

6TH
JANUARY
2023

IIJS
INDIA
INTERNATIONAL
JEWELLERY SHOW
SIGNATURE 2023
5th - 9th January
Bombay Exhibition Centre - Mumbai

concurrent show
IGJME
INDIA GEM &
JEWELLERY
MACHINERY EXPO
5th - 9th January 2023
Bombay Exhibition Centre - Mumbai

GJEPC
INDIA



2^{DAY} SHOW DAILY

COVER STORY

Eco-Friendly IIJS Signature Paves The Way For Carbon-Neutral Shows

The Gem & Jewellery Export Promotion Council (GJEPC) inaugurated the first design-centric jewellery show of the calendar year 2023, India International Jewellery Show (IIJS) Signature and India Gem & Jewellery Machinery Expo (IGJME) at the Bombay Exhibition Centre, Mumbai, on 5th January 2023.

The inauguration was graced by Chief Guest Smt. Anupriya Patel, Hon'ble Minister of State for Commerce and Industry, Guests of Honour Smt. Poonam Mahajan, Member of Parliament and Shri. MP Ahammed, Chairman, Malabar Gold & Diamonds; and Shri. R. Arulanandan, Director, Department of Commerce;



Dignitaries at the Inauguration area.

Union Ministry of Commerce & Industry, Govt. of India) along with Shri Vipul Shah, Chairman, GJEPC; Shri Kirit Bhansali, Vice Chairman, GJEPC; Shri Nirav Bhansali, Convener, National

Exhibitions; Shri Sabyasachi Ray, ED, GJEPC along with others.

The 15th edition of IIJS Signature is the biggest-ever, equal in size and scale of IIJS Premiere, which is usually held

in August each year.

Given the bigger format of the show, IIJS Signature has been extended to five days instead of four, to allow visitors and exhibitors more time to interact and do business deals.

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Vipul Shah, Chairman, GJEPC, presenting a memento to Chief Guest Smt. Anupriya Patel.



Dignitaries unveiling the IIJS special edition of Solitaire International.



Kirit Bhansali, Vice Chairman, GJEPC, presenting a memento to Smt. Poonam Mahajan.

IIJS is spread across six halls encompassing 65,000 sq. ft., and has over 1,300 exhibitors spread over 2,400+ booths. The show is expected to welcome 24,000 visitors from 10,000 domestic companies attending the show. GJEPC has introduced a new section for lab-grown diamonds. IGJME is a concurrent show with 90+ companies, 115+ booths @ Hall 7.

This year, IIJS Signature has a record number of 800 foreign visitors from 600 companies from 50 countries. Delegations have come from 10 countries: U.S., Canada, United Kingdom, Malaysia, Sri Lanka, Iran, Bangladesh, Nepal, UAE, Bahrain and Russia. For the first time a delegation has come from Saudi Arabia with 18 prime buyers.

In her address, Chief Guest Smt. Anupriya Patel said, "IIJS Signature has always had a rich legacy and this 'green' expo edition is special as it has a dedicated space for women entrepreneurs and budding jewellery designers. The Ministry has taken several steps such as implementation of simplified regulatory framework for gem & jewellery exports through e-commerce, reduction of duties for imports of diamonds, a new gold monetisation policy and hallmarking norms. Government is committed to promotion

of exports as the gem and jewellery sector is one of the top performing segments of the country."

Smt. Poonam Mahajan said that the next 25 years after Amrit Mahotsav celebration should see India as the global leader and hub in gem & jewellery exports, adding that India will be a Kohinoor in the global gem and jewellery business. The new Jewellery Park in Navi Mumbai will make Maharashtra and India a global leader.

In his speech, Shri Vipul Shah, Chairman, GJEPC said, "India is a world leader in diamonds, gems & jewellery and GJEPC has earned the title of being the most proactive EPC in India due to several initiatives such as IIJS Signature and IGJME. This year, the show has become bigger, better and greener than ever before. India's overall gem and jewellery exports in this year saw a growth of 8.26% as compared to last year. The last quarter of this fiscal year is very crucial as it demands a strong growth to achieve this year's target of USD 45.7 billion. Hon'ble Minister of Commerce & Industry, Shri Piyush Goyal operationalised FTAs with Australia under ECTA and the India UAE CEPA (in May 2022) and two more FTAs are expected this year. FTAs would

really help to boost the gem and jewellery exports."

