Who said opportunity doesn’t knock twice?!

The game-changing IIJS Virtual show has thrown open its doors again just three short months later, thanks to the overwhelming response received from exhibitors and buyers at the first edition in October 2020. The inaugural show had registered transactions of approximately Rs.1,000 crore, which spurred trading and retail activity in the domestic market and helped to mitigate the pandemic’s impact on the industry to a great extent.

What do we have in store this time? Every feature you loved before has been retained, and enhanced wherever possible based on the feedback from exhibitors and visitors.

Being the first trade show of the new year, IIJS Virtual 2.0 comes laden with high expectations of helping business return to pre-Covid levels. Held from 8th to 12th January, 2021, IIJS Virtual 2.0 will have 250+ exhibitors, 10,000+ buyers and is expected to schedule more than 15,000 meetings. Like before, there will be five halls: Traditional Gold Jewellery; Gold Jewellery (Mass); Diamond/Colour Gemstone Jewellery; Couture/Bridal Jewellery; Loose colour Gemstone/Silver jewellery/ Machinery & Allied.

Talking about new features of the IIJS Virtual 2.0, Shailesh Sangani, Convener, National Exhibitions, GJEPC said, “IIJS Virtual 2.0 is going to take
you through a whole new experience that is more flexible and user friendly. Starting from an exotic walk-through feature, IIJS Virtual has added a few exciting aspects to give you an experience like never before! Superior search engine, on-booth chat facility, product catalogue with a magnifying feature, digital organiser which tracks your meetings and notes, interactive knowledge forums, daily notification on WhatsApp for your appointments, and much more. IIJS Virtual 2.0 is a complete show with the Machinery section added this time.

Mansukh Kothari, Co-convener, National Exhibitions, GJEPC, added, “Innovation is the fulcrum for maximising growth in business. The digital platform of IIJS proved that opportunities can be created by restructuring our thinking. Unstinted efforts by the Council to put up a show in a virtual world and be successful was a testimony to its foresightedness. We have come up with the second edition of IIJS Virtual with new and better features than before to facilitate ease of doing business. I look forward to welcoming you all to IIJS Virtual.”

The exhibitors and buyers are equally excited about IIJS Virtual 2.0:

Joy Alukkas, CMD, Joyalukkas Group, says, “The intuitively designed IIJS Virtual platform is a pleasure to transact business on. It’s leagues ahead of any other show in the world.”

Vasantraj Birawat, Managing Director, Chain-N-Chains, notes, “No other trade fair in India compares to IIJS – be it the physical or virtual trade show. It’s the only trading platform that will fast-track our business.”

NEW FEATURES & ENHANCEMENTS

- Enhanced Exhibitor Product Catalogues
- Live Chat & Video Conferencing
- Enhanced Product and company Search facility
- Live Knowledge Sessions with industry experts
- OTP at both email and cellphone number
- Enhanced Video Conferencing interface
- Smart Notification on System & Mobile Device
- Pre-Fixed Appointments with exhibitors
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IIJS Virtual 2021
8th - 12th January
Hall No. 3

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Colin Shah  
Chairman, GJEPC  

IIJS Virtual 2.0 will help keep up the momentum created by the first edition of IIJS Virtual which transacted approximately Rs. 1,000 crore business. It brought back the much-needed energy and growth to the gems and jewellery business in India.

India’s exports have recovered well in the last couple of months. The November 2020 gross exports reported $2.48 billion, a mere 3.88% decline as compared to the gross exports of $2.58 billion reported in November 2019.

We are expecting the Indian Government to announce a comprehensive e-commerce policy for the gems and jewellery sector, which will encompass ease in processes, hassle-free returns, seamless payments, speed of delivery, minimal cost, etc., that will help in further boosting exports from this sector.

I am sure with IIJS Virtual 2.0, we should see business getting back to pre-Covid levels. We are introducing some new and advanced features to further enhance the buyer-seller experience.

