

yesterday and it consists of jadai working, carved gemstones, and are exclusive. The line is getting us lot of orders from UP, Jaipur and Mumbai. We have put in efforts to reduce the weight of gold in our sets by almost 15% keeping in mind the skyrocketing prices. And that is the reason why we can play with big forms. Inclusion of gemstones also enhances the pieces, and so the collection is doing well. Not just bridal, but even our occasion wear jewellery weighing up to 35 grams has been received well.”

Mansukh Kothari, Owner, Vasupati Jewellers, noted that most of the gold jewellery manufacturers had come with low expectations because gold prices had climbed nearly 10% in a short period of time. “However, we have been meeting a good number of buyers at the show. I’d say business is 30% less than the previous year, but we are getting serious buyers. The Council has put in tremendous efforts to bring in quality buyers from across India.”

Modern Jewellers commented that they have been getting buyers throughout the day and most of them are from the northern region. Darshi Zaveri of Modern Jewellers said, “Bridal



KIK Jewells

jewellery as a segment is a need. Yes, the gold rates have gone up which is a concern, but if nothing else, it is only strengthening the trust of the consumer that gold, as a commodity, has always appreciated. Brides are given gold so that it is a security for them, so such times only strengthen people’s trust in gold.”

Buyers are serious but conversions are slow, stated Deepak Seth of SK Seth Jewellers. “Although our designer bridals sets weighing 1 kg and up have been already booked by a couple of clients, we exhibitors always wish that the inventory is booked



Bariki Jewellery

by visitors across India. It could be high price or even a slack season till 15th January because of Adhik Maas (an extra month according to the Lunar calendar).”

Mukesh Seth of Shanti S Seth Jewellers, “The wedding season is round the corner so we are experiencing very good demand specifically in bridal segment. The engagement has been good with a lot of potential buyers from across the country for the heritage collection which we had lined up for the IIJS Signature 2023.”

Pankaj Kodnani, Owner, Krown Jewels, also noted that even though the visitor traffic was

slow, buyers were keen to book orders across various categories of their inventory. “We did get buyers from Gujarat, Maharashtra and Madhya Pradesh, but southern buyers were missing. Quantum buying has not happened yet as corporates, though present at the show, may be still window shopping.”

Bhavik Shah of RP Ornaments stated that on day one footfalls were moderate, but on day two they received serious buyers from across India. “We are seeing quality buyers who are keen on new designs and innovation. We are hoping that we will meet more clients during the weekend.”

INNOV8 TALKS

Selling in a Hybrid Ecosystem



Nirav Bhansali, Convener, National Exhibition felicitated Sachin Jain & Murgesh Soni

The session on New Age Experiential Marketing at Innov8 Talks covered the vast possibilities revealed by cutting-edge technology in the areas of experiential marketing and customer relationship management.

Sachin Jain, Managing Director, De Beers India gave a masterclass on jewellery marketing and elaborated on the directions in which it will likely progress. “We must realise that we are only and purely in the business of emotions.” He spoke about the need to move from a transactional to a relational approach to marketing. “What we represent is a gift of Mother Nature. The youngest diamond is 100 crore years old,” he enthused.

Murgesh Soni, Senior Director, Growth Strategic Initiatives & Special Projects, Yellow AI, shared deep insights into the role that digital marketing elements like chatbots are playing in helping to understand the customer’s needs and strengthening relationships with the brand. He spoke about the increasingly connected ecosystem that is led by giants like WhatsApp and Google. He revealed, “Instagram did \$45 billion of sales directly from India as we have the largest population of youngsters between the age group of 18 to 35.”

eBay’s End-to-End Export Solution



Saurabh Wadhwa, manager, business development, eBay, spoke about the export opportunities that the platform with 135 million active buyers presents for India’s gem and jewellery manufacturers to begin their export journey.