Talking about GJEPC's recommendations for the Union Budget 2023-24, Shri Shah said, "Reduction in Import Duty on gold, silver and platinum to 4% is our prime demand to the Government, as it is draining off the capital from the exporters and is the generator of economic malpractices of all kind. One of the requests is to Allow Sale of Rough diamonds in Special Notified Zone through Safe Harbour rule by diamond companies. At least 20% of the rough diamond traded in the world will be shifted to SNZ in India due to the level playing field given to the foreign mining companies."

He added, "Among the other recommendations for budget 2023-24 are: re-introduction of Diamond Imprest Licence to give the diamond exporters the leverage to cope up with the beneficiation policies undertaken by major mining countries in Africa; introduction of Repair Policy for Jewellery to transform India to become the repair hub of the world; abolition of Import duty on LGD seeds and investment in different measures to make the LGD manufacturing sector in India a leader in the same manner as we rein natural diamond processing sector. This will make India process the entire supply chain in the country itself."

Shri MP Ahammed, Chairman, Malabar Gold & Diamonds, said, "GJEPC has helped regional jewellers with a global platform to fulfil Prime Minister's vision of taking Indian jewellers from every corner of the country to the global market. We believe in Make in India and Market to the world concept."

Shri Nirav Bhansali, Convener, National Exhibitions, GJEPC, said, "Since its inception 38 years ago, IIJS has surpassed its role as a conventional exhibition and has become the primary national platform for the Indian jewellery manufacturing

industry to network with global retailers. This edition of IIJS Signature show has many new and innovative features. The Innov8 area in Hall 1, is hosting Seminars now re-branded as Innov8 Talks, which is open to all. This time, we tried to be more outward looking, and have brought in experts in other fields to share valuable insights with our members. At other times, the same square will host Innov8 LaunchPad, where new products will be unveiled by Signature exhibitors at designated time slots. For a glimpse of exciting new talent, I encourage you to visit the Design Gallery in Hall 5 featuring Budding Designers and Women Entrepreneurs. For the 1st time, we have a special section for the Sunrise sector Lab-Grown Diamonds with over 50 booths. It is the most sought-after product category today."

He added, "Interestingly, you cannot spell 'Signature' without 'nature'. I think this show was the perfect Launchpad for our pro-environment initiative, known as One Earth to reduce our carbon footprint through an aggressive tree plantation drive. One Earth is the Council's first step towards making the IIJS shows completely carbon-neutral. We have already received commitments for planting 25000+ trees and we will cross 50,000 trees in this year. We have tied up with SankalpTaru Foundation for this process. Moreover, the current show we are experiencing is running completely on "green energy."

GJEPC is taking all effort to make the show bigger, better and greener, and aims to make the IIJS shows completely carbon-neutral by 2025-2026.

GJEPC's IIJS Tritoia in Bangalore is emerging as one of the best shows for the southern region. The show dates are 17th to 20th March 2023. With 1500+ booths and 800+ exhibitors, we expect IIJS Tritoia to be almost as big as last year's IIJS Signature.



IIJS INDIA
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JEWELLERY SHOW


SIGNATURE 2023


5th - 9th January


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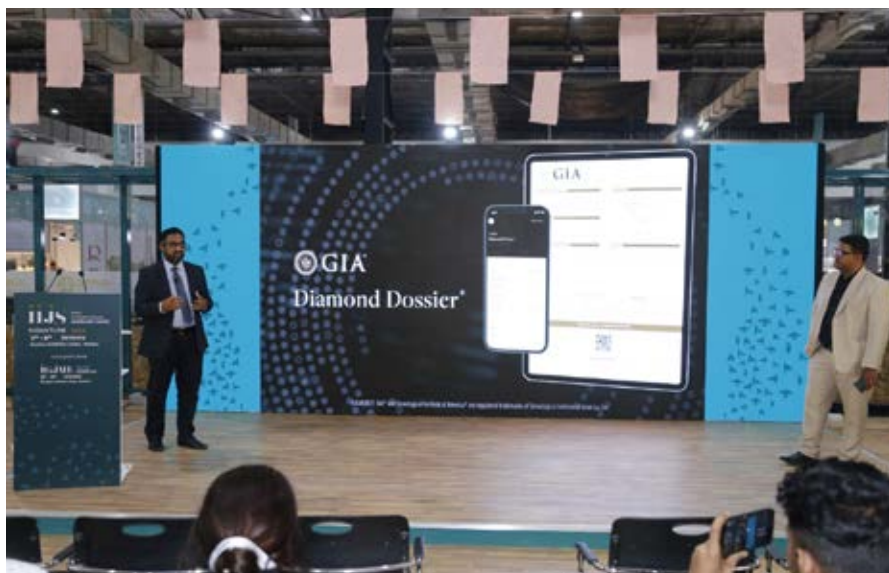
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LAUNCH PAD

GIA Introduces The Digital Diamond Dossier



Apoorva Deshingkar, Senior Director - Education and Market Development, GIA gave a presentation on the digital transformation of reports with the recent launch of the fully digital GIA Diamond Dossier, the most widely available diamond grading report in the world.

