



season. We really had a wonderful three days. Buyers were actually looking to stock up. We had clients from all over India as well as from Dubai, Jordan and Panama.” This time Savio Jewellery focused on emerald and diamond jewellery sets which outshone all other collections. “As gold prices have surged in the past 10 days, retailers are looking for those products that have more intrinsic value and opting for costlier diamond and emerald collections.”

Anand Kulthia, MD, Kulthiaa Jewels, seconds Sand. He, too, has seen a good demand for bridal jewellery that is being booked for the upcoming wedding season. The range is between Rs.5 lakhs to Rs. 10 lakhs. “In the jadau polki segment, buyers are looking for non-traditional designs. Jewellery set with gemstones are a good pick this season.”

Lunica Desai of Ambition Jewels Private Limited noted, “The show has generally been slow may be due to the timing, and perhaps people are still in holiday mood. The last two days have been decent in terms of business, We are hoping that we will see some more activity. We have been getting a lot of



enquiries. We have two divisions – a lab-grown jewellery division and a natural diamond jewellery division. Our existing buyers have already zeroed in on the selection. We do have some new buyers in the lab-grown section, and in fact those lines are actually moving better than our expectations.”

Sanjay Jain, Owner, Manoj Ornaments, said, “The overall feel of IIJS Signature is great – the ambience is good and we are getting quality visitors.” The firm has introduced new lines in

bridal collections using fancy-shaped diamonds. The collection ranges from Rs. 50 lakhs to Rs. 1 crore. The lightweight collection is more colour-intensive and gems used with invisible settings give the pieces a splendid effect. “Buyers are very picky these days and are looking for something new. So, if your inventory is design-centric and innovative, customers will buy it,” remarks Jain. The company has also developed a special nature-inspired collection for those with multiple chain stores.

Karan Garodia, Founder, Sanskriti Jewels, revealed that they have received an overwhelming response from buyers at the show. The brand has added more lines to its previously unveiled Songs of Nature collection. “We have been very careful about maintaining the price points. Rings, earrings and bracelets range from Rs. 1 lakh to Rs. 4 lakhs and necklaces from Rs. 6 to Rs. 12 lakhs.” Most of the pieces have been designed with gemstone slices and the surrounding gold setting is ceramic-plated with similar gem colours. Visitors from Jammu to Tirunelveli, Guwahati to Gujarat have placed orders, informed Garodia.

The display at the stall is equally mesmerising as its jewels. Designed as a 3D book, it takes you to a scene where a girl is sipping coffee at a shop, and her quest to know what would heaven be like. She plays the violin and the barren forest that she has landed in suddenly transforms into a lush garden, and as she plucks the flower, it turns into a jewel as a reward given by Mother Nature.

The concept matches with the IIJS Signature Theme of One Earth!

## LAUNCH PAD

### Saif Zone: Where Business Can Flourish



On day 3 of IIJS Signature 2023, representatives from the business hub Saif Zone presented the advantages and benefits of having your business established at Saif Zone, Sharjah. With a network of well-connected highways, airports and sea ports, a business set up at Saif Zone will have the potential to easily reach over 2 billion people in the world’s fastest-growing markets across the globe.

Saif Zone offers today’s businesses tax-friendly benefits combined with flexible recruitment rules and complete ownership and repatriation in a designated free zone.

## INNOV8 TALKS

### Financial Inclusion For MSMEs



Despite accounting for 29% of India’s GDP and 45% of exports, MSMEs are often faced with delayed payments and repercussions such as high interest payments and delayed deliverables.

Ketan Gaikwad, MD & CEO, RXIL, the first speaker on the topic of Alternate Financing at Innov8 Talks on day 3, explained that digital financing platforms are now offering MSMEs a lifeline to borrow credit at competitive rates. “MSMEs are usually the weakest link in the supply chain, and these digital platforms are meant to support



the weakest link. We have been invited by the government to make a presentation at the G20 and showcase to the world what India has done in terms of digital innovation for financial inclusion.”

Bhavin Patel, Founder & CEO, Lendenclub.com informed that in 2016 the growth of alternative financing was less than 1% of digital lending happening at the pan-India level. “Today, it has grown up to around 4-5% at the pan-India level. And we foresee that five years down the line, this will be in double digits. So there is a huge growth,” he predicted.

## HELPING HANDS

### GJNRF: The Humane Face Of The Industry



The Gem & Jewellery National Relief Foundation (GJNRF) is showcasing the collective charitable efforts of the gem and jewellery industry done over the past 20 years. To know more, visit its booth in Hall 5 **(Booth no. 5U 514A)** at IIJS Signature 2023.





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## VIEWPOINT - MANUFACTURING

# IIJS Is A Great Show For Every Manufacturer: Abhineet Boochra

**Abhineet Boochra**, Co-founder, Sangeeta Boochra Jaipur, discusses the current trends in silver jewellery and collaborations with top fashion designers to create contemporary lines based on ancient crafts.



### Tell us about your company; when did you start your brand?

Coming from a line of jewellery connoisseurs, Sangeeta Boochra Jaipur is named after its designer Sangeeta Boochra. With traditions and expertise being drawn from as early as 1897, the company derives its design language through a perfect blend of rustic bohemia and the luxurious elements of Indian heritage.

