moment that trade is done, in the next half an hour cycle, the trade can go for settlement and within an hour or two they can get the BDR to their account. We are working on it to smoothen the process and the process shall be enabled after due IT testing and regulatory approvals.

We are also in talks with our vaulting partners to have IFSCA-approved vaults in various SEZs. We could have at least 5 to 6 centres covering all the geographies in the country. So that Qualified Jewellers can trade on IIBX electronically and take the delivery of gold from any of these vaults near to their locations without any loss of time.

Any other information that you wish to share with our readers?

There are a lot of things happening on the international side as well that I haven't discussed in this interview. We believe that steps taken towards the international side of trades would put India in a great spot in the global bullion market in accordance with the dream that our honourable Prime Minister had articulated – that India should be a price influencer and a price setter of gold. ■

WGC's 'You Are Gold' Campaign Gains Ground Among Youth

ARTI SAXENA, Head of Marketing, India, World Gold Council (WGC), speaks to Solitaire International about the aim behind launching the second leg of the 'You Are Gold' campaign as well as the recently introduced multimedia campaign 'Power Your Portfolio With Gold' that focuses on gold as a strong investment option for the young generation.

- Shanoo Bijlani

The 'You Are Gold' campaign of 2022 has a more global approach and features women from diverse backgrounds and focuses on self-expression. It's a departure from the 2021 campaign that centred on India and was more focused on celebrating milestones. Your comments.

The first leg of the 'You Are Gold' campaign, which was rolled out in 2021, aimed at setting a meaningful context for the relevance of gold jewellery in contemporary expressions and imbibing gold in the millennial and Gen Z culture.

This was achieved by showcasing heart-warming stories of celebratory moments of inspiring women who came from all walks of life.

The recently launched second leg of the campaign builds on to the idea of celebrating modern women who are unafraid to embrace their achievements and let their inner light shine. Today, the sentiments associated with gold jewellery have evolved for the younger generation. Through this film, we wanted to celebrate the conquests of the modern women who are relatable, yet aspirational and are precious, brilliant, and bold – much like the beautiful gold jewellery they wear.

What was the consumer response to the first campaign? Did you notice any tangible results at the retail end (for e.g., increased sales of modern gold jewellery and/or more awareness of gold in general)?

The campaign received tremendous response from the industry and continues to make gold jewellery attractive among the millennials and Gen-z audience.

It garnered a reach of approximately 20 million viewers via TV, 30 million viewers via OTT platforms like Hotstar, 356 million through the digital medium and another 4.3 million via key digital influencers.

As demonstrated in the campaign, the sentiment around gold jewellery has evolved for the younger generations. For them, it is as an extension of their personality, something that reflects their individuality, something that makes them uniquely themselves.

Additionally, as per our recent report on India's jewellery structure, the Indian online jewellery market has also seen rapid growth over the last few years, driven by demand from millennials. The report also states that online buyers tend to purchase lightweight daily wear or fashion jewellery in 18-karat gold and looking ahead, the market share of online jewellery in the next five years could increase to 7-10%.

What other consumer-centric initiatives is World Gold Council planning?

World Gold Council has been carrying out several initiatives to benefit consumers and the Indian gold industry. The India Gold Market Series and My Gold Guide are two such examples. The former is an ongoing series of in-depth analysis around various aspects of gold – the drivers for



Indian gold demand, bullion trade, jewellery market structure, etc. The latter is an online content platform developed by World Gold Council to spread awareness and education around all aspects of gold. It is designed to answer all those queries and guide consumers in gold-buying decisions starting from gold prices, details about gold products, how to invest, hallmarking and much more.

The landscape of consumers is evolving, and the new generation has been identified as the major growth driver and with that in mind, World Gold Council's initiatives are shifting their focus to drive demand for gold in a manner that is uniquely suited for millennials and Gen-Z.

The 'You Are Gold' campaign is an excellent example of the same and aims to attract the buyers of today by re-defining the context for gold that aligns more with their sentiment and looks at re-establishing their emotional connection with gold. Both legs of this campaign highlight gold as a medium of self-expression for modern women that give them the strength to be as their best self.

Young investors are falling for high-risk and high reward asset classes. It is critical for them to realise that gold offers them a solid footing to stand on. We have just launched our latest 'Power your portfolio with gold' campaign which focusses on gold as an investment option for young buyers. ■

LGD Gets Due Recognition At IJS Signature

SMIT PATEL, Convener, Lab-Grown Diamond (LGD) Panel, GJEPC, expounds on the role LGDs will play in employment generation and offering an option to price-sensitive young consumers.

- Regan Luis



Smit Patel, Director, Greenlab Diamonds LLP

For the first time, IJS Signature will have a dedicated section for LGD exhibitors. Your comments.

The dedicated LGD section is an acknowledgement of the people behind the scenes in the lab-grown diamond industry, starting from technicians, engineers, artisans, to the supply chains. In this traditional gemmological sector, there are many segments in the gemstone sector, so for LGDs to get this recognition at IJS is a big achievement.

What are the main priorities for the LGD manufacturing industry in India?

Our main priority is to reach every retail space pan-India, irrespective of urban or rural locations. As lab-grown diamond companies grow with new technologies, so do their partnerships with diamond manufacturers and distributors to introduce new and appealing products to consumers.

Indian consumers are always concerned about the resale of the product. That concern among buyers and retailers alike should be cleared.

How has the LGD sector performed in 2022?

The growth is stellar – 113% rise in the global market means a lion’s share of the industry. The world will see a massive shift in the popularity of LGDs against the backdrop of an inflation-threatening global economy. LGDs will give a timely boost to this particular industry. The gross export of polished lab-grown diamonds for April 2022-October 2022 shows a growth of 52.91% as compared to the previous year.

What Govt. support do you require for developing this sector?