Piece de Resistance



Shiv Narayan Jewellers of Hyderabad unveiled a magnificent Lord Ganesha gold pendant that’s set to smash its way into the Guinness Record Book. Launched at IIJS Signature 2023 by Vipul Shah, Chairman, GJEPC in the presence of Tushar Agarwal, Managing Director, Shiv Narayan Jewellers, the spectacular, carved masterpiece weighs a staggering 1.3kg and is embellished with 36,000 diamonds, surpassing the previous record holder on both counts.



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5th - 9th January


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VIEWPOINT - MANUFACTURING

IIJS Signature Has Been The Best Platform For Our B2B Growth, Anand Kulthia

Anand Kulthia, Managing Director, Kulthiaa Jewel (P) Ltd, Kolkata shares his views about the latest lines that his company is introducing, especially made for the young consumer.

Tell us a little about your company.

Kulthiaa Jewel started with the vision to create one-of-a-kind pieces to satiate the quest for designer diamond jewellery for the dynamic growing Indian and international consumers. Stringent diamond gradings ensures quality in every piece that is manufactured and IGI certifications help us validate it further. So as a brand we thrive to create unmatched designs with utmost transparency in quality and certifications.

When did you start your brand?
We started in the year 2007.

What type of diamond cuts are prevalent now?

Round diamonds are classic cuts and will always be everyone's favourite, but with the growing younger generation of consumers who have become very informed and smart, a lot of fancy shapes are being preferred over round diamonds. Among the top favourites are marquise, pears, and princess cuts.

In terms of gemstones, which are the current favourites

The younger generation of consumers are loving the use of sapphires, rose cuts in emeralds and rubies, tourmalines and rubellites. Rubies and emeralds will always remain evergreen.

Since when have you been participating in IIJS?

We have been participating in IIJS since 2012. IIJS has been the key driver of growth for our B2B vertical. The platform and the strength of visitors and buyers in the best working environments facilitates smooth and seamless ways of transacting and developing business relations.

What are you presenting at the show currently?

This season at the show we have an entire range of bridal jewellery set with fancy shaped diamonds and green semi-precious stones. Along with that we are also presenting



a selection of designer polki jewellery for the first time.

What is the USP of the company and your design philosophy?
Every member of the Kulthiaa Jewel works and strives for

100% customer satisfaction. A happy client is our biggest reward. Our designs are our USP and they speak a lot for us. A good design with unmatched quality is what we aim for and promise to deliver to each of our

clients.

Which are your predominant markets domestically and globally?

Domestically we work with majority of retailers across India. Recently, we have started working with corporates, too. Internationally, we recently participated at jewellery shows in the Middle East. The market there looks very optimistic and it will surely help us to add more overseas clients.

What are your expansion plans?

On the B2B front we are looking for more collaborations with corporate jewellery houses whereas on the international front the Middle East and the USA markets seem encouraging, and we will focus on them.

Anything you wish to add.