Today, the brand works with 2,000 traditional karigars and artisans to uphold the authenticity of every technique that makes the art of jewellery design what it is. Known as heirloom jewellers, we create 10,000 styles every month, to redefine the notions of a modern woman in the 21st century.

### What types of designs are prevalent in silver jewellery now?

Designs with open-setting Hyderabad dak polki (also called moissanite jewellery); men's jewellery inspired from the Indonesian



art and culture; and Bikaneri kundan and jadau jewellery studded with gemstones.

In the gemstones, emerald and pink tourmalines are trending.

Our current favourite is blue aquamarine, and we feel that this year will belong to the aqua colours.

### Since when have you been participating in IIJS?

We have been participating in IIJS from the last 10 years. We are able to check and forecast the trends and meet business owners, who come with a mindset to book orders. So, for us real business happens at the show. It also bridges the gap between the manufacturer, wholesaler and retailer. It's a great show for every manufacturer.

### What are you presenting at the show currently?

We are known for handcrafted jewellery and will be presenting kundan meena jadau jewellery in silver handcrafted by master

artisans in Bikaner; tribal Indian jewellery; oxidised silver jewellery. Our classic pieces, fusion jewellery with gold plating, and collections

with moissanite open-setting polki done in collaboration with fashion designer Gabriella Demetriades, and kundan inlay work on gemstones and pearls in association with fashion designer Payal Singhal.

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

The brand works with 2000 traditional karigars and artisans we give them the right direction, which, in turn, makes the designs traditional yet versatile and modern.

Sangeeta Boochra aimed to show the brilliance of Indian jewellery to the world through her creative vision. She travelled extensively into the interiors of India, and began to create exclusive jewellery with the help of master craftsmen around Jaipur.

She uses ethnic Indian motifs to usher in a renaissance in the ancient art of jewellery.

### Which are your



### predominant markets?

We are present in all major tier 1 cities across India, but we are getting lot of sales from tier 2 cities as well. Singapore and USA are our important markets abroad.

### What are your expansion plans?

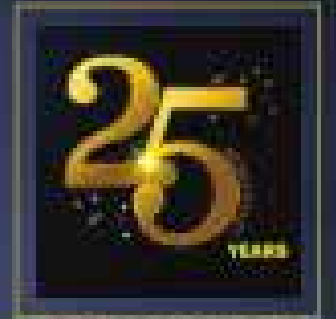
We plan to add 5 more stores this year and increase our footprints in Europe. Some new categories have been added too which would bring in more business.





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## IN FOCUS – GEMSTONES

# Shreenath Gems Displays 50 Types of Gemstones at Signature

**ANKIT KHANDELWAL**, Partner, Shreenath Gems, Jaipur, brings varied designer gem suites and fancy-cut gemstones to IIJS Signature.

**Can you also give us more details about your company?**  
We have 20 years of experience in the manufacturing precious and semiprecious gemstones based in Jaipur. We have an in-house lapidary, and we deal in more than 50 types of gemstones in all qualities and grades offering competitive prices. Our aim is to have a long-term relationship with our customers by building and maintaining their trust and satisfaction. Every gem is handcrafted with hard work, love and patience of our artisans.



**What are you going to showcase at IIJS Signature?**  
We, at Shreenath Gems, always have a designer's perspective while manufacturing and sourcing gemstones. This year we are going back to the ancient Indian art of gem carvings combined with beads, cabochons, tumbles, cut stone, or even standalone gems that is bound to add a new level of beauty to designer jewellery.

**Since when have you been**

**taking part in IIJS? How does participating in IIJS help your business?**  
We have been taking part in IIJS since 2005. IIJS has introduced us to customers across India. The show has helped us in building long-term clients and has helped our business grow to newer heights.

**Which are your strong domestic and export markets?**  
Apart from Jaipur, our domestic markets include Mumbai,

Hyderabad and the southern regions. Our export market is mainly the USA.

**You specialize in gem carvings as well. How have you managed to keep the art of carving alive? How many artisans do you have currently?**  
We have an in-house manufacturing unit with a workforce of 20 artisans. We have been constantly evolving the art of carving to suit our domestic and international

clients. Apart from the 3 big gems -- ruby, emerald and sapphire, which have been traditionally used for carving -- we have introduced carvings in aquamarine, morganite, kunzite, tanzanite, topaz etc.



# Multicolour Sapphires & Emeralds Are In Huge Demand: Anil Punjabi

**ANIL PUNJABI** from Tahiram Tirthdas Jewellers shares his views on what's trending in gemstones currently.



Business on the first two days has been good enough, and the most welcoming aspect of this show is that we are getting serious buyers, who are genuinely interested in booking

orders.  
We have been getting a number of customers from Chennai and the southern regions. I am sure the next two days will also be fulfilling for us

in terms of closing deals.

We deal in all kinds of coloured gemstones, but this season belongs to multicolour sapphires and Colombian and Zambian emeralds. Designers

and manufacturing houses are keen to buy fancy cuts, unusual customised cuts in coloured gemstones. Carved emeralds are gaining popularity because of the rise in demand of classic jewellery.