The LGD sector is getting its due recognition. Recently, the Gujarat Government announced a waiver on power duty of nearly 15% for LGD manufacturing units thus enhancing our competitiveness in the international market. The reduced import Customs duty of rough LGDs is another move that will give fillip to our industry.

I am expecting more such initiatives as we go forward.

What steps can the LGD industry take to deal with the issue of falling prices?

The fall in price would help us to reach out to a vast majority of price-sensitive consumers.

Are there any plans to set up a separate pricing mechanism (delink from natural diamonds)?

GJEPC has already initiated a move to have separate import codes and channelling system for the lab-grown diamond sector. We expect that more such delinking



Journey of a lab-grown diamond.

mechanisms that will keep the two sectors – LGDs and natural diamonds – separate.

What is the estimated LGD output in India? What percentage is consumed domestically / exported? Number of reactors?

As per reports, almost 59% of LGDs were exported in the period of April to October 2022. We have approximately 6000 reactors in the country. The number of companies engaged in creating LGDs is increasing and so are the reactors in the same proportion.

In the near future, the industry can generate mass

employment similar to what the natural diamond sector provides.

Some experts say the use of gasses such as argon and methane during the LGD growing process may be an environmental challenge. Your comments.

There are many challenges manufacturers face when attempting to produce consistently high-quality lab-grown diamonds. System stability, vacuum leaks, and component costs must be carefully monitored so as to be environmentally friendly. ■



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Influencer Marketing: The key to business expansion in 2023

Katerina Perez and Tracey Ellison, two of the top global jewellery influencers shared secret mantras that brands could adopt to expand their reach in various markets. Our special correspondent Aliya Ladhabhoy reports.

– Aliya Ladhabhoy

Influencer marketing is becoming the fastest-growing marketing channel for brands, beating organic search, paid search, email marketing and video ads on social media. More and more brands across the world are turning to influencer marketing to expand their brand and generate business leads.

According to Influencer Marketing Hub, the market grew from \$1.7 billion in 2016 to \$9.7 billion in 2020 and soared to \$13.8 billion in 2021. This year, the market is projected to expand to a whopping \$16.4 billion industry.

Collaborating with influencers through brand mentions, giveaways, product reviews, jointly designed collections are just some of the many creative ways to get your brand to be noticed by the wide following that influencers enjoy that sometimes run into millions.

If you are thinking of tapping into new markets abroad, particularly the USA and Europe, jewellery influencers who have a strong impact in that region can help you. “The most important thing an influencer can do is create brand awareness. Many jewellery lovers are simply unaware of the diversity of brands available to them! Influencers help consumers learn about jewellers and their unique creations. It doesn’t always result in an immediate sale. Brands need to be aware of that. But by providing the exposure, consumers know who and where to go to the next time they want to buy jewellery,” notes Tracey Ellison, a USA-based high-end jewellery influencer with 1 million followers on Instagram through her handle @thediamondsgirl. She previously consulted to Fortune 100 companies on winning customer service strategies.

“The biggest difference between influencers in the jewellery industry and other industries is that there are only a handful of us in the jewellery space. In order to be a Key Opinion Leader (KOL) in the jewellery space, one

has to have a thorough knowledge of the subjects in order to curate a cohesive account. The choice is very limited for brands to work with, however all respected bloggers offer quality content,” says Katerina Perez, a Perez (@katerina_perez), well-known jewellery influencer and consultant. Her retail management experience at top jewellery brands like Tiffany & Co., Chaumet, Aspree and Boghossian along with her passion have made her an authority in the field. Perez is the first jewellery influencer to win an award from the World Influencers and Bloggers Association (WIBA) in 2021 for her work.

So how does one go about the whole process?

Identify influencers that fit your brand's personality

“Consumers trust the influencer whom they follow to make authentic recommendations, especially when it comes to jewellery. It’s not a commodity, it’s usually a significant purchase, and buyers want to know that the recommendation has been motivated by a genuine love for the item, and not simply a big pay cheque,” shares Ellison.

If consumers feel confident about an influencer's recommendation, they are more likely to make a purchase. According to the Digital Marketing Institute, 49% of consumers depend on influencer recommendations with 40% of them having purchased something after seeing it on Twitter, YouTube or Instagram.

“I had a follower message me to say that he had just purchased a Van Cleef & Arpels zipper necklace for his wife. He never knew such a thing existed, until I posted one on my page! He didn’t buy the one I posted, but he walked into a Van Cleef boutique, showed them my post, and said “I want one of these!” shares Ellison ecstatically.



Photo courtesy: Katerina Perez

An Instagram post of Perez, too, resulted in the sale of a 1,50,000 Euro-worth necklace. “Usually purchases that happen through my Instagram go up to 30,000. I always tell brands that working with influencers in a fine jewellery industry is a marketing and advertising activity rather than a selling one. When you advertise with an influencer, you open yourself up to a new audience of jewellery aficionados who, after seeing the post, will start following you, getting to know you better and when they have confidence in you, they will buy. This purchase can happen a week, a month, or even a year later... or never. It also depends on how responsive and engaging the brand is and how appealing their account looks,” shares Perez.

Choose an influencer that mirrors your quality and values as a brand. Tracey Ellison leans towards high-end jewellery and never posts about lab-grown diamonds. If you want to market everyday pieces, then select an influencer who enjoys those pieces and likes posting about.

Asking around fellow jewellers about their experience with bloggers can also help, suggests Perez.

Celebrities & mega influencers are not always the best bet

Celebrities still command eyeballs for the older generation, while millennials and Gen Z follow influencers whom they can relate to. They want authentic voices who are not endorsing products just for the money.

Nielsen Scarborough, a USA-based market research company, found that only 19% of Americans make product purchases based on celebrity endorsements. More often, consumers want to hear from relatable voices, with 42% of Americans seeking the advice of others for purchase decisions.