Vipul Shah  
Vice Chairman, GJEPC  

The first IIJS Virtual show provided exhibitors and buyers with a new platform to connect with potential partners and transact business. IIJS Virtual 2.0 will be the first trade show of the new calendar year and will be a catalyst in raising India’s exports to pre-Covid levels.

The pandemic has affected our industry the hardest, but I am happy that we have once again shown resilience and come back strongly. The fast recovery of the Indian gems and jewellery industry is due to a combination of many factors: the government implemented timely policy measures; central banks injected sufficient liquidity into the system; mining companies supported midstream segment; demand has picked up from major markets; and strong online sales have compensated for the weak performance of physical stores. IIJS Virtual 2.0 will only further the growth momentum.

Shailesh Sangani  
Convener, National Exhibitions, GJEPC  

First of all, I would like to thank our buyers and exhibitors for making the first edition of IIJS Virtual a super successful show. Based on the tremendous response and positive feedback received from those who visited the first edition, the Council was encouraged to hold the second edition of IIJS Virtual within a span of three months. IIJS Virtual 2.0 has been enhanced with new and advanced features to make the buyer-seller experience a lot easier and better.

Sabyasachi Ray  
Executive Director, GJEPC  

Over the past three quarters, the GJEPC has left no stone unturned in helping the industry recover from the paralysing effects of the pandemic. Interacting with the Government for immediate relief measures to organising virtual trade shows to connect our manufacturers to international buyers, GJEPC has been pro-actively engaged with all the stakeholders. Also part of this effort was IIJS Virtual, which was a huge success that helped the industry recover to a large extent. The public demand for a second edition in quick succession speaks volumes about the IIJS brand’s popularity and influence among industry members.

Our efforts are ongoing to make the Indian gem and jewellery industry the number one in the world. Currently, it contributes 5.8% of the global gems and jewellery export demand of $629.06 billion.

As part of the GJEPC’s recommendations for FY22 Union Budget to the Ministry of Finance, we have proposed several measures including a reduction in the import duty of cut and polished diamonds, precious and semi-precious gemstones to 2.5%; reduction in import duty of gold and other precious metals to 4%; Technology Upgradation Fund (TUF) Scheme; additional Common Facility Centres (CFCs) and much more to strengthen the gems and jewellery export sector.

I am sure with the support of the Government of India, the industry would soon achieve its export goal of $75 billion in the coming few years.
Ramanbhai Solanki, Director, Sangam Chains

We participated in the first edition of IIJS Virtual and it was a new experience for us. The digital show gave us an impetus and nearly 20% of our visitors were new buyers. We have kept in touch with them and this time, too, we expect to meet new and regular clients. Markets have opened up and we are witnessing pent up demand for all types of jewellery ranging from bridal to daily wear. We have introduced some modern collections in diamond-studded jewellery as well as in the gold lines. The second edition of IIJS Virtual is being held at an appropriate time to cater to the domestic seasonal demand ahead.

Parina Jain, Owner of Parina International

I am really looking forward to IIJS Virtual since it will be an exciting opportunity to reach out to many potential clients around India. It will help us create awareness and form meaningful connections even during these times that we live in.

Sachin Jain, Managing Director, De Beers India

2020 did bring the world to a standstill but taught us all many things, including to be creative and think out of the box thus enabling the growth of our businesses. Digitally, each business and, as an industry, we grew leaps and bounds during the past few months. Virtual events showed us various benefits which were independent of the pandemic. They are a safer way to interact, increase productivity as they negate the time of travel and I believe this has paved the way for future events, which will have both a virtual and physical aspect, once we sharpen the transactional process.

With reference to the demand for diamond jewellery this year, we have seen a consistent performance in the sector throughout 2020, especially during the festive months from October to December across tier I, II and III cities. Large chains which were heavily focused on gold jewellery have shown significant contributions towards diamond jewellery. In fact, 2021 will steer towards diamond jewellery even more as customers are moving towards appreciating fewer, better things, and holding on to things that bring meaning to their lives.