Buyers today are well informed and do not hesitate to buy quality products. For instance, we are selling multicolour sapphires in the range of Rs.1000 to Rs. 3000, but most orders are booked for the higher range. I would like to add that GJEPC is making tremendous efforts to raise the bar and the upgraded ambience, eco-friendly initiatives, and good lighting and services enhance the buying and selling experience at the show. It is indeed a pleasure for us to be part of the IIJS family!



# GDK

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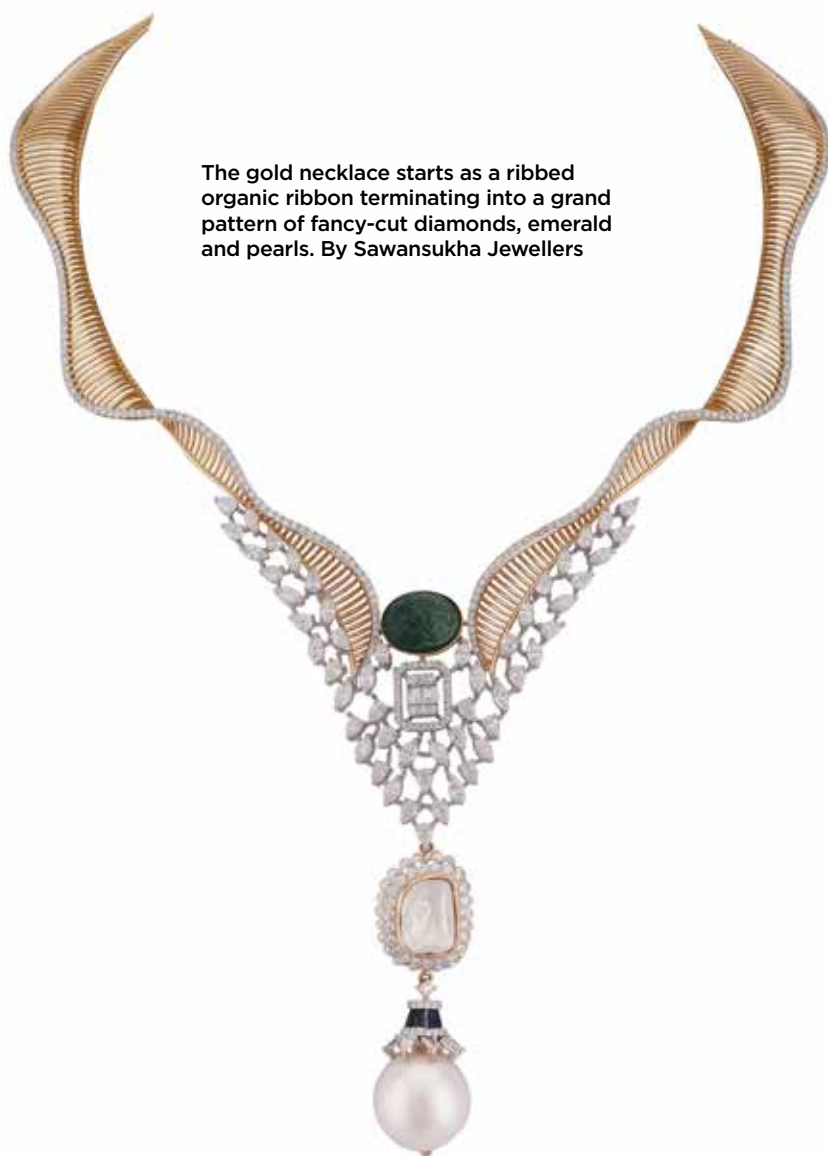
## IIJS TRENDS

# Elegant Necklines

We are seeing a return of classic necklaces embellished with a combination of diamonds and gemstones which are worthy of being heirloom pieces. Sautoirs and chokers studded with a medley of gemstones is trending to help you stand out in the crowd. Here's what we trend-spotted at IIJS Signature.



The gold necklace is composed of tiny diamond and tanzanite florets suspending a garland of graduating floral motifs in the same composition. By Kantilal Chhotalal



The gold necklace starts as a ribbed organic ribbon terminating into a grand pattern of fancy-cut diamonds, emerald and pearls. By Sawansukha Jewellers