Social media experts recommend a mix of working with mega influencers (above 1 million followers), macro-influencers (500,000 to 1 million followers), micro-influencers (10,000 to 100,000 followers) and nano-influencers (1,000 to 10,000 followers). At the same time, it is important to work with digital content creators who have a stronghold in the region you want to expand in.

“You can no longer assess how good an influencer is based on metrics only – the number of followers is not



Katerina Perez is a trained gemmologist, who worked with brands like Tiffany & Co. in retail management before she became an influencer.

always reflective of the blog quality. These days you have to pay most attention to the KOL's connection with the audience – how many comments they get and how responsive they are to comments; do they actually provide quality information and educate their audience; or share pretty pictures with basic comments? Take a look at the quality and variety of blogger's content, their dedication to regular posting in both feed and stories before deciding on an influencer," Perez suggests.

Pick a mix of social media platforms and collaboration techniques

Instagram is the most preferred channel for influencer marketing campaigns despite it having less monthly active users (1.3 billion) than Facebook (2.89 billion), states Influencer Marketing Hub. Interestingly, TikTok outperforms Instagram on engagement, a medium that is yet to be explored by jewellery influencers. Perez predicts that jewellery influencers will soon hop on to the TikTok bandwagon.

When it comes to what kind of collaborations to pick, Perez notes, "It depends on the blogger and the type of jewellery being featured. In the high-end world, a collaboration with a special private offline event might be the most effective. For the lower-end jewellery give-away and discounts will work well. There isn't one scenario



Tracey Ellison's passion for jewellery led her to seek out the best gems and jewels and showcase it on Instagram.

that fits all."

As for the content, Ellison recommends giving the influencer freedom to post whichever jewellery piece that catches their eye rather than being giving instructions by the brand. After all it is the influencer's opinion that consumers want.

One influencer or many?

Ellison feels that being selective with the number of influencers you work with is important. "There is a fine line between quality marketing and over exposure especially when dealing with high jewellery and rare gemstones. I wouldn't recommend being posted on every influencer's page. Be selective and retain an air of exclusivity," Ellison states.

Ellison partners with Bebe Bakhshi (@champagnegem) so brands that work with her automatically get exposure with two influencers.

On the other hand, Perez opines, "It's best to work with a number of influencers with different audiences in terms of quantity and type and then compare the results. The key thing is not to work with everyone at once."

Working with influencers helps you connect with your target audience. Influencers, in general, work their way to building a connect with the audience and you can take advantage of it to boost your business in 2023. ■



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Trade Pacts Are The Booster Engines For India's Gem & Jewellery Sector

The Indian gem and jewellery industry has, with the support of the Government, set itself an ambitious target of \$75 billion in exports by 2030 from around \$40 billion at present. VIPUL SHAH, Chairman, GJEPC, gives an overview of the current scenario and the ambitious future-forward plans that will help the gem and jewellery industry catapult to greater heights.

- Vipul Shah



Vipul Shah, Chairman, GJEPC

With a firm grasp of ground realities at the grassroots level, the GJEPC, on behalf of the industry, is striving to turn this dream into a reality through cohesive organisation, by linking all arms of the mammoth sector towards the common goal through purposeful action.

Thanks to the Government for introducing trade-friendly policies that has helped us to become a USD 40 billion dollar industry today. What got you here won't take you there! Even the Government understands this and it has been constantly reviewing and coming up with reforms that will sustain India's leadership position globally.

The industry is working in alignment with Hon'ble Prime Minister Narendra Modi's vision of 'Aatmanirbhar Bharat' – making India a global manufacturing hub. The gem and jewellery industry has already achieved this to an extent, but the untapped growth potential is huge.

The recently forged foreign trade agreements between India and countries such as UAE and Australia have accelerated our export momentum by giving India's gem and jewellery exporters preferential access to these markets and their neighbouring regions. The Government is in the process of finalising similar trade deals with important Western markets like the UK and Canada.

GJEPC believes that the 'Made in India' tag for jewellery must become as coveted as the 'Made in Switzerland' tag for luxury watches or the 'Made in Germany' tag for high-end cars. We have embarked on this mission on multiple fronts.

The 360-degree approach for growing the country's share of the global pie requires frequent, high-quality interactions between Indian manufacturers and overseas retailers. The Council, for the past few decades, has been maintaining a prominent Indian presence at all the major international exhibitions through India Pavilions, and has been organising its own events like country-specific Buyer-Seller Meets, India Global Connect and the International Gem & Jewellery Show (IGJS) Dubai & Jaipur that are meant exclusively for foreign buyers.

IGJS is a curated exhibition with a global focus, offering top-quality 'Made in India' jewellery exclusively to international buyers. Conceptualised during the pandemic, the India Global Connect e-meetings have served to enhance trade relationships between Indian manufacturers and top retailers from 16 countries such as the UK, Colombia, Switzerland, Angola, Oman, Singapore, Morocco, Saudi Arabia, UAE, Hong Kong, Qatar, Thailand, Lebanon, Egypt, Malaysia and Mexico. GJEPC organises India Pavilions at all major international gem & jewellery shows including JCK, Hong Kong, Jewellery Arabia, etc. The India Jewellery Exposition (IJEX) in Dubai, too, is another global business touchpoint, fashioned as a year-round exhibition space to connect with international buyers. Keeping an eye on the future, these industry promotions are backed by large-scale investments in infrastructure and facilities, namely, the India Jewellery



Park Mumbai and the Mega Common Facility Centre (CFC) in SEEPZ.

India Jewellery Park Mumbai will be the first-of-its-kind integrated gem and jewellery industrial park with manufacturing units, commercial areas, residences for industrial workers, and commercial support services. It is expected to attract investments of over ₹40,000 crore and create employment opportunities for over 1 lakh workers.