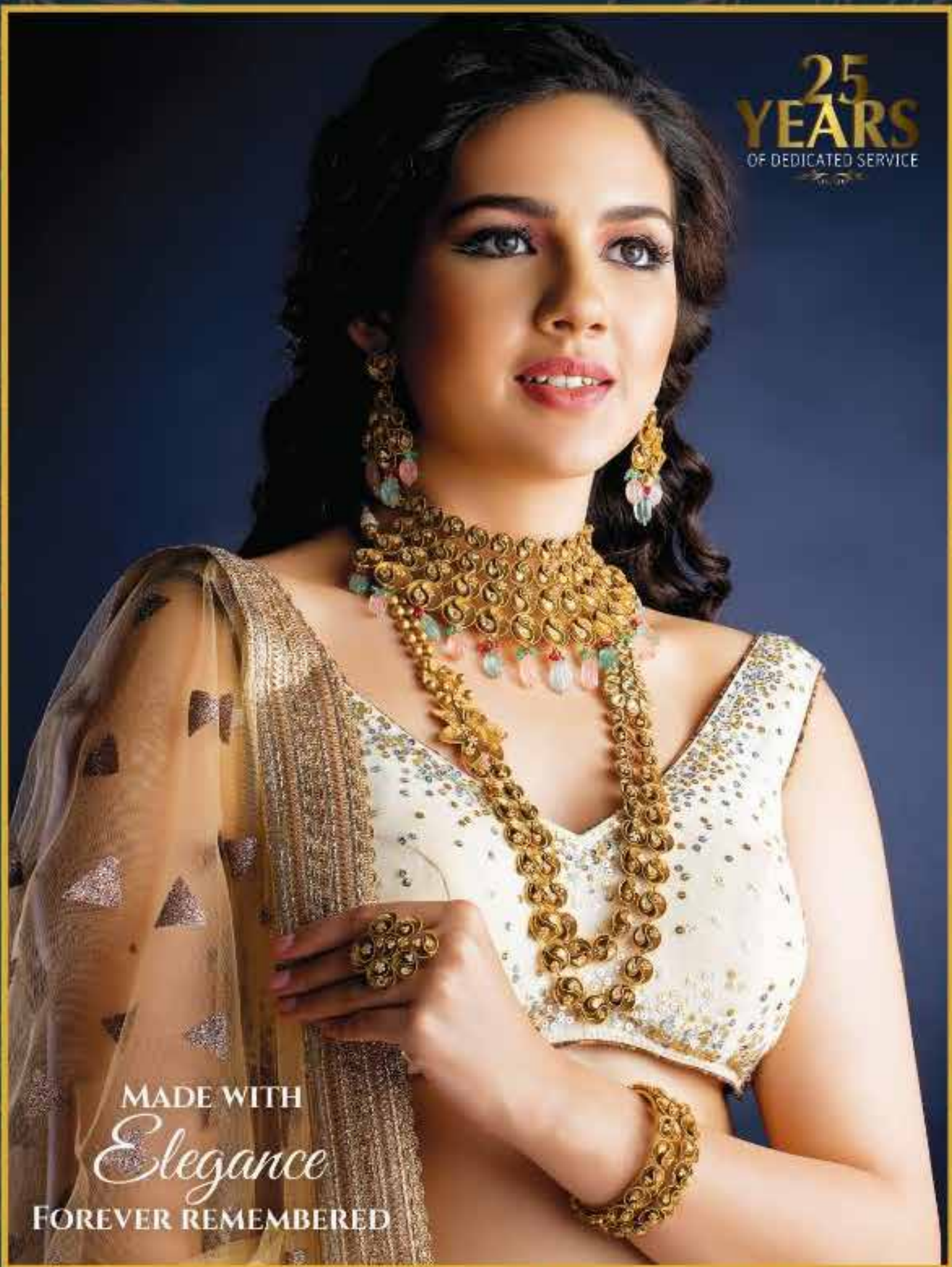
I am thankful to GJEPC for giving us exhibitors platforms such as IIJS Signature and IIJS Premiere, which have helped us to grow every year.





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VIEWPOINT - MANUFACTURING

IIJS Signature Has Helped Us Play a Bit Role In Preserving Nature

Anand Shah, Creative Head and Founder of the eponymous B2B brand, is a regular participant at IIJS. Shah's collections are inspired by nature and time and again, he regales his buyers by replicating the many splendours of flora and fauna. Lauding the efforts of the Council for its eco-friendly initiative, Shah feels that IIJS Signature will set a benchmark for all the other industries and provide a blueprint for holding trade shows in the future.



Leafy gold choker with antique finish and complementary earrings and the beaded kada. By Anand Shah



Enameled kada with etchings. By Anand Shah



22-karat gold multilayered bib featuring textured motifs laced with coral beads. By Anand Shah

Each exhibitor is requested to donate some amount towards tree plantation. What are your thoughts?