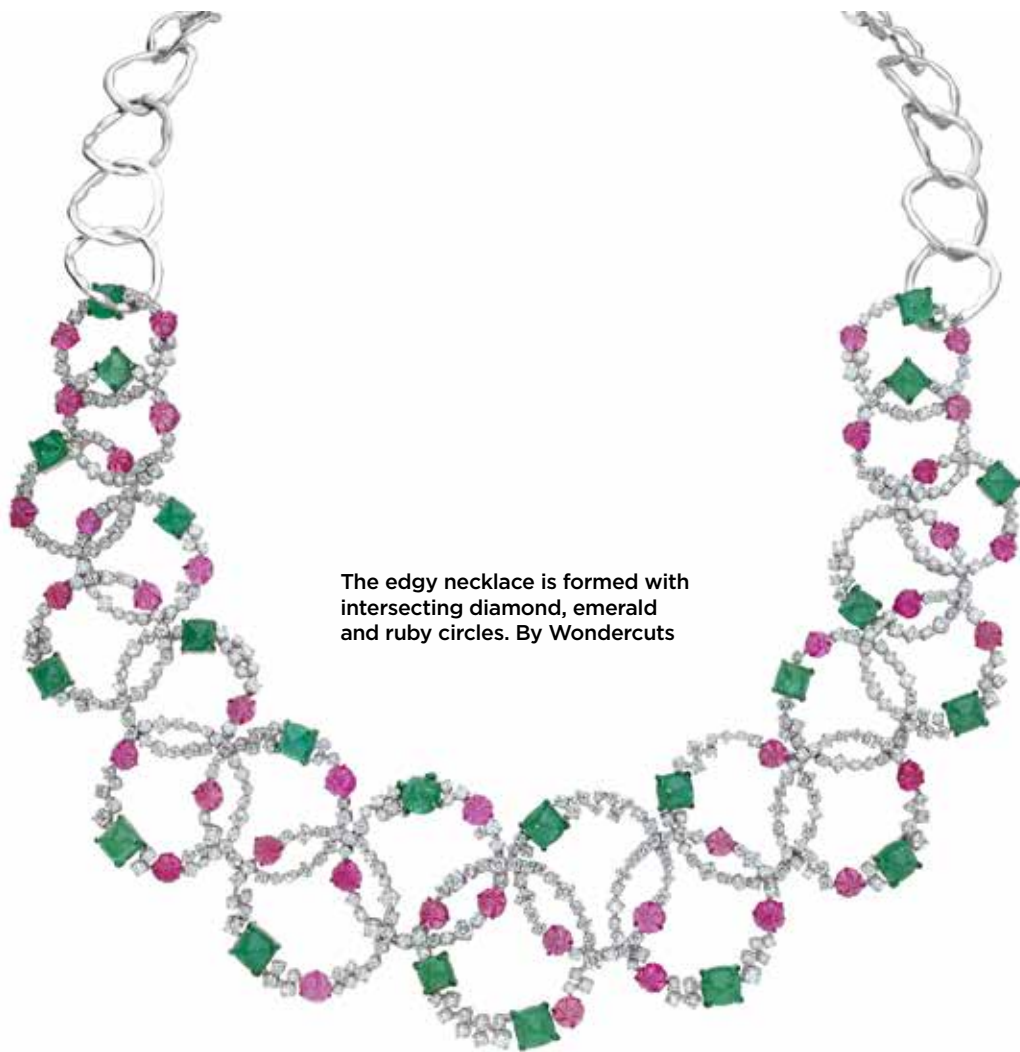


Carved emerald leaves dot the necklace featuring a mosaic of fancy-cut diamonds. The necklace ends with a drop-shaped diamond and emerald motif. By Laxmi Diamond



A striking green choker designed with emeralds bearing diamond floral scrolls. By Sanskriti Jewels





The edgy necklace is formed with intersecting diamond, emerald and ruby circles. By Wondercuts



The tanzanite sautoir features a quirky gem-studded stork. By House of Sparsh

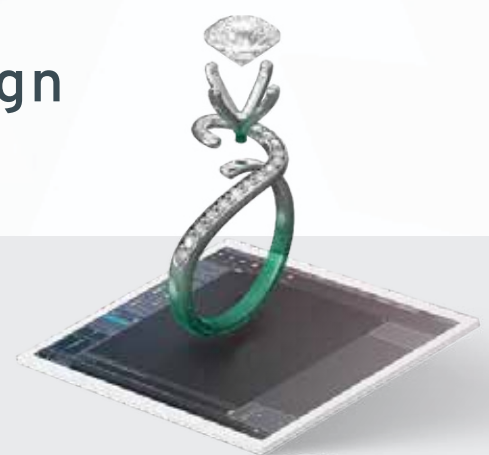


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## VIEWPOINT

# 'BVC Becoming a Tech-First Enterprise: Bhavik Chinai

**Bhavik Chinai**, Group CEO, BVC Ventures, speaks about the new plans especially for the jewellery industry in 2023, and opportunities for exponential growth.

**What are your plans for 2023, and where do you think the industry is heading?**

BVC aims to continue building for the jewellery industry in 2023 which means we are now further increasing our geographical reach. From 12000 pin codes that we are servicing securely to over 15000 pin codes in the near future.

BVC is also working on making itself the fastest secure logistics service provider across the country where we are transitioning from delivering in hours to building products that help us deliver in minutes.

**What are the disruptions BVC intends to bring for the jewellery sector this year?**

BVC is directionally moving towards becoming a tech-first enterprise. Our vision now is to enable and facilitate \$100 billion worth of transactions for the jewellery industry. We will soon



be making announcements and rolling out products that will help facilitate the estimated volume of trade.

**Where do you see the jewellery industry heading in 2023?**

The outlook for the Indian jewellery industry is very positive despite the negative global macro-economic scenarios, whether it is liquidity crunch, war in Ukraine or the impending recession in the West.

We expect exponential growth in jewellery e-commerce over the next several quarters.

Another trend that we are observing is that Tier 3, Tier 4 and even smaller towns are now experiencing large national retail chains marking their presence and giving customers an opportunity to experience branded retail.

So the opportunities for growth are plenty.

**BVC has had a long association with IIJS. How has the partnership helped your company?**

BVC was the first official logistics partner since year one of IIJS, and over the last 25-plus years, BVC has continuously extended its partnership.