The ₹70-crore Mega CFC in SEEPZ in Mumbai is one of the key projects initiated by the Commerce Ministry, under the leadership of Shri Piyush Goyal, with GJEPC as the nodal body for running of the project. Shri Piyush Goyal has also supported the investment of ₹200 crore for sprucing up the entire manufacturing eco-system of SEEPZ-SEZ.

Along with the Council's sharp focus on growth, it spearheads a number of philanthropic initiatives. 'Jewellers For Hope' supports charities involved in activities such as spreading education and uplifting those on the margins of society. GJEPC's health-related initiatives - Swasthya Ratna and Swasthya Kosh - offer quality health care of choice to all gem and jewellery workers. The

Parichay Card, apart from giving every unattached worker an official identity, will provide social security services in the future.

Skilling and Education are a key component of the Council's investment in the future by establishing the Indian Institute of

Gems & Jewellery (IIGJ) across India. Aligning with the Govt's Districts as Export Hubs and One District One Product schemes, GJEPC is also fast-tracking Cluster Development in the 390 districts identified as clusters in the NCAER report.

The leap in export numbers would require a leap in design thinking as well. In this respect, the Council is spearheading design initiatives such as The Artisan Awards, workshops/masterclasses with top designers, and



trend-forecasting seminars and books that provide the industry with greater exposure to cutting-edge concepts and innovation in design.

The gathering forces of the supercharged Indian gem and jewellery industry are aligning in the pursuit of forming an unrivalled manufacturing ecosystem that is future-ready and capable of making great strides. ■

Mantras To Build A Future-Ready Indian Consumer Business

An insider's guide to unlocking the latent potential of the predominantly family-run Indian gem and jewellery industry, penned by MILAN CHOKSHI, Convener of the Promotion, Marketing & Business Development Sub-committee, GJEPC, and owner of the luxury jewellery brand, Moksh.

- Milan Chokshi



Milan Chokshi

In the fiscal year 2022, the Indian gem and jewellery industry accounted for 9% of total merchandise exports in the country. A total of close to \$40 billion was exported in form of diamonds, gold jewellery and studded jewellery to different parts of the world. Major importing countries include the USA, China, Japan and UAE.

In his speech at the launch of the India-UAE Comprehensive Economic Partnership Agreement (CEPA), Commerce & Industry Minister Piyush Goyal set a new target for the industry to achieve USD 75 billion from the current USD 40 billion, which seems like a fair distance away.

With 9 out of 10 diamonds already coming from India, growth is limited to another 10%. And as an industry, we are still viewed as a destination for inexpensive and low-value product.

Indian families have dominated the supply chain over the last 4 decades and are omnipresent in almost every area of the business. But we are not entirely successful in being first in the consumers' mind when it comes to association with fine jewellery. Consumers still believe that the Italians make the finest jewellery, the French understand luxury and branding better than any other country, and that China is where affordable luxury comes from.

Indian families and companies have been around for decades in the manufacturing and distribution business. But very few have moved into creating successful Retail, Design Labels and Brands which are internationally available and relevant.

The Indian consumer has evolved dramatically in the last few years, making the domestic market a low-hanging fruit. Simultaneously, there has been a massive convergence in the way consumers globally are making choices. A consumer in Mexico, Japan and India could opt for the same design in jewellery as long as it is well made, marketed and delivered as a product and service.

This opens up a huge opportunity and creates a massive advantage. Over the next 10-15 years, there are 2 big opportunities for businesses in our industry:

- 1) **Capturing the Indian Consumer Business**
- 2) **Building a Brand, Design Label or a Retail Business**

There are other businesses as well which will thrive—but if we were to focus on the two areas mentioned here, Families and Businesses would have to make a few fundamental changes and adapt to the new world for them to truly make the most of the future.





Woman can bring creativity, understanding, empathy, finesse and an elevated design approach, which greatly benefit any luxury business. There is ample evidence to prove that women-led jewellery businesses globally have found tremendous success.

Building Intangible Assets

Another area where businesses need to reorient their approach is the investment in Intangible Assets. Conservative businesses find comfort in Hard Assets such as Land, Building, Inventory and Machinery. As business goes downstream in its approach, it's critical that assets such as Goodwill, Brand Development and Marketing Collaterals are invested in. Even though these are not as easy to measure or monetise, intangible assets can deliver exceptional and exponential value for the business. In fact, the absence of any financial measurement or metric gives the brand the option/ability to get more return for their investment.

If leveraged in the right way, these assets can also continue to have utility/relevance for more time than most hard assets such as machinery.

For example, content such as photographs and videos when archived properly are a very useful and can be used in various mediums in the future.

Women at the Workplace

Out of all the available human resources that Indian Jewellery Business families have, the most underutilised are probably women. Although there are a few examples of women leading jewellery businesses or being core members of the team, it is evidently a male-dominated business. Given that the ultimate consumer for a great majority of jewellery is a woman, it is surprising we don't have more women in the industry.



Export Performance - Key Commodities FY2021-2022

Commodities	FY2020-2021	FY2021-22	% Change
	US\$ mn	US\$ mn	(y-o-y)
Cut & Polished Diamonds	16,288.66	24,434.24	50.01
Polished Lab-Grown Diamonds	636.44	1,314.02	106.46
Coloured Gemstones	188.73	311.54	65.07
Polished Synthetic Stones	2.98	3.92	31.54
Pearls - Worked	0.81	1.97	143.21
Plain Gold Jewellery	2,255.62	3,896.11	72.73
Studded Gold Jewellery	2,784.39	5,434.88	95.19
Total Gold Jewellery	5,040.01	9,327.98	85.08
Silver Jewellery	2,339.90	2,726.05	16.50
Platinum Jewellery	19.00	29.06	52.95
Imitation Jewellery	46.51	77.17	65.92
Articles of Gold, Silver & Others	84.39	53.75	-36.31
Gold Medallions & Coin	243.50	72.05	-70.41
Sales to Foreign Tourist	11.87	22.36	88.37
Sub - Total	24902.80	38374.11	54.10
Exports of Rough Diamonds	503.25	996.93	98.10
Rough Lab-Grown Syn. Diamonds	26.45	75.57	185.71
Others	84.95	144.62	70.24
Gross Exports	25517.45	39591.23	55.15
Return Consignment Others	101.45	297.55	193.30
Return Consignment CPD	4494.28	7099.84	57.98
Net Exports	20921.72	32193.84	53.88