“Papa ni Pari” Social Initiative Wins Hearts



Good Samaritan Dinesh Lakhani of Kiran Gems was felicitated for organising his outstanding initiative of “Papa ni Pari”. Under the auspices of Maruti Impex Foundation, Dineshji along with Sureshji and Divyaji got over 2,000 fatherless daughters married in a luxurious manner regardless of their caste, race or creed. GJEPC Chairman Vipul Shah graced the momentous occasion along with other industry peers. Dinesh Lakhani’s heart-warming initiative evoked praise from none other than Prime Minister Shri Narendra Modi. While addressing a packed hall, Dinesh Lakhani spoke from the heart about his philanthropic initiative involving the hapless fatherless girls and won the appreciation of all those who had gathered. His words, thoughts and actions inspired many attendees to follow his footsteps and endeavour to make a positive difference to society.

INNOV8 TALKS

Lab-Grown Diamond Sector: A Supernova In The Making



Lab-grown diamonds “The Rising Sector” - aptly named session @Innov8 Talks @GJEPC IIJS Signature 2023 was an engaging panel discussion on lab-grown diamonds (LGDs) and the various aspects leading to the growing demand for these man-made creations. A diamond is a girl’s

best friend but the best friends of this tech-savvy GenZ generation are emerging from labs!

Speaking about the diamond retail market in the U.S., Edahan Golan of Edahan Golan Diamond Research & Data Ltd. explained the various dynamics of the growth of the lab-grown

diamond in the U.S. market. He gave insights into the pricing, product demand and market coverage of LGDs in the U.S. The research-backed treatise was a wonderful case study that gives clues on how the Indian market will eventually follow the evolutionary path of the

developed markets. The Indian diamond market witnessed a fundamental paradigm shift post the pandemic and the steep upward curve seen today is a telling acceptance of LGDs in India. While sketching the evolution of LGDs in the country, Mr. Shreyance Shah, Director, Flawless Allure, mentioned that the Indian diamond market has witnessed several interesting stages including being seen as a threat initially right up to today wherein new-age consumers are now seen purchasing LBDs with an open heart and mind.

Mr. Smit Patel, Director, Greenlab Diamonds LLP, rightly named the lab-grown diamond as an “IVF baby” while alluding to a simpler comparison between the natural and lab-grown diamonds. The millennials and GenZ are more open to LGDs from the economic and environmental point of view unlike the previous generation. Looks like the IVF and test tube babies are going to give their natural siblings a run for their money.

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VIEWPOINT

“We’re Putting Our Most Innovative Foot Forward This IIJS’: Colin Shah

Colin Shah, Managing Director, Kama Jewelry and immediate past Chairman of GJEPC, shares his views on Kama’s latest product lines, performance of gold and silver for 2023 with Solitaire International.

What is Kama presenting at IIJS Signature?

Our team has worked tirelessly to ensure that we’re putting our most innovative foot forward this IIJS, with not only design but also technicality and functionality of product. We have also expanded our lab-grown brand Carneau’s collection.

Kama has been experimenting with ceramic, and has recently, introduced a full rose cut jewellery range.

Rose cuts are one of the few diamond cuts that have seen an upswing in purchase in recent times. This is largely attributed to the way these diamonds play in the light. 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, we at Kama moved away from their traditional setting style and set them in such a way that there is no metal seen under the stones. We focused on floral motifs for enduring appeal.

Tell us more about the collaboration with Fura. Will you be unveiling collections with Fura’s pink sapphires at the show? Is this range exported or available in domestic regions? What are the benefits of tying up with a mine to create lines for the end consumer?

We have a range of our Fura pieces that we will be exhibiting at the show. The range is exclusive - the idea is to tie up with one retailer in each country so that we maintain product exclusivity. The benefits of tying up with a mine are manifold - apart from having a mine-to-market traceability of stones, there is also authenticity and pricing benefits that can be spilled over to the end consumer.