The beauty is that IIJS has evolved from being an international plus domestic show to being predominantly a domestic show. And the organised trade of domestic has grown incredibly well. So being associated with IIJS since the beginning, gave BVC a head start to partner with every wholesale, manufacturing and retail giant, which continues to become larger on the domestic side.

So, our partnership allowed us to leapfrog and be known across the country. In the early days because angadias were predominantly used because of the unorganised percentage of the trade. Being associated with the IIJS allowed BVC to be known as an organised brand.

## We're Unveiling Light Collections in Antique Bridal Jewellery

**Varun PN**, Managing Director, Vara Krupa Jewellers, Bengaluru, tells Solitaire that the show has helped his company reap rewards through the IIJS Brand.

**IIJS Signature is going eco-friendly. What are your thoughts?**

Big and noble initiatives have small beginnings. I'm glad that IIJS Signature has initiated steps to restore the ecosystem. Kudos to the GJEPC team.

**Since how long have you been participating in IIJS? Tell us has IIJS helped you in terms of growth as a company?**

We have been participating since 2016. It's been a great experience and participating in IIJS has given us significant results and we have witnessed a rise in our company's growth.

**This year, what are you proposing to showcase at Signature?**

We are pioneers in lightweight antique jewellery, which are easily saleable at the retail counters. Collectively, the data is taken from our customers which helps us in manufacturing the required lines that are light.



A lot of work goes behind the scenes to create collections that look large but are light when worn.

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

We have a good network in the domestic market, but our strong regions are the eastern markets. We have got clients from USA at the show.







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## VIEWPOINT - MANUFACTURING

# ‘Our collection caters to the growing demand for men’s accessories’

Niche but evolving, the men’s jewellery segment cannot be ignored by retailers. Sundaram Chains Pvt. Ltd. addresses the demand by introducing sleek and stylish offerings for men as well as innovative accessories for children at IIJS Signature 2023, shares **Bharat Jain**, Director of the company.



**Tell us about your company.**  
It was my dream and vision to start Sundaram Chains Pvt. Ltd. We started manufacturing machine chains and have expanded our expertise to



include assorted chains, CNC bangle, casting and customised jewellery for children. We have three decades of experience in the gems and jewellery industry. Together with our young team, we focus on innovation, customer satisfaction and transparency. Our mission is to address the growing demand by offering more than 1,00,000 unique designs and distributing them through our channel partners.

Our success comes from experience, great production skills, ethical business approach and customer satisfaction all enlivened with passion.

**What is Sundaram Chains’ USP?**  
Our USP lies in offering products that are in sync with the times keeping consumer preferences and the prevailing budget of consumers in mind.

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

We have been participating in IIJS for the last 12 years. It is the best platform to showcase our new collection and expand our reach.

**Tell us about the new collections that you will**



**showcase at IIJS Signature 2023?**

Today, there is a growing demand for men’s accessories. To cater to this segment, we are launching the Arhaan - Jewellery for Men collection.

**Which markets do you cater to?**

We cater to retailers across India, Gulf countries, Far East Asia and USA.



# IIJS Has Helped Us Grow 20% Y-o-Y: Deepak Seth

**Deepak Seth**, Partner, SK Seth Jewellers, opines that in order to grow our exports, India needs to match the quality and hallmarking standards to become the jeweller to the world!

**Tell us about your company.**  
IIJS Signature is going eco-friendly. Each exhibitor is requested to donate some amount towards tree plantation. **What are your thoughts?**  
We too have donated a good number of trees, and this move should be definitely supported by our whole jewellery community for moving towards a green & clean India. We appreciate this great initiative by GJEPC.

**Since how long have you been participating in IIJS? Has this helped you in terms of growth as a company?**

We have been participating since the last 20 years. IIJS has popularised our entire gem and jewellery industry across the globe, and that is a big achievement. We have grown with IIJS and our sales have jumped by 20% year-on-year.

**Which are your major domestic**



**markets? Have you been able to connect to clients abroad through the show?**

Our clients are based across India, and yes, we have added clients across the UK and the

UAE markets and many South Asian countries.

Gold jewellery demand is increasing across the globe, and Indian manufacturers, because of their expertise in handcrafted



and tech-aided jewellery, should not let this opportunity go to waste.

In order to grow our exports, we need to quickly adopt the international standard of purity, hallmark our goods accordingly, and be more vigilant about our quality and finish.

This will truly align with the vision of our Hon’ble Prime Minister to make India the jewellery sourcing hub.



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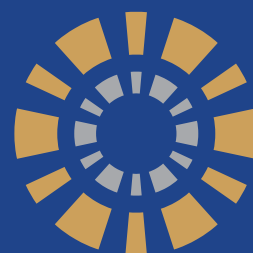


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## WOMAN ENTREPRENEUR

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.

### AKSHITA SETHIA, Niaksh Jewels LLP, Rajasthan

My sister Nitisha and I founded Niaksh Jewels in 2017. What began as a keen interest in jewellery making and adoration for precious gemstones soon transformed into a full-fledged venture to craft creative, timeless and intuitive jadau jewellery in Bikaner, our hometown.

Our designs are inspired by the royal heritage and regal grandeur of Rajasthan. They are carefully handcrafted by expert craftsmen laced with years of generational experience. We infuse culture, history and a touch of modern finesse to our masterpieces. We inaugurated the first Niaksh outlet at Ahmedabad in 2021, and cater to clients pan India.