Anand Shah, Founder and Creative Head, Anand Shah Jewels, Mumbai

The digital version of IIJS by the Council introduced in October was an eye-opener for the industry. We actually did transact business digitally in a well-orchestrated manner -- pre-booked appointments, virtual one-on-one meetings, and more. I received a good response for my designer bridal inventory then, and I am confident that IIJS Virtual 2.0 will offer opportunities to meet regular and new clients. The format of the show is world-class and the results are for all to see.

Abhishek Sand, Co-founder & Director, Savio Jewellery, Jaipur

I would like to congratulate GJEPC for taking the challenge of going virtual with the IIJS editions.

IIJS is an opportunity to expand our business to new markets, nationally and internationally. It is a cost-effective and convenient way of growing business during this pandemic. Additionally, this time it will empower the trade of gems and jewellery digitally.

Savio Jewellery was one of the highest viewed booths at IIJS Virtual’s first edition in October with 962 visitors and 42 meetings. This time we are expecting more than 1,500 visitors and around 100 meetings at IIJS Virtual 2.0. Like always, we launch our collections at IIJS, and this time is no different. We are presenting the Emeralda and Solitario collections.

I am sure this time both exhibitors and visitors will be more proficient in navigating through the digital format to help the show reach new heights. We have also moved to the super-premium booth to increase parallel meeting rooms. With advanced technology, we are also expecting an enhanced experience for the exhibitors and buyers.

I must add that IIJS Virtual has helped us in connecting with retailers in those cities and states where we had never marketed our products to, so it has helped us in adding new territories for expansion of the company. Team Savio is looking forward to new business opportunities and this whole new digital experience.
THE JEWELLERY MANUFACTURING COMPANY

INVITATION

IIJS VIRTUAL 2.0
08th-12th January 2021

Hall - 3
Diamond/Colour Gemstone Jewellery
Premium Section

To View this collection, Select: Jewellery Diamond Studded Color Stone

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Follow us on Website: www.cvmjewellery.com
IIJS Premiere has always been the centre point of India’s gems and jewellery trade. Holding IIJS Virtual shows with such regular frequency will help the industry to revive its fortunes faster than expected. For those who have not attended the first virtual show, I’d say don’t miss this one! It’s an exciting experience.

T.S. Kalyanaraman
CMD, Kalyan Jewellers

IIJS Virtual is the only show that offers a national retail chain like us the variety that we require to cater to unique market requirements across the country. Any business establishment engaged in selling jewellery must visit IIJS Virtual 2.0.

M.P. Ahammed
Chairman, Malabar Group of Companies

IIJS Virtual is being held again! That’s good news. The Virtual trade shows are the only way forward for now. Thanks to GJEPC for spurring the industry into action and infusing positivity into the entire industry. I am looking forward to the next edition of IIJS Virtual.

Ajoy Chawla
CEO, Jewellery Division, Titan Company Ltd.

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Dr. B. GOVINDAN
Chairman, Bhima Jewellery

Exceptional and exciting -- this is how I would describe the first edition of IIJS Virtual. I am confident that the second edition will surely have more enhanced features and will again be productive for everyone.

Hemant M. Jhaveri
Al Sulaiman Jewellers, Qatar

I am confident that IIJS Virtual 2.0 will bring its own set of advantages. The first edition was great, and am sure this one, too, will help us meet new manufacturers, wholesalers and traders.

Archit Zinzuwadia
Director, Panchratna Jewellers Pvt. Ltd.

GJEPC has gone beyond the conventional path with the introduction of IIJS Virtual last October. The show provided us with the new sourcing avenues that we were looking for. We are glad to be a part of the second edition of the show.