Which are your major global markets and any expansion plans?

USA and India are our two major markets. But we have recently opened an office in Dubai and are looking to expand our business there, especially since the Gulf region is a huge market for diamond jewellery.



The riveting ring features rose cut florets. By Kama Jewelry



The curvaceous ring features Fura pear-cut pink sapphires at its finials. By Kama Jewelry



Pear-cut Fura pink sapphires with a halo of white diamonds. By Kama Jewelry

What according to you is the future of LGDs. Will Kama venture into manufacturing lab-grown diamonds or make jewellery set with LGDs?

We already launched our brand Carneau at IIJS last year. Carneau is a combination of two words ‘Car’ is for Carat and ‘Meau’ is for Moment. This is because our vision is to fulfil the promise of a carat for every moment to our customers worldwide through real, grown diamond

projections as we move on to the New Year.

The yellow metal has gained marginally (0.5-1%) this calendar year in dollar terms. It has gained over 11% in rupee terms. The attractiveness of gold is high in a low-interest rate regime. Gold has started giving up gains since the US Fed and other major central banks started hiking rates in May 2022. The rising rates, hawkish comments, and withdrawal of easy liquidity reduced the investment appeal of gold.

We expect gold prices to trade sideways till H1CY23. Festive demand and global central banks pausing their rate-tightening policy will push demand for gold in H2CY23. A pause in the rate hike cycle will lead to softening of the USD, thereby making it cheaper to buy gold and silver.

Gold is an international commodity and is mostly traded in USD. So, the USD trajectory impacts the prices of these precious metals. Expect gold to trade in the range of \$1900-1975 in CY23, (In rupee terms, Rs. 55,000-Rs.57,000).

As China is the biggest consumer of gold - the lockdown situation in China, demand during the Chinese New Year in February and the Golden Week in October will drive prices. The trade tensions between the US and China are another big factor that may affect prices. Any escalation of geopolitical tensions between Ukraine-Russia, recession in the West, movement of the Dollar index, and gold buying programme by global central banks will guide the larger price trajectory for gold and silver in 2023.

And what about silver?

The demand for silver remains robust as it is an industrial commodity. Further, a shift to 5G technology and related upgrades, solar energy, and EVs will keep silver demand high in 2023. For silver to scale new highs in 2023 it is important to first cross March 2022 highs (\$24) and then August 2020 highs (\$28). These levels will act as key resistance levels.

Fura Oval cut ring by Kama Jewelry

jewellery. We aim to delight our customers using a combination of cutting-edge technology and traditional craftsmanship in creating elegant designs using real, grown diamonds. We really believe that LGDs are here to stay and will become increasingly popular in times to come.

IIJS Signature is introducing the Green initiative at the show requesting exhibitors to donate 1 % of the booth cost towards tree plantation. Your comments about trade shows reducing the carbon footprint.

It is a much-needed initiative in our opinion. Caring about the planet now is ensuring that the future generations live healthy and full lives. So, it is a wonderful initiative that must be expanded industry-wide in every organization.

Tell us about the gold

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DESIGN - FEATURES

All Eyes On Anand Ranawat!

In a span of 12 years, **Anand Ranawat** has carved a niche for himself couture jewellery designer. He talks to Solitaire International about his fresh, contemporary chromatic creations made especially for IIJS Signature.



Diamond and Tanzanite ring by Anand Ranawat



Diamond and pink sapphire ring by Anand Ranawat



Diamond, emeralds and sapphire bead earrings by Anand Ranawat

outsourced to different karigars as per their skills. The last step is to perform quality check, hallmark and certify each piece. Sometimes, design directions also come from our clients who want an entire collection designed especially for them.

You have a fascination for diamonds, and use gems liberally. What types of diamond cuts are prevalent now? In terms of gemstones, which are your current favourites?

We enjoy working with fancy shapes such as pear, marquise, emerald cuts, rose cuts and more. When it comes to diamonds, we do not limit ourselves to only rounds. We like experimenting with all kinds of shapes. Our current favourites in gemstones are emeralds, tanzanites and tourmalines. We source our gemstones from multiple places. We love to visit trade fairs to get our hands on different colours, shades and cuts of gemstones, which make our jewellery edgy and unique.

Since when have you been participating in IIJS? How has it helped your company grow?

We have been participating in IIJS for 8-9 years now. It has helped us get in touch with multiple clients who travel from all over the country as well as helped us stay updated with ruling trends in jewellery and precious stones. I have learnt a lot from this show and met many great jewellers through this show. It has definitely helped me broaden my horizon and vision as a jeweller.