We have varied collections that range from ones that can be worn daily to heavier sets for weddings. We also offer the option of revamping old jewellery into more wearable pieces. Come have a look at our collections like Aadhya and Tatva.

All our pieces are hallmarked and a detailed bifurcation is provided. A thorough check is conducted to maintain the product quality and finishing at every stage.



### SHRUTI JAIN, Nish Jewels, Mumbai

The queen, the princess and the Nish Jewels Empire. Nish Jewels is one such story of a mother-daughter duo, an inspiring combination, and symbols of power.

The brand is the creative manifestation of my mother Deepa Jain. She founded it 18 years ago. I grew up around her designs, surrounded by diamonds. I organically inherited my mother's dream. I have taken it to the next level and have many plans to grow and expand our brand. Trendy heirlooms and fusion statement jewellery are our USP. Using rare gemstones and creative materials with gold is a big part of our designs.

Nish Jewels is a blend of my mother's nearly two-decade experience and my avant-garde vision.







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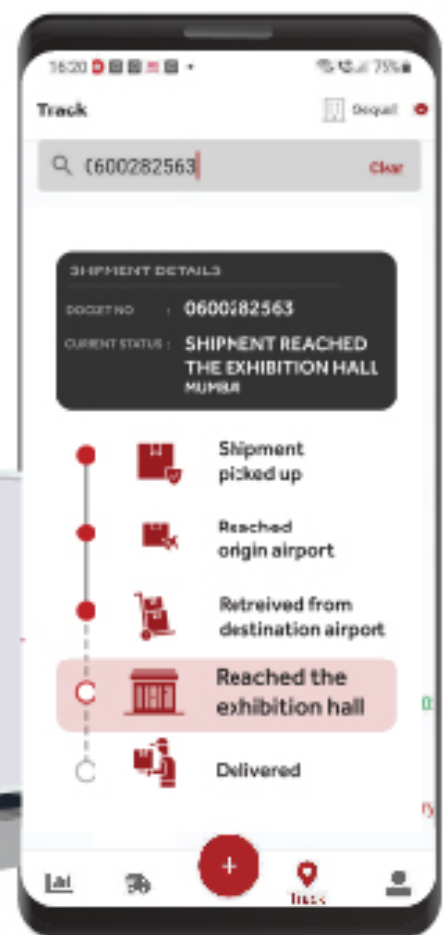
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## VIEWPOINT - TECHNICAL

# Quality Is About Continuously Raising Your Own Benchmarks: Navin Jashnani

**Navin Jashnani, industry consultant and renowned educationist, Sama,** talks to Solitaire International about behind-the-scenes working of a manufacturing firm that can result in upgrading quality, finish, check gold loss and more.



**This is your first time at IGJME. Tell us more about the transition of your company. When did you start providing important ancillary services as a veteran consultant to the industry?**

I look at my journey as a great learning. Almost every year we won awards for design, craftsmanship and innovation. I believe we were trendsetters. On the other hand, we had to overcome several setbacks. These experiences made me resilient and I became an intense learner and subsequently, a good teacher. Since the past two years, I'm working for the advancement of other establishments and it has been an enriching experience.

**Do you have a team of experts to improve and upgrade the quality of products and manufacturing processes?**

Certainly, quality is a journey which has no ending. With manufacturing processes technology and skill go hand-in hand.

**As a consultant, tell us more about the process of gold recovery. How much recovery does a company make in terms of gold once they adopt good practices?**

The biggest problem in gold recovery from the



manufacturing end is a pseudo-belief system by decision makers that an 80% recovery from the production loss is satisfactory.

But a 98% recovery is very much possible and this is my strong belief. Nothing less than that should be acceptable.

Believe me, once companies start to maintain their records in a detailed manner half the battle will be won. Several diamond and export organisations have decent markups and hence gold recovery is not a priority.

Most of the times there are loopholes in dust collection methods and acceptability.

**Please elaborate on QC and sustenance. What according to you are the practices that Indian manufacturers should adopt to be at par with global counterparts?**

There are several Indian manufacturers, both in SEEPZ and DTA, who are at par with their global counterparts.

In the domestic market, a large number retailers are accepting mediocre finish and hence making manufacturers complacent.

Quality is about continuously raising your own benchmarks. Deviations must be corrected at every stage of the production process and not just when the jewellery is "finished".

**Sama Jewellery has won many design awards in the past. Tell us the secret mantras about how a company should develop its own unique identity in terms of design and product development.**

Each time you sit to design a new collection, one should just become "Supatra" (an empty vessel). Unlearn your past experiences and belief systems. Then you shall come up with something original! The biggest teacher and inspiration is Mother Nature. No formulas, no colour-wheel .. all you need to look closely and marvel at its function and aesthetics.



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## IIG Creating Professionals for Gem and Jewellery Industry since 1965.....

Once again International Institute of Gemology has made a mark in the Gem and Jewellery industry with its student emerging as young business entrepreneurs. International Institute of Gemology has always taken extra effort to educate its students practically and nurture them to become successful entrepreneurs in life. IIG Director Mr Rahul Desai, who has been mentoring students for 2 decades rightly said “Education is the key to Success and knowing the skills and methodology of Industry only leads to successful careers IIG also takes pride to have such bright and shining young achievers that stand for themselves in Gem and Jewellery Industry.