Source: GJEPC, Computed from Customs Data

Top 10 Export Destinations For Indian Gems & Jewellery Exports

Sr. No.	FY 2021 - 2022 (p)		
	Countries	Amount (US\$ million)	% Share in Export
1	USA	14,610.15	36.90
2	Hong Kong	9,371.03	23.67
3	UAE	5,806.90	14.67
4	Belgium	1,851.70	4.68
5	Israel	1,477.29	3.73
6	Thailand	1,160.88	2.93
7	Singapore	803.45	2.03
8	United Kingdom	702.09	1.77
9	Netherlands	695.63	1.76
10	Japan	364.92	0.92
	Others	2747.20	6.94
	Total	39,591.23	100

Source: GJEPC, Computed from Customs Data

Workplace & HR Practices

The workplace and the environment in it, whether it is the design, the layout or the rules that govern the people that come there everyday, is another massive factor.

It has become extremely essential to design a workplace that allows and supports a free flow of ideas. A fresh look at the relevance of certain HR practices is also necessary. Traditionally, family businesses in the gems & jewellery industry did not invest in HR.

Employee engagement, inclusiveness of the workplace, diversity and building a collaborative management structure as opposed to a top-down structure is increasingly relevant.

These changes would go a long way in the industry being able to attract talent from other areas, which currently is a challenge. People/ Talent from other streams/ professions will only add new dimensions.

Transparency & Authenticity

Lastly and probably the most important change that could propel businesses into the next stage/phase is the increased transparency, and the need to be authentic. Of course, the industry has made commendable progress in this area. But we have a great distance to cover.

The general opinion has always been that this trade is opaque in its dealings and in some cases not clear or genuine in its claims on quality, content or even history. Consumers today value these two qualities immensely more than ever before. The benefits of Transparency with all stakeholders - lenders, employees and customers cannot be stressed enough. The business of gems has been built and has grown because of trust. And that trust needs to be built with the outside world as well. And that can only happen if we are clear and transparent in our communication and dealings. Authenticity, therefore, becomes a core value for all businesses. Given that there are so many simulants, synthetics and options being offered to the consumer with narratives that are unsubstantiated, it becomes incumbent on all of us to present our product and service with authenticity.

Jewellery as a product has an edge over any other luxury or discretionary product. It scores highly on artistic and craft value, on engineering and technology, on design and aesthetics, on inherent raw material value and most importantly on emotional value. As an industry, if we recognise the latent potential and make changes to unlock it, then there is nothing that can stop us from global domination. ■

- NDC -

THE YEAR THAT WAS

The brainchild born out of our passion, the Natural Diamond Council works to elevate the integrity of the modern natural diamond industry, becoming the one-stop destination for all things natural diamonds.

PIONEERING INITIATIVES

We established a global design standard, while maintaining a regional cultural relevance, by publishing our Trend Reports in the United States of America, India and China. Curated by a style collective composed of the best minds from the worlds of editorial, jewellery design, fashion, lifestyle, styling and cinema, the trend reports captured the changing dynamic and essence of today's consumers looking to use jewellery as a means of self expression and individuality. The comeback of vintage cuts displays a greater appreciation for timeless modern heirlooms.



We brought back a second edition of the exclusive NDC x Vogue Diamond Festival - The Online Edit where celebrities, industry insiders, designers and diamond connoisseurs from across the world united to revel in the brilliant knowledge of natural diamonds through insightful and inspiring conversations.



UAE - THE NEW DIAMOND DESTINATION

We took our first steps in the UAE by joining hands with leading brands Malabar Gold & Diamonds, Jawhara Jewellery and La Marquise Jewellery to bring the natural diamond dream to a new luxury consumer.



ASSEMBLING THE FORCES OF FASHION

We collaborated with Vogue to bring the Forces of Fashion event to India for the first time ever. The event saw Dame Anna Wintour and Sabyasachi Mukherjee in conversation on India's artistry and craftsmanship, the various aspects of sustainability, and the ever-changing face of fashion.

A NEW FACE, A NEW ERA

The Natural Diamond Council welcomed Lily James as its new global ambassador to celebrate the longevity, beauty, and versatility of natural diamonds through our new campaign To Treasure Now and Forever. Lily James truly embraced her new role by paying a visit to Botswana, where she learnt more about the good that natural diamonds were doing in the world - from education to wildlife conservation.



PROUD OF OUR INDUSTRY

The Thank You, By The Way campaign in collaboration with the Gem & Jewellery Export Promotion Council and Responsible Jewellery Council, received extensive support from multiple local retailers, to acknowledge the benefit each natural diamond purchase has on millions of people around the world.

ASSURE, a third-party certification program to test the accuracy of diamond verification instruments saw the launch of a new testing location and new instruments being verified.

We continue to help industry professionals get more well-versed with the world of natural diamonds through our e-learning platform, <https://www.naturaldiamondcouncil-academy.com/>



SPARKLING FAVOURITE OF BOLLYWOOD

For the first time ever, we collaborated with Bollywood, making our debut in Koffee with Karan and the brand new show Moving in with Malaika.

We also launched the first ever branded podcast anthology series Pyaar Actually, which celebrated stories of love and the role natural diamonds play in our lives. Voiced by leading OTT stars, it was available on all platforms and garnered half a million plays and 1000+ hours of playtime.