What are you presenting at the show currently?

We are exhibiting jewellery with a lot of different cuts in coloured stones. Along with that we are also exhibiting a more affordable prêt jewellery line for everyday wear. But we are known for our couture pieces and that is where we have really worked a lot on. Our clients would definitely find some truly one-off pieces this IIJS Signature.

What is the USP of the company and your design philosophy?

Over a period of years our design language has evolved a lot. We like to play with fancy shapes and colours. Our

Tell us a little about your company. When did you start your eponymous brand?

We are a 120-year-old company and have been manufacturing mass gold jewellery till now. Anand Ranawat, a signature jewellery brand was formed in October 2010, by the next generation of this family i.e. my wife Manali and me. It is a couture jewellery-manufacturing unit, where we create one-of-a-kind jewellery pieces primarily in the space of diamond and coloured gemstone studded jewellery.

Where did you learn jewellery designing?

During my college days, I started my career working under a jeweller where I got first-hand experience of jewellery designing and manufacturing. In a family-run business, which was into gold jewellery for 120 years, I diversified into diamond jewellery manufacturing as a new segment under the existing business.

We would like to know your creation process from ideation to realisation?

We as a manufacturer also work on design as any other design team. We start from an inspiration. As a team, we work on various concepts and directions such as nature, architecture, vintage jewellery, trending colours, different precious stones, shapes, etc. Then our in-house design team sketches the concepts on paper. The manufacturing is then



Diamond and sapphire bracelet by Anand Ranawat



Emerald and diamond-studded ring and earrings by Anand Ranawat

designs are more edgy and contemporary. We believe in making jewellery that is relatable, quick to sell for our clients and fun to wear for our end customers.

Which are your predominant markets domestically and globally?

Many jewellers that house couture jewellery across India have appreciated the kind of jewellery we manufacture. Our pieces are loved by all markets alike. We haven't yet ventured abroad but there definitely is a lot of scope for our jewellery in the international market and we will hopefully sell across the globe one day.

What are your expansion plans?



Tourmaline and diamond floral pendant necklace by Anand Ranawat

With markets and our client base expanding we are looking to move to a bigger space and streamline our manufacturing unit. We also wish to tap countries we haven't entered yet.

Anything you wish to add

We are truly grateful for the love that our clients have shown towards our jewellery and this response gives us the courage to be braver and inch closer to international standards of making diamond and gemstone jewellery.

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DESIGN - FEATURES

Tantalising Textures Of Gold

Textures on the precious yellow metal raise the design bar, and this year, too, it is no different. Exhibitors at IJS 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 | 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 filigreed 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 filigreed wires and dotted with diamond florets. **By Anand Shah** | **Centre** Geometric earrings with scrolls suspended from filigreed 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**



Left | The V-shaped gold necklace begins with a plain crossover gold frame with a copperish tinge followed by circular filigreed motifs. The two-tone pendant bears blooms in antique gold and polki buds set in white gold for contrast. **By Ansa Jewellers Pvt. Ltd** | **Below left** | Rutilated circular gold earrings draped with floral vines are embellished with diamonds and polkis. **By Ansa Jewellers Pvt. Ltd** | **Top** | Rutilated shell earrings with polished gold buds. **By Anand Shah** | **Below left** | A blend of jaali work and engraved spheres make this kada a statement piece. | **By Shanti S Seth Jewellers** | **Right** | A medley of hammered scrolls juxtaposed against filigreed 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**



Left 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 filigreed motifs. Each plaque is alternated with a gem-studded floret with a loop. **By S K Seth Jewellers**



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 Swarnshilp Chains & Jewellers Pvt. Ltd** | **Right** | The laser-cut leafy gold bangle with 3D effect are perfect for an evening do. **By Swarnshilp Chains & Jewellers Pvt. Ltd**

DESIGN - FEATURES

Priti Bhatia, Creating Empowering Works of Art

Priti Bhatia, Creative Head and Founder of Awesome Sparklers, speaks about her successful journey as a first-generation designer jeweller.



Tell us a little about your company. When did you start Awesome Sparklers?

Awesome Sparklers was established in 2010 by me to create works of art and empower women.

From the beginning, I have aimed not just to celebrate the Indian craftsmanship, but use new technical processes to create contemporary lines.