Anil Talwar
Talwarsons Jewellers

The first edition of IIJS Virtual offered an unparalleled experience - excellent signage, simple to understand navigation between virtual halls. Facilities to pre-book appointments with preferred vendors helped us make informed choices. I am definitely visiting IIJS Virtual 2.0 in January.
Stunning collection of bridal jewellery, crafted for your precious moments

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In Conversation

‘IIJS Virtual Has Given Us An Opportunity To Go Truly Global’

Pankhuri Shah, Marketing Head – Retail, BR Designs Pvt. Ltd., Surat, shares her views on global trends, the latest collections emerging from their manufacturing unit, and her experience at IIJS Virtual.

What according to you are the design directions as we emerge gradually from the pandemic? Being in quarantine has been a blessing in disguise as it made us collectively realise the power of hope. This is the dominant direction in our new collections. We have created delicate jewellery, personalised charms, hamsa hands and the eternal symbol of hope, the evil eye. To elevate the dreary months of the lockdown, I have added a lot of warm-toned enamels to the jewellery. The spirit of breaking out has been beautifully captured in the dancing diamond collection that we have made.

For brides, we saw a strong trend of fusion jewellery laced with pearls, diamonds rubies, sapphires and tourmalines coupled with a dash of meenakari.

How was the experience at the first IIJS Virtual Show? Did you meet new buyers? If so, from where? The IIJS Virtual platform truly gave us the opportunity to go global; we met a lot of new buyers both nationally and internationally representing the different genres of jewellery. We feel this would not have been possible if we had a physical booth; we could harness the benefits of IIJS in the virtual format.

What are your expectations from the second edition of the show? We always have great expectations from IIJS – be it virtual or physical. This year, too, we are coming up with new, trendsetting designer jewellery, and we are hoping to have a great show!

What’s the theme of the new lines for this edition? The theme for the new lines of collection for this edition is wearable and affordable designer jewellery. We have focussed on earrings and rings as we feel that they would be the most suited with the post-pandemic attire.

On the bridal jewellery front, we have taken the fusion route – a combination of Indian and Victorian styles, ensuring that the gold weight of the jewellery piece is remains in check, and focussing on the look. The collection in rose gold with enamelling provides maximum value to our bridal clients as the jewellery is modular.

You have used a lot of coloured stones and pearls along with diamonds this time on. Is that a global trend? I personally believe that coloured stones and pearls are always in vogue. The trend this year is how they are being used as design elements to accentuate the beauty of a piece. For instance, classics like baroque pearl drop earrings with a trendy twist in gem-setting will never go out of style.

We export to the USA, Europe, the Middle East, China, Hong Kong and Australia. We saw a spike in demand for gem-studded delicate rings, earrings, stackable necklaces, etc.

BR Designs is famous for diamond jewellery. Is the departure to coloured gemstone jewellery deliberate? Well to be honest, at BR Designs our philosophy is that ‘material is immaterial’, and so we believe in crafting perfect, fine and unrivalled fine jewellery for all categories. We focus a lot on fusion, and we make designer products starting from nose pins, piercings, earrings to high-end fine bridal necklaces, chandelier earrings as well as cocktail rings. We design and manufacture products for B2C, B2B, e-commerce as well as export markets. Being in the industry for more than 3 decades and winning numerous awards have made it possible to deliver across all categories.
25 Years of Setting Gold Standard in Next Gen Jewellery

At VK Jewels, we strongly believe that jewellery we make, ends up making us. This ideology is the foundation stone driving our ambition to make jewellery with passion, panache and precision. This in turn is what has made VK Jewels India’s leading manufacturer and exporter of gold casting jewellery.

Take a glimpse into what inspires us, differentiates us and why you should associate with us?

Legacy of Trust & Two Generations
From starting out as a silver casting jewellery manufacturing unit in 1993 to assuming a commanding position in premium next-gen gold jewellery, VK Jewels has risen through ranks under the leadership of Mr. Vijay Kotak and his son Mr. Kiren Kotak.

