

THE INDIAN GEM AND JEWELLERY MAGAZINE » JUNE 2019

Solitaire

I N T E R N A T I O N A L

**GJEPC Design
Workshop – Think
Big, Think Ahead:
Paola de Luca**

**India's Gem &
Jewellery Exports +5%
To ₹2,77,450.34cr
in FY19**

**GJEPC Applauds PM
Narendra Modi On
Election Victory**

**Leonardo Rodrigues:
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**GemGenève: The
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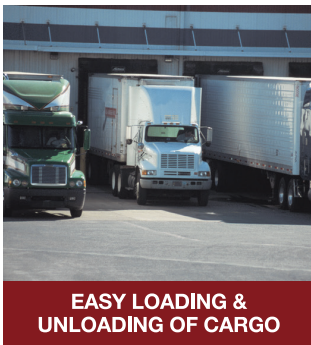
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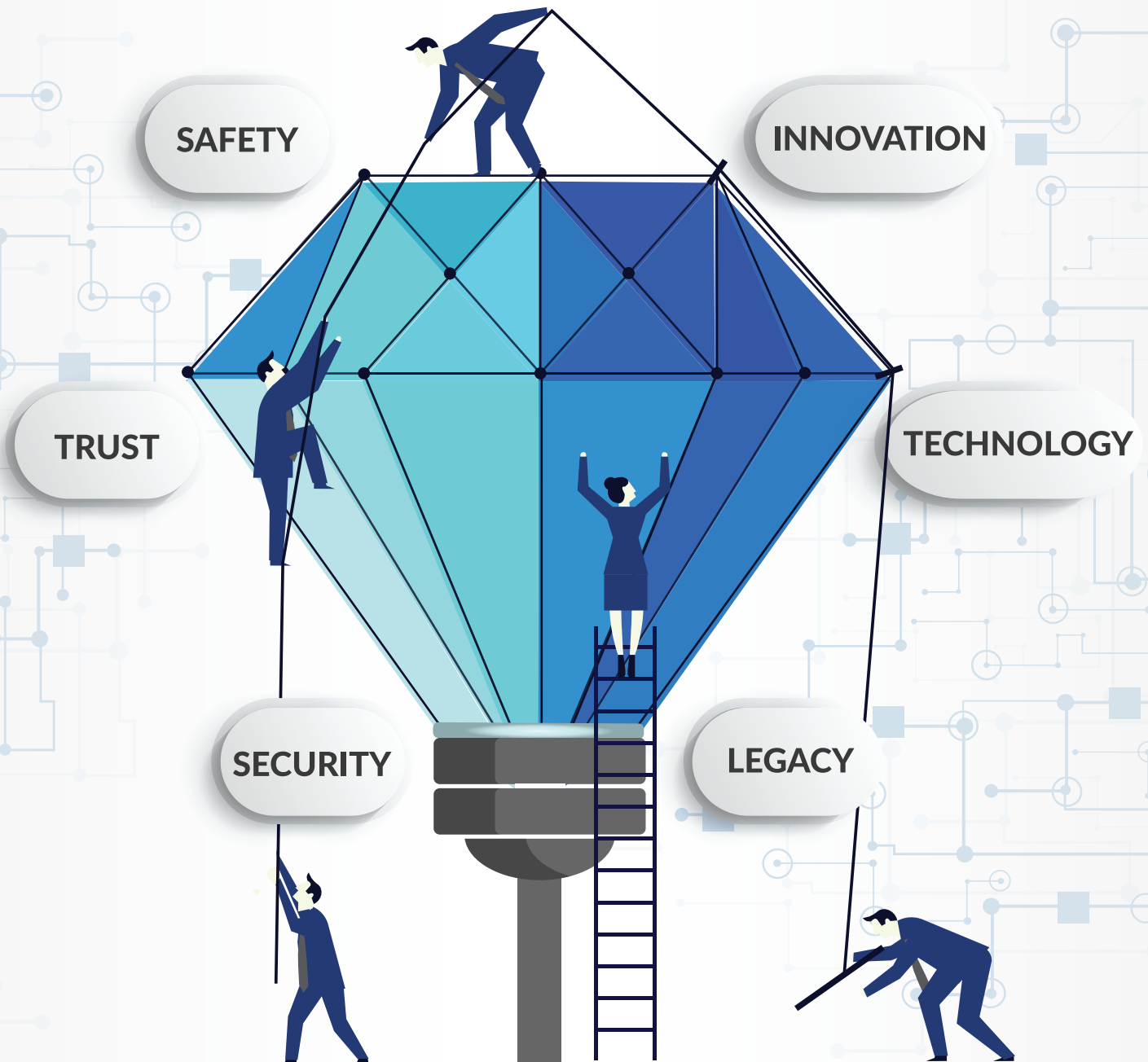