We constantly believe in upgrading our skills, and every stakeholder in the company, including me and over 50 craftsmen, regularly attend training workshops and exhibitions held at various destinations across the world. We have learnt under technicians and craftsmen that are world-renowned experts in the field. We trained under the famed brand—Tiffany's, a global design house defining the highest standards in jewellery making. This pursuit, I believe, makes us stand apart as a design house.

Ever since our journey, we invest in understanding our customers and their desires to lovingly craft unique pieces that complement individuality as well as celebrate creativity. Success, indeed, creates a sense of pride but more importantly, it pushes us to innovate and deliver aesthetic, exquisite pieces to our customers.

Where did you learn jewellery designing? Are you a first-gen entrepreneur?

I did my jewellery graduation from IGI and enrolled in many jewellery designing courses abroad.

I have also learned under well-known Tiffany designer Remy Rotenier from USA.

I am a first-generation women entrepreneur and also proud to share that am the only women entrepreneur in Gujarat who runs a jewellery manufacturing unit single handed.

As a woman entrepreneur did you face any hurdles initially in



setting up the business?

I think everyone faces some or the other hurdles, and so did I. But I never stopped me from achieving my goal. It is always important to stay strong with good values.

We would like to know your creation process from ideation to realisation?

A pattern becomes a design when it inspires, helps reminisce and leads into the future. A design is unique only when it celebrates the richness of tradition accumulated over thousands of years of human endeavour and takes a step forward in standing true to the spirit of invention. Our brand aims at designs rooted in the dynamic cultural heritage of India, the myriad beautiful manifestation of nature and finally, into the desires, aspirations and the unique personalities of our clients. We don't just create a jewel, we create an unprecedented, unparalleled life-experience to cherish.

You have a fascination for diamonds, and use gems as accents. What type of cuts are prevalent now?

Yes, I belong to Surat, the city



of diamonds. I have always been surrounded by diamonds and gemstones, and I love using round brilliant cuts and fancy cuts.

Since when have you been participating in IIJS? how has it helped your company grow?

It has been 5 years now, and I am here to meet buyers from around the world and showcase my collections. Touch wood, the love we have got at the shows is 'awesome'. We always get an amazing response and our company has grown in stature. IIJS is the best platform in India.

You are known for experimenting with technology. What are you presenting at the show currently?

This time it's going to be special ... I want customers to be wowed by it, and want them to visit our booth.

We are presenting a necklace that can be worn in multiple ways and a range of stunning

cocktail rings.

What is the USP of the company and your design philosophy?

We are known for our designing and craftsmanship skills.





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VIEWPOINT - MANUFACTURING

Haritsons Pays Tribute to the Grandeur of India's Heritage

Abhishek Haritwal, Founder of Haritsons Designs Pvt. Ltd., Jaipur, is a long time exhibitor of IIJS, and believes that the show has played a pivotal role in not just helping budding manufacturers but established companies to expand manifold.



Since when have you been participating in IIJS, and how has it helped your company grow?

We have been participating since 2004 and IIJS is that single event which is of utmost commercial importance not just for us, but for the entire trade.

What are you presenting at the show currently?

We are showcasing the Almas-E-Nizam collection, a tribute to the Deccan sultans, who were the legendary connoisseurs of intricate detailing and craftsmanship.

Tell us a little about your company. When did you start your brand?

We began with mining exploration pursuits. Haritsons Designs P Ltd. was incorporated in 2008 with a vision to create a mines-to-market luxury vertical and a forward integration of gem mining with the state-of-the-art manufacturing facility. Our finesse in ornamental metalsmithing was beginning to be noticed by the connoisseurs, and we were fortunate to get an opportunity to create architectural masterpieces for the Rambagh Palace, one of the



finest luxury hotels of the world.

In 2012, we created a new retail brand Symetree in Khan Market, New Delhi. This vertical was conceived to appreciate the symmetrical architecture of the Kachwaha dynasty, hence the name.

In 2018, we launched an online vertical called Tirbari. This is a fashion and costume jewellery vertical and is inspired by the triple arches seen in

the courtyards of Rajasthani architecture.

Tell us about the museum that you opened in 2020?

This project was a longstanding one, and it finally came to fruition in 2020. It's a private Museum of Collectibles. For me, it was a milestone, and we have over 12,00 artefacts and jewellery pieces from the 17th and 18th centuries on display.

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SPOTLIGHT

GJEPC Honours Pillars of IIJS

IIJS owes much of its success to the **Pillars Of The Show** working tirelessly behind the scenes. Acknowledging their contribution, Vipul Shah, Chairman, GJEPC felicitated them at the show on day 1.