Finestee, Elanzaa and Plain Casting
Finestee is our high-end light weight jewellery brand that refines cutting-edge elegance in its most compact form.
Elanzaa is premium range jewellery brand that features millennial jewellery studded with cubic zirconia from Swarovski.
Plain Casting jewellery collection elevates the elegance of everyday jewellery by epitomizing simplicity.

100% Stone Less & CZ Studded
All products of our Finestee and Elanzaa collections are studded with cubic zirconia and come with assurance of 100% bifurcation of stone and jewellery weight.

Trendy, Budget Oriented & Light Weight Jewellery
We carry out detailed product research and then design and manufacture our jewellery based on insights of customer preference and trends. At the same time all our products are light weight, which makes them versatile and budget-friendly.

Skilled Craftsmen & Latest Technology
A team of highly skilled and expert craftsmen at every stage of jewellery production empowers us to manufacture light weight jewellery that defines class. Latest technology from US, Germany and Japan adds to precision of our craft.

Huge Collection with New Designs
From necklace to earring, ladies’ ring, men’s ring, and bracelet, all our collections feature extensive designs to choose from. Continuous product innovation on the other hand enables us to deliver novelty, which makes our products fast moving.

Pan India Connectivity
We have carefully knitted a distribution network spread across India. Due to this we can deliver orders from all major cities of India with minimum hassle and lead time.

Smart & User-friendly Application
We have developed a smart B2B app to explore, select and order jewellery. This app cuts down on need to travel for selection of jewellery and also helps in drastically reducing order-to-delivery time.

Ethical & Transparent Business Practice
Be it purity of gold, raw material bifurcation of stone price, customer service, or order delivery, we hold ethical behaviour and transparency in every transaction in very high regard.

Whether you are a jewellery retailer or dealer/distributor, if you are interested in taking your business forward, VK Jewels can be your partner in success. Connect with us, we will be happy to assist any query.
A’Star Jewellery brings in its new collection ‘HER Essentials’ which comprises alluring jewellery pieces that every woman should own as a part of ‘her everyday radiance essentials’. The collection of striking rings, earrings, bangles and pendants is an ideal companion to her daily wear and adds a glow to her each time, whether working at home or meeting a client or having a lunch date with the girls. Complementing casual as well as occasional wear, these pieces crafted in 18-karat white, yellow and pink gold, are spiced up with radiant diamonds.

Bariki Jewellery, Junagadh, unveils a delicate and arresting collection Ajrakh. Inspired by the traditionally elaborate Amritsari jewellery, the collection by Bariki has been given an understated look. Each piece is minimal yet striking. Peppered with top quality gemstones and pearls set in 22-karat gold, the collection gets an elegant makeover.
THE FAVOURITE BUSINESS MAGAZINE OF RETAIL JEWELLERS

THE CHANGING RULES OF RETAIL

IN TIMES OF COVID

GRAND EXPANSIONS

MISSING THE EMI OPPORTUNITY

THE TIME IS HERE TO LET THE GUARD DOWN, SHARE DESIGNS WITH ALL CUSTOMERS, SAYS ROHAN HEMDEV, OWNER, LACHHMANDAS JEWELLERS, AGRA

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TECH TALK

World’s First “Ferrous Particle Detector” By Magnic Technologies

Magnetic Technologies’ flagship product, which is also the world’s first Ferrous Particle Detecting Machine, solves one of the biggest problems in the gold jewellery manufacturing industry — that of tumbling polishing pins getting entangled in jewellery pieces.

Karthikeyan Chandran, Founder of Magnic Technologies Pvt. Ltd., said, “The company first developed this product for a leading jewellery manufacturer when it had a serious problem of being unable to identify and remove tumbling polishing pins that were getting stuck in jewels. Its customers were returning the jewellery and the company had to employ a team of 20-25 people to identify and remove those pins.

“We used the Magnetic Field sensing technology, and developed a machine that could identify and detect jewellery having ferrous impurity in them.”

Over the last three years, we have sold around 160 machines across the country. All the leading retailers in the country have our machines.”