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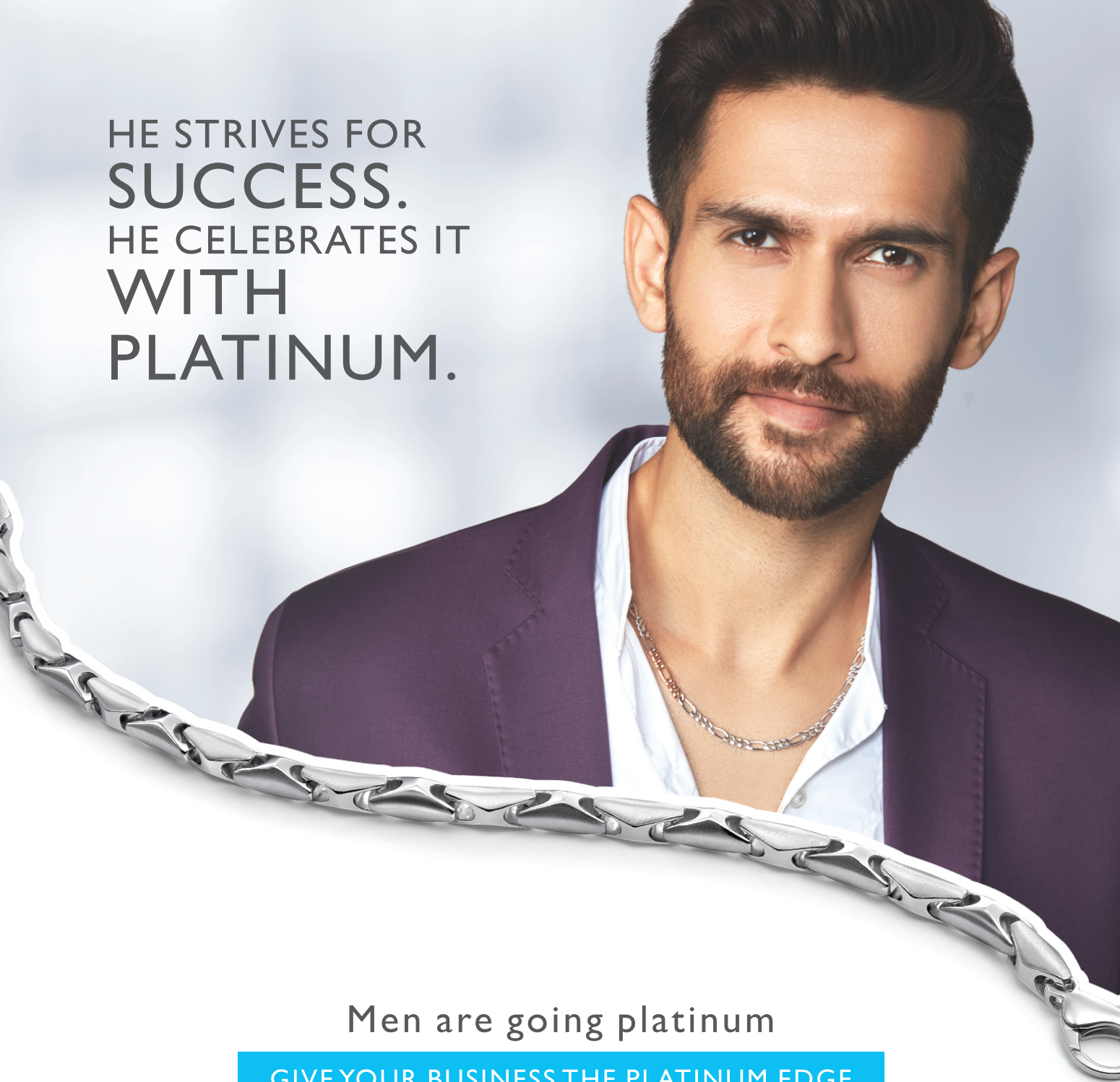
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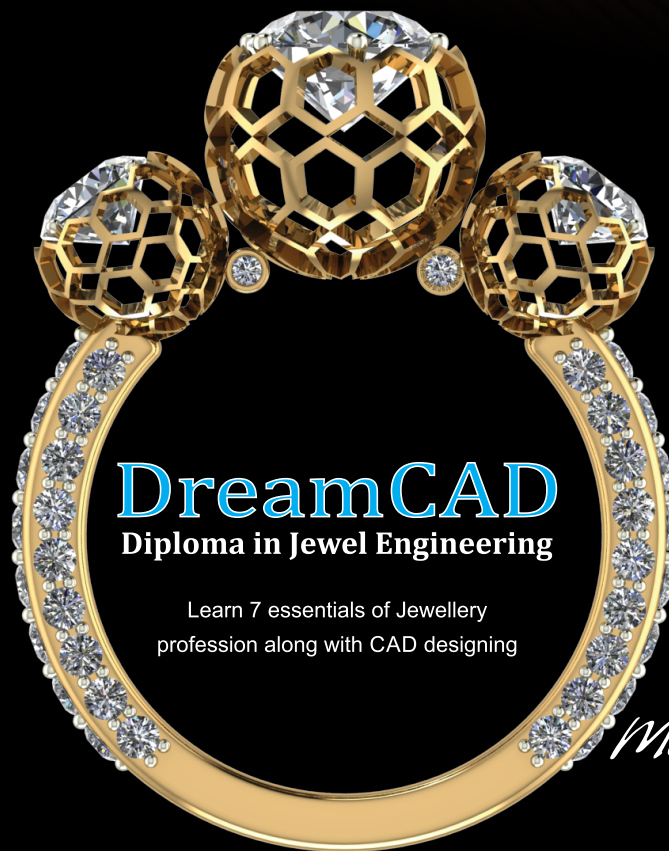
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The Gem & Jewellery Export Promotion Council (GJEPC) congratulated Prime Minister Narendra Modi for his thumping win in the Lok Sabha elections and pledged to support his dynamic vision of creating a New India. As one of the biggest contributors to India's GDP and merchandise exports, the gem and jewellery industry will naturally play a huge role in supporting the government's vision of India becoming a \$5 trillion economy.