It's an excellent move and need of the hour. It also is a well-organised initiative, wherein we are assured that the NGO will be taking audit of the trees. I have already contributed towards 500 trees, and am thankful that IIJS Signature has offered us a platform to do our bit for the planet.

Nature has been a fount of inspiration for me ever since I stepped into jewellery designing and IIJS Signature has helped me to pay back, albeit in a small way!



Since how long have you been participating in IIJS? Tell us how has IIJS helped you in terms of growth as a company? If yes, in percentage terms how much would that be?

IIJS has played a key role in the growth of my brand. I would estimate that we grow at least 20 percent year-on-year.

This year, what are you proposing to showcase

at Signature?

I have always been inspired by nature and this year, too, I am showcasing nature in 22-karat gold. All my jewellery is handcrafted and this year I have emphasised on textures that adds a certain depth to the pieces.

Which are your major domestic markets? Have you been able to connect to clients abroad through the show?

I have so far catered to the domestic market. As of now, I have no plans, but who knows in the future. With the signing of the Indo-UAE Cepa pact, I believe that designer brands like us will also be able to explore opportunities overseas.



GDK

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(New Delhi)

57, Ring Road, Lajpat Nagar-3, Delhi-110024

ashish@kotawalagroup.com, 9999709709, 011-41007893

DESIGN - FEATURES

GLIMPZ - Designing For The Future

Catch a glimpse of the impressive creations by **IIGJ** final year students. The modernist renditions are an assemblage of organic and geometric jewels and are suggestive of the shape of things to come.

Glimpz is the name of the capstone project of the third and final year curriculum, B.A. in Gems & Jewellery Design, of the Indian Institute of Gems & Jewellery.

Glimpz represents the culmination of every student's academic journey in the field of gems and jewellery. It covers all aspects of the course right from the research, design development, manufacturing, merchandising, display/presentation, management, personality development.

The Glimpz project comprises several different aspects of a degree programme student's academic journey, each of which gives a glimpse into his/her



Hand Harness By Aahan Talwalkar



Bracelet By Shubh Goyal



Bracelet By Niti Patel



Bracelet By Shreya Pawar

creativity, controlled artistry, design capabilities, production and display skills, and highlights his/her grasp of the subject of gems and jewellery. It also helps the institute to test and assess the level of student's performance and various abilities to shape up the future in effective manner.

Glimpz is also an outcome, a result of each student's dedication, hard work and



Pendant By Raunak Jalui



Ring By Ayushi Dhariwal

sincerity. Each student creates his/her individual collection of jewellery for the entire world to see and appreciate.

IIGJ's faculty represents the foundation of every



Pendant By Lucky Chaudhary

Glimpz project. Subject faculties mentor each student individually, providing him/her the knowledge and tools, as also the courage and inspiration to fully explore each individual's talent, creativity and enthusiasm in the process of creating his/her collection, pushing each one to his/her limits before creation of the final product.

The Glimpz exhibition is the time to showcase every student's capability and grooming before he/she steps out and stand all on his/her own in the professional world of gems and jewellery.



Bracelet By Simi Hada



Bracelet By Nakul Kapoor



Bracelet By Mohit Kolvekar



Ring By Punit Surana



Ring By Harmisha Kothari



Ring By Noureen Lakhina



Ring By Suryansh Garg



Necklace By Utkarsh Verma



Hand Harness By Aboli Sharma



Pendant By Sanjana Singha



Bracelet By Dev Mudgal



Necklace By Ashwini Gholam



Necklace By Hriti Kothari



Ring By Sourav Rana



Pendant By Aman Agarwal



Bracelet By Falguni Shah



Charm Bracelet By Kratika Rath



Brooch By Aditya Ivalekar



Earrings By Vaishnavi Divate



Necklace By Naman Jain

IIJS TRENDS

Ear This!

Get party-ready in an instant with these ear adornments that bear unexpected combinations of gemstones set in contemporary forms. Here's an edit by Solitaire International on the show floor of IIJS Signature.