Sabyasachi Ray



Shamal Pote



Dolly Choudhary

Bhavin Khorasia has been playing multiple roles in the areas such as Exhibitor Services and Logistics. **Naheed Sunke** and her team have been ensuring that there is tremendous growth in number of visitors, from around 5000 visitors in 2011 to an expected 24,000 visitors at the current show. For the past 13 years, **Vikrant Pradhan** has been the pillar of strength as far as holding Events and Customer Relations Management is concerned. Through the years, he has handled pressure-cooker moments with equanimity. **Bijal Shah**, Director, Accounts has been with GJEPC for the last 18 years and he and his team has been effectively handling the finances of exhibitors, visitors, vendors, whether it's offline, online or digital. **Dolly Choudhary** has been part of the organisation for over 15 years now heading the Promotions & Marketing team. She has been instrumental in marketing and promoting not just the IIJS but all brands and properties of Council for the last many years. At the helm of the Exhibition Cell, with his constant guidance and motivation, is **Shamal Pote**, the Conductor of this grand orchestra and creating this beautiful symphony of three IIJS shows. The person who has been the Captain of the GJEPC ship for the last 22 years. **Sabyasachi Ray**, Executive Director, under whose leadership the Council has earned the title of being the most proactive EPC in India.



Naheed Sunke



Bhavin Khorasia



Bijal Shah



Vikrant Pradhan

WOMAN ENTREPRENEUR

Meet the go-getter women who have ventured into the field of jewellery designing! Check their creations at the specially designated space for Women Entrepreneurs at IIJS Signature.

AAYUSHI JAIN, ALLOTROPES, JAIPUR

I founded Allotropes in 2015. I am a graduate of the Gemological Institute of America, Mumbai. I have also done a course in jewellery designing and production from the Indian Institute of Gems & Jewellery in Jaipur.

At Allotropes, we offer bespoke designer diamond jewellery which is manufactured in our own facility. We specialise in creating stylish jewellery based on the client's requirements. We conduct strict quality checks on all the diamonds, gemstones and gold that we use. Our range includes minimalistic pieces for the modern woman as well as more classic, elaborate fine jewellery for occasion wear.

IIJS Signature is a great platform to showcase our jewellery. I look forward to meeting many people at the trade show and introducing my designs to them.



Aayushi Jain, Allotropes, Jaipur

BRAND WATCH

True Craftsmanship

KIK Jewells is a Kolkata-based manufacturer known for its exclusive handmade jewellery with a strong focus on high quality. For IIJS Signature 2023, they present a new line of lightweight and innovative antique-finish jewellery for bridal wear. It encompasses rings, earrings, bangles, necklaces, and pendant sets in gold adorned with richly crafted relief work inspired by nature and architecture. The pieces are further encrusted with polkis and a hint of enamel for added allure.



Colour Therapy

House of Sparsh unveils collections that are beautified with a rainbow of gemstones from tanzanites to tourmalines, multicolour sapphires to turquoise. Enhanced with diamonds, polkis, rose cuts and pearls, the scintillating line-up consists of multi-row necklaces, statement cuffs and broad bracelets, ear climbers, shoulder dusters, chandeliers and one-off rings. "Most of our collections are inspired by nature and we have taken care to design each piece that will appeal to the woman of today who is confident to wear bold and beautiful pieces with panache," says Hema Shah, Creative Director of the company.



BRAND WATCH

Sparkling Ode To Blooms

Flowers have been an inspiration for jewellery designers for ages now. Pankaj Kodnani, Owner, Krown Jewels, notes that connecting to nature through our indulgence 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.



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



BRAND WATCH

Astral Charm

KALAJEE JEWELLERY showcases its aesthetically designed collection Setareh which is inspired by the artistic traditions of Islamic monuments in which star design: 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.



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.

BUDDING DESIGNERS

With sparkling dreams in their eyes and unlimited passion for creating new-age jewels, these Budding Designers at IIJS Signature this year, are bound to enamour you with their talent.

Harshita Gupta, Harshita Designs, Jaipur

Growing up in India, I witnessed a deep admiration for jewellery on every occasion be it a big wedding or a small celebration, Jewellery has always been a massive part of every Indian home. I was fascinated by the unique art of jewellery making, and that is when I realised where my true passion lies.