HOT OFF THE PRESS:

2023 brings with it our new Industry Partner Program. To join us and become a champion of the natural diamond dream, email us at indiatrade@naturaldiamonds.com

We have more things waiting in 2023 to spark your interest and make the diamond dream bigger!

120 Mn
Website visits

11.5 Mn
Social Impressions Daily

152 Mn
Youtube Views

650
Brand Collaborations

Chow Tai Fook Adopting A Disciplined Approach In Expanding Its Retail Network

As the most dominant player in one of the world's biggest jewellery markets, Chow Tai Fook is strategically planning a wider expansion in the lower tier cities of China.

*In an exclusive interview with Solitaire International's special correspondent Shilpa Dhamija, **Chan Sai-Cheong**, Managing Director of Chow Tai Fook Jewellery Group, elaborates on the group's plans for the next few years and on the most popular jewellery trends in China.*

Shilpa Dhamija

How does Chow Tai Fook plan to expand its network in the Chinese sub-continent in the next 5 years? Will the focus of growth be particularly on the lower-tier regions in China?

We are adopting a disciplined approach in expanding our retail network strategically, taking into consideration market share growth, health of store economics and productivity. Our retail network in Mainland China is expected to reach 7,000 POS by the end of FY2023 (March 2023). We will maintain an annual net openings target of 600 – 800 stores in FY2024 (April 2023 – March 2024) and onwards, subject to market opportunities identified.

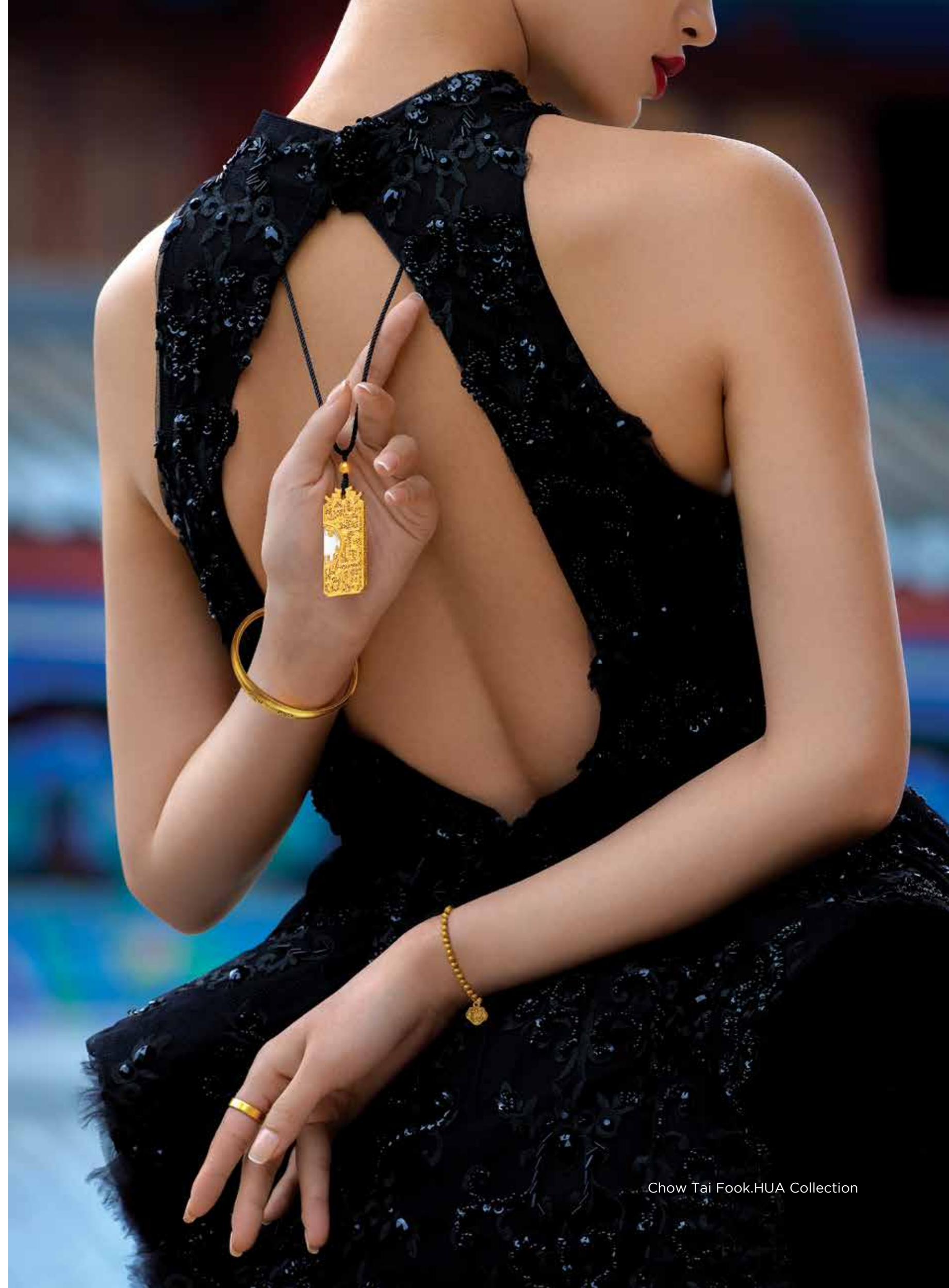
We see growth potentials in the lower tier cities in the Mainland, such as the opportunities in the underserved bridal jewellery market. We will further expand into cities and towns in Tier III and below with strong support from our franchise partners.

How many POS does Chow Tai Fook have at the moment in China and worldwide? Which international geographical regions and demography does it plan to target, more, in the next 2 to 3 years?