Jaipur Jewellery Design Festival

Vinayak Seth, the IIG online student, is also the Managing Head of Durga Das Seth Jewellers, 1919, one of the most trusted jewellers of Amritsar. He had a dream to launch his own designer collection. One of the talented achievers who is nominated for the award in the Retail Jeweller's category. With the guidance of IIG's experienced faculties started he developed various skills developing his own sketches and transforming each of them into his own Real Fine Jewellery Collection.

Being part of a family legacy, a 65-year-old brand, Mehak Jain, Creative Director, Jain Jewellers, Ludhiana an IIG online student is one of the Retail Jewellery Guild Awards – Power winners- winners of the Young Award. She used to observe her father and grandfather in the showroom, which fascinated her.

## ADVERTORIAL

IIG has always motivated its students to hone their skills in all spheres of the Gem and Jewellery Industry and IIG students stood award winners on many occasions. All techniques that are taught at the institute not only create realistic goals for students but also make them win accolades and recognition.

Recently IIG students represented their work at Jaipur Jewellery Design Festival at the Jaipur Jewellery 2022 show which was truly welcomed by Jaipur Jewellers.



Jaipur Jewellery Show 2022

IIG Student Saloni Agarwal stands in the top 10 positions of National Jewellery awards in the year 2018, followed by Viraj Palkar winner of the National Jewellery Award 2021. IIG Student POOJA MOHNANI also shines as 1st runner-up for the Barbara Hutton category in Artisan Awards 2021.

To bring forth fresh talent to the industry IIG has started a “Designer of the month” competition which is open to all. Each month a theme is provided by one of the sponsor's Jewelers of Industry and the winner is awarded in cash or a scholarship. Also keep in mind the needs of the industry IIG has been fostering all Masters Programs in Gemology, Diamond, and Jewellery Design. Adding a feather to it IIG has also started a competition program on Jewellery Manufacturing Techniques which gives a complete insight into the manufacturing processes.

Our current vision is to secure and expand our horizon of education globally by establishing more and more branches!

The IIG SURAT BRANCH is coming up at Diamond City GUJARAT HIRA BOURSE.

**Be an Entrepreneur  
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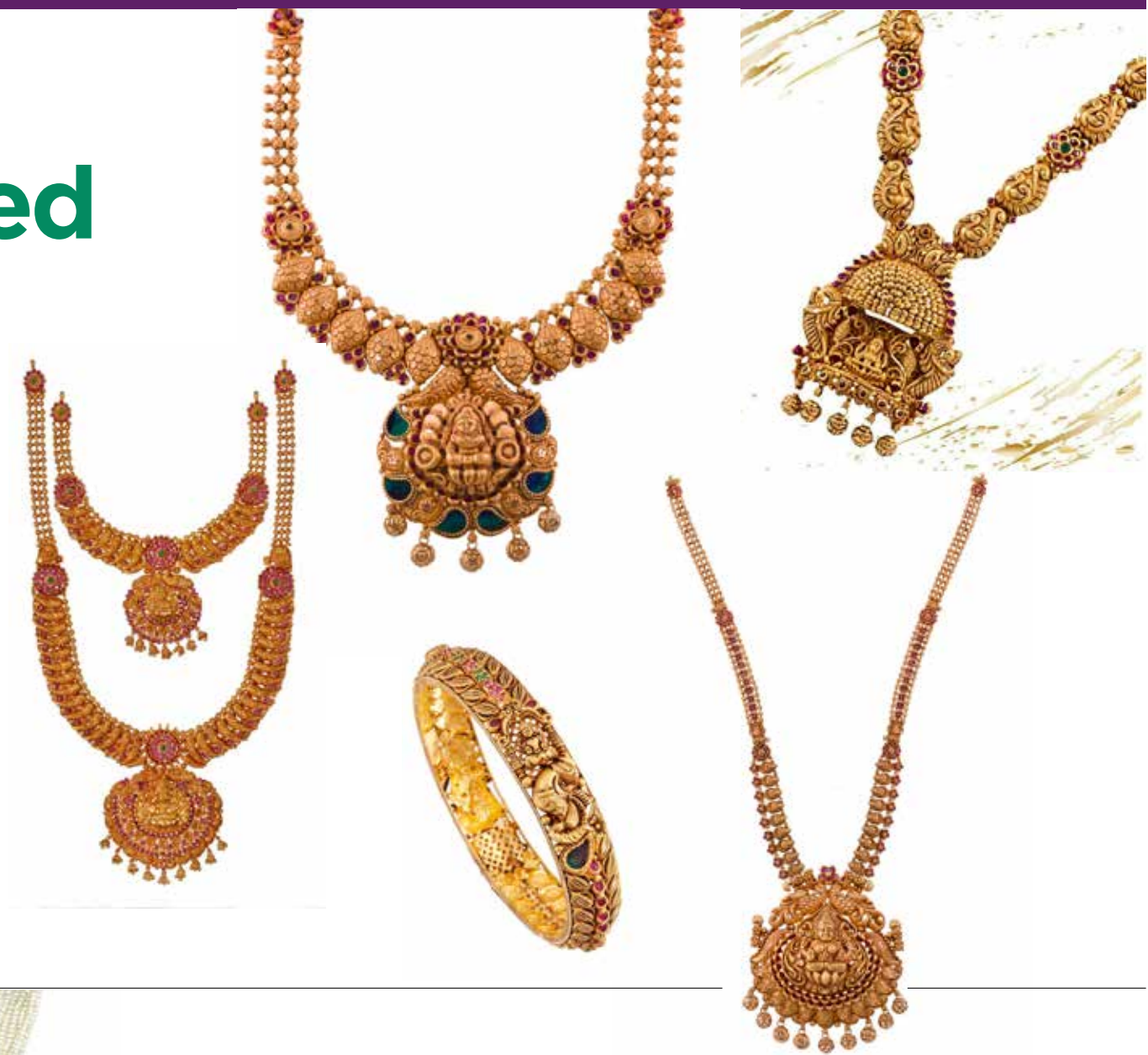
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## BRAND WATCH