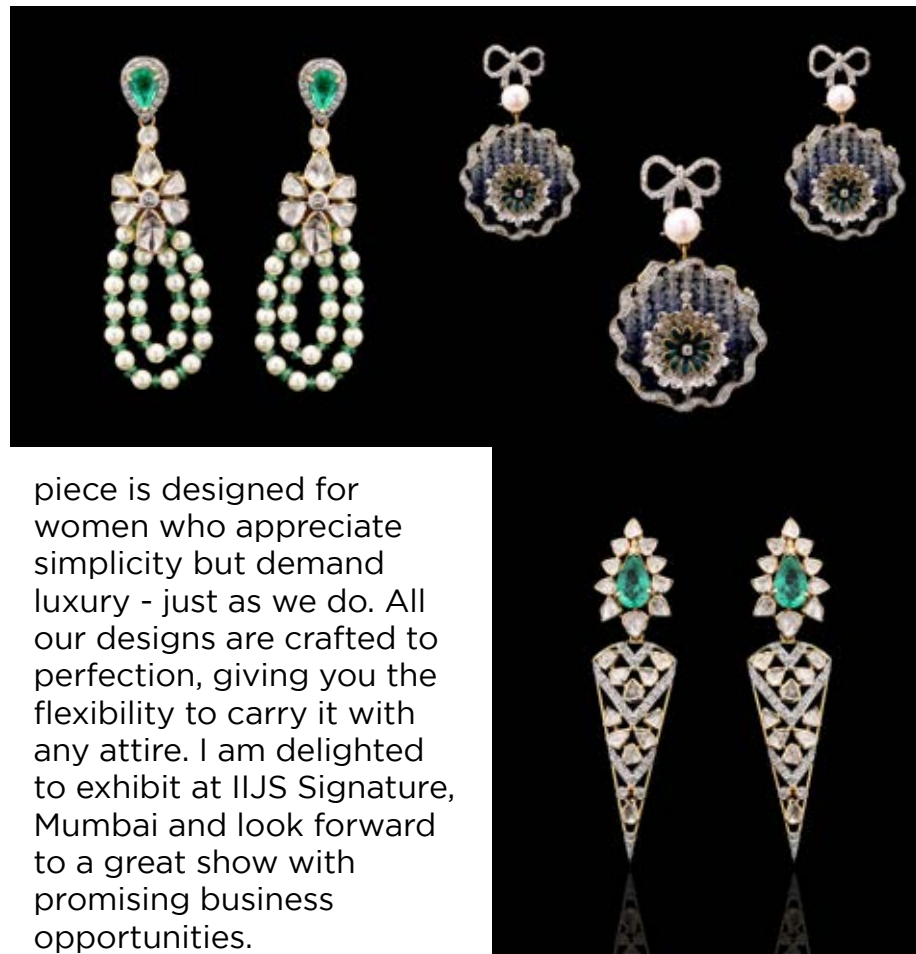
I started Harshita Designs with a vision to enrich women's lives by creating fashionable yet affordable jewellery accessible to every Indian

home. Here, every stone is hand selected and moulded with unmatched expertise.

From torrents of diamonds to perfectly cut single gemstones, each piece tells a story which somehow connects itself to Jaipur, the pink city of Rajasthan.

At IIJS Signature 2023, we are showcasing our all-new gemstone diamond studded jewellery collection with a pinch of polkis for this wedding season. Each handmade

piece is designed for women who appreciate simplicity but demand luxury - just as we do. All our designs are crafted to perfection, giving you the flexibility to carry it with any attire. I am delighted to exhibit at IIJS Signature, Mumbai and look forward to a great show with promising business opportunities.



Disha Pokharna, Aayra Jewels The Platinum Store, Mumbai

A legacy of platinum lasts forever, and since the inception of Aayra Jewels, my goal has always been to create and promote memorable platinum experiences for our customers.

We strive to make Aayra a household name that stands for trust and transparency. A name they can associate with purity, perfection, precision and platinum.

We launched Aayra Jewels in 2017 as a premium platinum jewellery brand with a

vision to craft and deliver exclusive jewellery. With quality-driven honest products, Aayra provides a plethora of distinctive designs that pronounce luxury and style loud and clear.

For us, Platinum is not just a material but our canvas and our source of creativity. We have a whole range of

earrings, bracelets, chains, pendant sets, rings, kadas and even accessories for men such as cufflinks in platinum.

We are a PGI- authorised platinum jewellery manufacturer serving retailers pan India and abroad. All our products come with 95% purity assurance. The distinct mark of purity is stamped on every piece of jewellery manufactured by us.