Drop-shaped earrings patterned with pink sapphires and fancy-cut diamonds. By Anand Ranawat



The songbird C-clips are adorned with carved tanzanite and Colombian emerald leaves. The head is encrusted with diamonds, while the beak gets an ombre pink enamel shading. By Sanskriti Jewels



Faceted rubies and diamonds make these curvy linear earrings even more dressy. By Awesome Sparklers



Geometric tiered chandeliers decorated with polkis, pearls, diamonds, and hints of blue enamel. By Kalajee Jewellery



Feminine ear climbers adorned with pearls, diamonds, polkis and emeralds. By House of Sparsh



A play of patterns makes these fuss-free earrings stand out. The polki posts suspend two rows of baguette emeralds, culminating into oval shaped cabochon emeralds lined with diamonds. By Haritsons Designs Pvt. Ltd.



Organic floral ear studs set with drop-shaped diamonds and bordered with blue gemstones. By Raveeta Batra, Sai Regalia Jewellery



Adorned with multicolour gemstones the stark simplicity of these symmetrical earrings is striking. The diamond posts add sparkle to the earrings. Anjali Baid, Aarna Jewels



Pirouette three-row oval white diamond creole hoop earrings crafted with pink sapphires and oval diamonds set in 18-karat white and rose gold. By Rashesh Shah by D'unique Jewels



The 22-karat gold earrings feature a cluster of tiny textured florets suspending baby pink gemstones. By Anand Shah

SPOTLIGHT

SHOW GLIMPSSES

Our roving shutterbugs capture all the action from IIJS Signature 2023! Here's a quick look.



Barely an empty seat left.



Smiles all around!



IIJS Signature 2023 -- the perfect place to meet and greet.



Discover fresh talent at the Design Gallery.



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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.

RAKHI SONI, Fine Finery Store, Mumbai

I am the third generation of my family who is intrinsically linked with the art of gold craftsmanship. I have been fascinated by jewellery since I was a child. My father has been in the jewellery business for ages and I have grown up watching him work with some of the most intricate jewellery pieces. He always motivates me to create something new and also helps me focus on quality designs.

I founded Fine Finery Store in July 2017. I wish to sail the ocean with the patronage of all those who believe in jewellery as an investment combined with fashion, elegance and style.

All my pieces are conceptual and are handcrafted in gold. I use antique and vintage elements in my jewellery, as well as a variety of coloured gemstones to create statement pieces of art. I primarily create kundan and meenakari jewellery with gems.

We also make designs and customisations as per your client's request. Our products come with lifelong warranty and return policies unless mentioned otherwise.



POOJA VASWANI, Pratharv Jewelz Pvt. Ltd, New Delhi

Pratharv Jewelz was started with an endeavour to showcase our vision of interpreting traditional designs in contemporary relevant manifestations and creating one-of-a-kind bespoke jewellery. Since its inception, Pratharv Jewelz has been synonymous with inspirational jewellery by virtue of its unique designs, meticulous detailing, immaculate craftsmanship and finishing.

Our collections are inspired by different forms of nature, spirituality and various aspects of life. We also aim to revive the dying art form of gulabi meenakari and are working towards promoting it.

We are looking forward to great response to our collection at IIJS Signature just like the previous years. IIJS is the perfect platform to interact with industry stalwarts and get their feedback on our work. It also gives us a great insight into what the other companies and individuals are foraying into, helping us keep abreast of the latest happenings in the industry.