Another product that the company is working on which is in prototype stage, is called Photo Studio Machine. As most of the companies are leveraging the e-commerce platform to sell their products during the pandemic, the industry needs a product that will help them to present their products in a better way. Jewellery sales through e-commerce is expected to grow after the pandemic, too. “As the touch-and-feel aspect is absent through sales via e-commerce, our new product will help the exhibitors to solve this problem to an extent. The Photo Studio Machine will be useful to take 360-degree photographs and videos. It also has inbuilt software which can edit the photos,” concludes Chandran.

He is hopeful of IJJS Virtual 2.0 giving the company an ideal platform to reach out to new, prospective clients.

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for Gem & Jewellery workers
(Workers unattached to any company or contract workers)

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- Nose piercing
- Belly piercing

KEYWORDS to reach us quickly in IIJS VIRTUAL 2.0

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The fourth edition of Artisan Awards 2021, the country’s premier jewellery design competition, organised by the GJEPC, has completed two rounds of judging – the technical and first sketch round.

This year, despite the unfavourable conditions, a total of 586 entries were received, including international entries from Japan, USA, Taiwan, Russia, Egypt, Abu Dhabi, Australia. The Artisan Awards have always followed an unbiased and stringent judging process consisting of three rounds. This year, the first round involved scrutinising the sketches by two renowned figures of the industry, Vikram Singh, the Creative Head of Walking Tree, and IIGJ Senior Faculty Sushma Kalzunkar Sawant, who chose nearly 100 entries for the first round.

The eminent jury for the next round included Fashion Designer James Ferreira, Jewellery Influencer Katerina Perez, Anjali Gaekwar, Country Head – India, Christian Louboutin, and Tina Tahiliani Parikh, Owner and CEO, Ensemble, decided on 31 finalists from the three categories. These pieces will now be realised and the third round of judging will take place in early 2021.

The main theme for the 2021 edition is Reinventing Vintage. This theme is further subdivided into three categories: Victorian, Temple and Japanesque jewellery. The Artisan Awards hope to celebrate the revival of these eternal design eras and will inadvertently chronicle the new design epoch thrust upon us by the pandemic.

The sub-theme Victorian Jewellery takes its name from the reign of Queen Victoria (1837-1901), and focuses on The Romantic Period of this reign (1837-1860).

The second theme, Temple Jewellery, originated in South India, during the Chola dynasty reign. These ornaments were originally created to adorn deities and idols in the temples of the South.

Finally, the Japanesque Jewellery focuses on Shakudo, a gold content alloy that was used to create ornamental bits for katana, or swords. Centuries later, the use was expanded to include lifestyle items like vases, boxes and jewellery.

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CATEGORY - VICTORIAN
Koushik Mondal - Tanvir Kumar & Company
Lekshmi Raj
Priyanka Khaitan
Satyam Gupta
Namrata Khairwal
Ketki Ambarekar
Sumit Singh Chandel
Anuj Shah - Umrao Jewels
Sumit Baug - Jesper Jewels
Riddhi Chheda - Jesper Jewels

CATEGORY - TEMPLE
Sushil Bhalerao - S.K Seth Co. Jewellers
Jatin Kohli
Parkkavi Babu - Emerald JIL Ltd
Santosk Wak
Sharmila Karmonkar - Parth Diamonds
Subir Das
Ritu Pradhan
T.Pushpanathan
Bhautik Sakadasriya - EON Jewellery
Dipak Kumar - CVM
Subhasis Bhowmik - EON Jewellery

CATEGORY - JAPANESE
Aslam Khan - EON Jewellery
Deepa Kala - Goldstar Ellite Jewels Pvt. Ltd
 Shruti Chauhan - Mellora August Jewellery Pvt. Ltd
Ragu Chandramohan - Kirti Kalidas Jewellers P. Ltd
Aasma Hossain
Ritu Pradhan
Hannah Vu
Vidhi Jain
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