We have 6,948 POS worldwide as on 30th September, 2022, in which 6,547 POS are in the Mainland. Mainland China remains to be our important arena of retail expansion. Yet, we are also staying well-positioned to capitalise on expansion opportunities in other markets, such as Southeast Asian countries, i.e. Singapore, Malaysia and the Philippines, which are



Chan Sai-Cheong, Managing Director,
Chow Tai Fook Jewellery Group



Chow Tai Fook.HUA Collection

likely to enjoy a strong post-pandemic economic recovery. We are committed to investing strategically in our brand and retail network to deepen our reach with existing and new generations of customers, such as millennials.

Chow Tai Fook is already one of the world's top 10 luxury goods companies by sales. Are there any plans to make Chow Tai Fook a more dominant player or brand in the international market, while it continues to sell products through sub-brands such as Hearts on Fire?

The Group will expand its business strategically and as appropriate, focusing on markets with the strongest local retail growth potential.

Over almost three decades, Hearts on Fire has established a broad presence among North America's luxury independent

and department stores channels where it is renowned for its quality and exceptionally cut diamonds. In 2021 and so far in 2022, the sales of Hearts on Fire in the US reached historical highs. In 2023 and beyond, we are increasing our investment in the Hearts on Fire, a sign of our commitment to, and positive outlook for, the global luxury jewellery market.

How would you define the demography of customers that contribute the most to the sale and growth of the jewellery industry in China?

Currently, Gen Y and Z contributed the most to the sales of the jewellery industry in Mainland China. Yet, millennials' increasing spending power will fuel the growth of the industry as they mature.

Do you see rapid variations in the preferences of younger buyers when it comes to investing in jewellery? What are the most common trends attracting millennials/younger buyers according to you? How does Chow Tai Fook identify these trends and cater to them?

Younger consumers are constantly looking for products and services that suit their ever-changing personal preferences and tastes. For instance, they see jewellery as a means of self-expression and buy fashion jewellery to add style to their everyday wear. And



Wonderful Life collection.

increasing number of young consumers are spending on self-gifting, especially during holiday seasons or for celebrating personal milestones.

To cater to the diverse customers' needs, apart from a wide range of offerings available in both our online and offline touchpoints, we also provide personalised jewellery customisation service to our customers through our digital jewellery customisation platform D-ONE. Empowered by our highly automated production line and digitalised supply chain, we not only deliver simple designs through an express 24-hour customisation service, but also more sophisticated personalisation that provides greater design flexibility. Some of these products can be

completed in 10 days, which is half the production time from before.

Also, in Mainland China, gold jewellery is trending among younger consumers. On one hand, with the global economic downturn and turbulent geopolitical situation, they have taken a fancy to the "value-preserving investment" of gold jewellery. On the other hand, the rise of Guochao ("national trend") has fuelled the success of heritage gold products, such as our Chow Tai Fook • HUÁ Collection, which draws on the traditional heritage of Chinese craftsmanship and culture.

Chow Tai Fook leverages our smart retail technology and data analysis capabilities to keep our finger on the pulse of consumers and stay agile and competitive in the marketplace. We will continue to enhance our product offerings to appeal to younger consumers and give them more choices which suit their styles and needs.

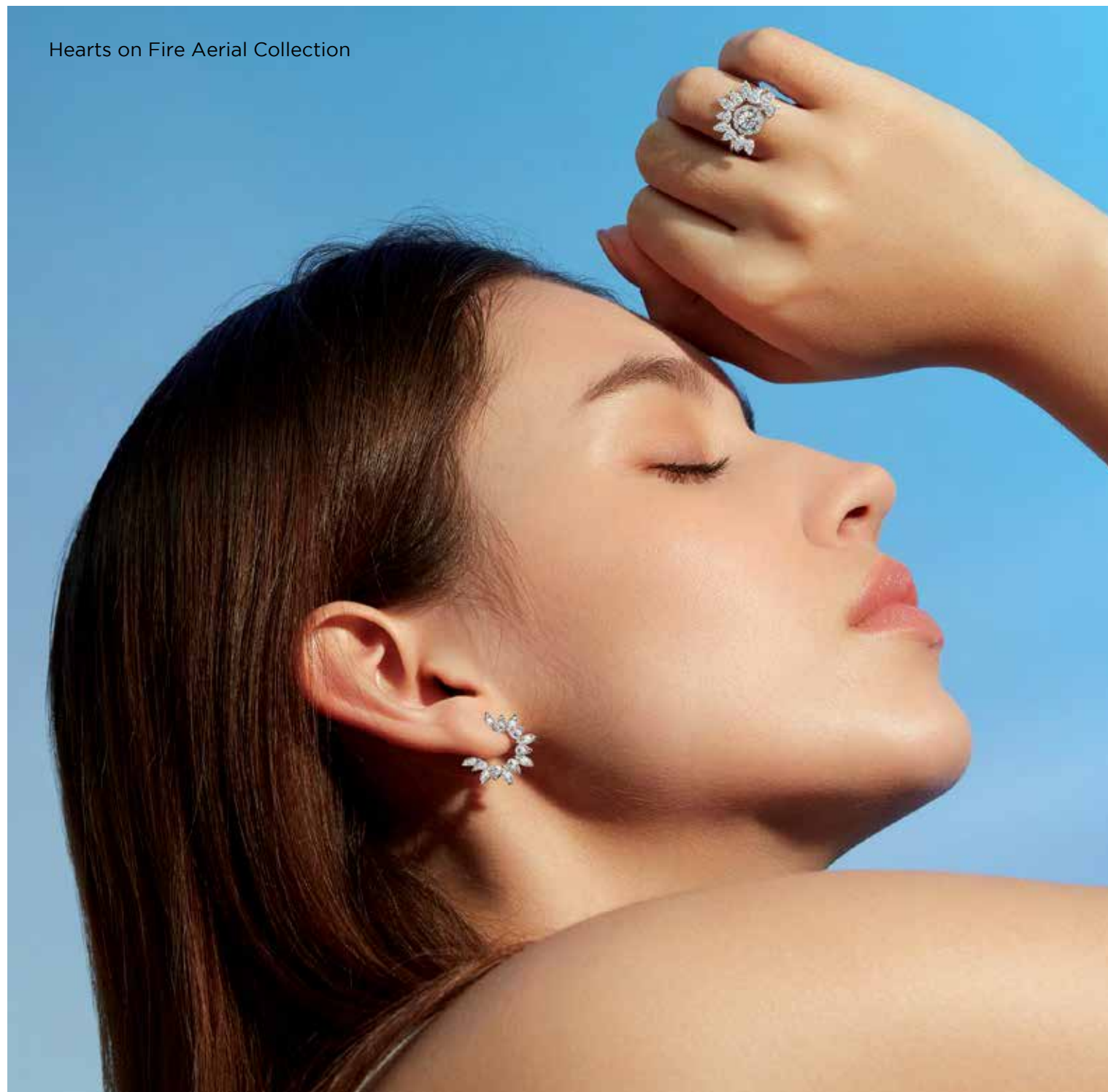
What is the one particular type of jewellery that commands the most interest in the Chinese market? How does Chow Tai Fook cater to that demand?