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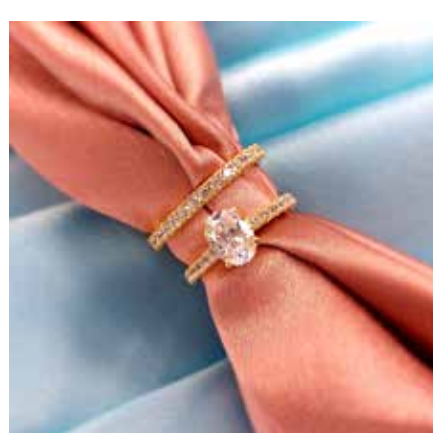
BRAND WATCH

Pretty Pret Lines

Adastra presents a fresh collection of affordable jewellery for young, modern women. The company blends high-tech solutions with supreme skills of 70 artisans to create fine jewellery lines in gold, diamonds, sterling silver and cubic zirconia.

For IIJS Signature they are showcasing lines crafted in 14-karat gold set with SI GH diamonds and natural gemstones, and another line articulated in 14-karat gold set with cubic zirconia.

The collection of Sterling silver with CZ is a perfect gift for any occasion or takes your everyday jewellery wear to a new level.



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, multilayered 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.





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BRAND WATCH

Jadau Magic

Geeta Shyam Jewellers create heirloom jewellery that's fit to be passed on from one generation to another. Embellished with top quality gemstones of various shapes and colours, polkis, diamonds, enamels, and pearls, each piece is designed as a one-off for the bride of today, who likes to be dressed as a princess on her wedding day. The collection includes maang tikkas, kadas, earrings and necklace sets ranging from long and layered haars to chokers.



Minimalist Fashion

RP Ornaments of Rajkot is renowned for its feather-light gold jewellery lines, and this time they present an array of new-age pieces that will resonate with the aesthetics of the woman of today. The mix of glamorous ingredients in these detailed and handmade jewellery pieces is a perfect choice for daily and party wear occasions. The multi-tone gold collection consists of trendy hoops, delicate pendant sets, and bangles and bracelets in contemporary avatars.



BRAND WATCH



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.

Breathtakingly Beautiful

An array of bright and muted coloured gemstones greets you in the nature-inspired collection presented by Sanskriti Jewels. The stunning brooch featuring the toucan bird with its signature bright enamelled beak is perched comfortably on the dense gem-studded foliage. The graceful pink swan earrings are articulated with coloured gold, diamonds and gemstones, while the C-clip blue ear studs are patterned with filigreed gold vines and diamonds. The statement ring features a large emerald with a surround of pearls and diamonds.



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.

Jatin Jain, Etch by Jatin Samdariya, Bengaluru

I'm a budding jewellery designer who has been inspired by the world of gemstones and jewellery from a young age. I'm now dedicated to making a valuable impact on the industry. I am a certified jewellery professional (AJP by GIA, 2019) and now aim to showcase my talent on a global platform.

Everyone loves a personal touch hence my brand Etch was created to leverage my passion and knowledge to provide customised products that

are satisfactory and rewarding all at once. Etch aims to cater to men who wish to accessorise. We design and manufacture high quality and customised lifestyle products like cufflinks, belts, tie pins, brooches, pendants, etc., for men.

At our stall at IIJS Signature, you will find products made with utmost precision. We will showcase a range of personalised monogrammed



accessories, gemstone cameo products, designer bracelets and rings, enamelled brooches studded with diamonds and much more.



Raveeta Batra, Sai Regalia Jewellery, Pune



I have done my MBA in Finance but decided to pursue a career in jewellery because I am extremely passionate about it. I enrolled for diamond grading and sorting course when my baby was just one and a half years old.

I financed my own education in gems and jewellery and trusted the universe to help me fulfil my dreams and goals. Slowly, I started forming

my own team to start a diamond jewellery business.

I founded Sai Regalia Jewellery in Pune to hone my love for diamonds. I combine diamonds with gemstones to create contemporary jewellery for the modern woman. I believe in making wearable statement pieces. We understand customer requirements and design as per their preferences as

well.

I am excited to participate in IIJS Signature for the first time. I would like to thank GJEPC for giving me this opportunity to be part of such a prestigious trade show and for giving me the wings to fly.