# Gold Carved Beauties

Evoking the splendour of temple architecture, Aadish Gold LLP, presents an array of handcrafted bridal sets ranging from light to heavy necklaces, kadas, rings, and matha pattis (head ornaments). The company is known for its antique finish jewellery suites and has a large reach in the domestic market. Employing handcrafted techniques like naqashi, filigree, granulation and texturing, the lines are a perfect example of past meets present.



# In Style Forever

Gold Artism unveils its lightweight lines and bridal sets handcrafted in 22-karat gold that are timeless. Fit for the woman of today, the jewels help her cherish the present-day moments for life. The collection consists of necklace sets, kadas, long haars, and layered necklaces beautified with gemstones, polkis and carved corals that add a vibrant touch to the pieces. The lines come alive with time-honoured traditional crafts.





## BRAND WATCH

# Rainbow Jewels

Wondercuts has an affinity for using an unusual mix of coloured gemstones in its uber chic lines. The collections they are presenting at the show are a combination of clean lines, structured forms, or organic. The spiral earrings are lined with diamonds and dotted with carved ruby leaves and emeralds. The elegant V-shaped sautoir is an assemblage of diamonds, emeralds and tanzanites, while the dressy girandole chandeliers are outfitted with corals, diamonds and emeralds.



# Weaving Magic With Gold

Bariki presents a stunning range of bridal sets, kadas, rings, and more handcrafted in 22-karat gold. They say beauty lies in the details, and this is seen in each and every piece of Bariki. The metalsmiths and artisans use crafts such as filigree, rawa work, chitrai, exciting texture finishes to beautify the lines that are fit for the woman who values traditions and yet puts her fashionable foot forward. These collections are a keepsake for life.





## 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.

### Prateeksha Maheshwari, Pjewels, Noida

I have been in the industry for 10 years and established Pjewels in 2017. We started with a niche 'Unique You'. In 2020, we began offering designing services. We have now entered the fine jewellery segment with our Regalia - The Emblems of Royalty collection. The most striking feature of this collection is the use of cameos which were worn by royal families in the 16th century. We have incorporated these emblems of the royal past into the modern designs. I am excited to showcase my latest jewellery collection at Signature IIJS 2023.



### Reshma Singh, Nishkala Jewellery, Mumbai

I launched my brand Nishkala Jewellery in 2020. I am a bespoke jewellery designer, manual designer, matrix and procreate renderer. My brand specialises in alluring jewellery designs crafted and moulded together with radiant superior quality natural diamonds, lab grown diamonds and precious and semiprecious gemstones set in gold and silver as per client's requirements. All the diamonds and lab grown diamond jewellery at Nishkala are GII certified.





## 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.

### Deepak Sankit, Deendayal, Jaipur



I am a master meenakari craftsman. The art has been passed down from generation to generation of my family since 1880. My father late Mr. Raj Kumar Sankit was also a master craftsman. I have won many awards for my art. In 2003, I received the National Merit Award for my excellence in meenakari.

I have been honoured by Her Highness Raj Mata Padmini Devi of Jaipur. In 2018, the Maharaja Sawai Man Singh II Museum Trust conferred the Raja Bhagwant Das Award for Excellence in Traditional Crafts of Jaipur on me. In the same year, I won the World Crafts Council (WCC) Award of Excellence for Handicrafts - South Asia Sub-region.



### Jinoli Jhaveri, Chetzed Jewellery, Mumbai



Although it has been just one year since I founded Chetzed, the idea and preparation of the company has been a part of my life for years. I have been surrounded by gemstones and jewellery since childhood and my fascination for them has only grown.

I am blessed to be born

as an Indian given the versatility and variety of jewellery that we have. It is detailed, intricate, royal as well modern - exactly like Chetzed jewellery.

Chetzed was founded to provide gorgeous convertible jewellery pieces that can be worn in multiple ways without any effort, so that no



one recognises that it is the same piece.

I will showcase two collections at IIJS Signature. Wedding Trousseau takes care of your jewellery needs for your entire life. Your heavy wedding necklace can be converted into a light necklace or a bracelet.

We also have jewellery for grooms which can be converted into different pieces that one can use later on in life.

The Revival collection has modern pieces and sets that are also multi-functional. I look forward to showcasing my creations to all those who visit my booth at IIJS.