Chinese consumers always have a fondness of gold which is associated with prosperity and wealth in the Chinese culture. Products that incorporate traditional Chinese cultural elements in the design also commands much interest in the Chinese market.

Chow Tai Fook caters to this demand with our classic-looking Chow Tai Fook • HUÁ Collection which infuses traditional Chinese cultural connotations and techniques into modern gold jewellery pieces. The Chow Tai Fook • HUÁ Collection features design elements inspired by symbols, pictographs, and decorative patterns that carry the meaning of blessing in ancient China. The Collection's contribution to the gold jewellery and products retail sales value in the Mainland amounted to 40.7% during the 1st half of FY2023 (Apr – Sep 2022).

This year, we launched the new Wonderful Life Collection, which combines gold and T MARK diamonds. Inspired by a Song Dynasty poem written by Wang Zhu, the Wonderful Life Collection celebrates four sources of joy in life, realising a dream, friendship, romantic love, and personal success. The Collection has received an overwhelming response since launch in July 2022. ■

Hearts on Fire Aerial Collection



Chow Tai Fook Wedding Collection.



Tai Fook Experience Store in Guangzhou China.



Despite Dour Sentiment, Diamond Demand Could Surprise As 2022 Draws To A Close

A couple of weeks into the all-important Holiday Season, diamond analyst Paul Zimnisky examines diamond demand going into the year-end.

- Paul Zimnisky



Paul Zimnisky

Global inflation, which has reached multi-decade highs this year, as well as expectations for a potentially severe economic slowdown, is impacting the discretionary spending of diamond consumers.

At the Goldman Sachs Global Retailing Conference held in New York in early fall, a Signet Jewelers executive noted, “we are (currently) seeing a challenged consumer at the low end, particularly at price points under \$500...(most notable with the) discretionary self-purchase customer.”

In August, Signet, which considers itself “the world’s largest retailer of diamond jewellery,” dropped sales guidance for the full fiscal-year ending January 2023 to \$7.7 billion, a 6% cut from prior guidance – which forecasts a 2.3% year-over-year sales decline.

In November, Brilliant Earth, the fast-growing online diamond retailer, also cut sales guidance for calendar 2022 due to “macro headwinds (that) are more difficult than earlier in the year.” The company is still guiding sales growth of 16% year-over-year, although the guidance is down from 20-30% growth earlier in the year.

During a recent analyst call, the company’s management said that while customers are still buying diamonds, they are “lengthening (their) decision-making process,” which contrasts to behaviour a year ago.

That said, given record performance in 2021, even a low-single digit sales decline for the industry in 2022 could be viewed as a relatively good performance – and it is certainly possible that diamonds and jewellery as a category outperform other consumer products, especially at the high end.

Notably, both LVMH and Richemont, the world’s top-two luxury conglomerates, and parents of Tiffany & Co. and Cartier, respectively, have seen very strong year-to-date performance.

In LVMH’s most recently concluded quarter ended-September, “watches and jewellery” sales grew 16%, which rounded out a record first nine-months of the year for the company. Sales at Richemont’s “Jewellery Maisons” grew 29% in the comparable quarter – thanks in part to a return in tourist spending in markets like Europe and Japan.

In recent weeks, LVMH’s CFO Jean Jacques Guiony optimistically noted, “luxury is not a proxy for the general economy...we don’t necessarily sell to the average households, we sell to affluent people...(and) our client base reacts to different stimulus, (not necessarily) GDP changes.”

Guiony described the current economic condition as a “pre-announced recession,” adding that “when things are announced in advance they usually don’t happen.” Guiony added, “I am not saying there won’t be a recession...(but) everybody is talking about the recession, but no one has seen it yet.”



The Cartier boutique on Fifth Avenue in New York decorated for the Holidays, 2018. © Manu Padilla/Shutterstock

Central banks around the world are walking a fine line attempting to slow economies in order to stymie inflation without causing a severe recession following record economic stimulus and supply-chain disruption during the pandemic years.

Notably, in mid-November, inflation data in the U.S. signalled that the rapid pace of inflation this year may have peaked. Following the data, U.S. stocks rallied almost 10% in just two days, marking the strongest two consecutive days for the market since 2008.

The Fed Funds futures market, a predictor of U.S. Central Bank policy, is currently forecasting that the current monetary tightening cycle will peak within the next five months, followed by a reversion to easing by year-end 2023 – which could be a catalyst for renewed economic growth. ■

Renovation of Tiffany & Co.’s Manhattan flagship store is expected to finish by end-2022. Source: Paul Zimnisky



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