In his reciprocatory message to the GJEPC, the Prime Minister stated: "We will continue to make development a mass movement and provide progressive, development-oriented and corruption-free governance to build a strong, prosperous and inclusive India." Read the PM's full letter in the GJEPC News section (*page 35*).

The previous financial year 2018-19 witnessed its share of economic challenges, tightening liquidity, IGST on re-import consignments, and higher import duties on cut & polished diamonds and precious stones. Despite this difficult scenario, India registered only a 3% fall in gross exports of gems and jewellery, in dollar terms, at \$39.68 billion.

The relatively subdued JCK Las Vegas, Couture and Luxury shows may have dashed the hopes of exporters who were expecting a much better response from the world's biggest jewellery consuming market. Our US-based correspondent Cynthia Unninayar reports that perhaps the lower attendance and sales levels indicate the new reality of trade shows, which may need to up their game to stay relevant. Read her first-hand account in the Cover Story.

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» INTERNATIONAL STATISTICS

UNITED STATES

				(In US\$ mn)
Imports	2018	January - April 2018	January - April 2019	% Change
Polished Diamonds	24,489	7,767	7,559	-3%
Rough Diamonds, Sorted, Unworked	609	240	141	-41%
Polished Precious & Semi-precious Stones	2,217	825	853	3%
Jewellery	9,255	2,714	2,753	1%

Customs Value

Source: U.S. Department of Commerce and the U.S. International Trade Commission

BELGIUM

	January - April 2018		January - April 2019		% Change	
	Ct mn	US\$ bn	Ct mn	US\$ bn	Ct	US\$
Polished Diamonds Exports	1.6	3.9	1.4	3.8	-12%	-0.30%
Polished Diamonds Imports	2.1	4.0	1.9	4.0	-9%	2%
Rough Diamonds Exports	43.8	4.5	36.3	3.4	-17%	-25%
Rough Diamonds Imports	34.8	4.1	26.8	2.9	-23%	-29%

Source: The Diamond Office, Antwerp World Diamond Centre (AWDC)

ISRAEL

	January - December 2017		January - December 2018		% Change	
	Ct mn	US\$ bn	Ct mn	US\$ bn	Ct	US\$
Polished Exports	1.70	4.59	1.75	4.48	3%	-2.5%
Polished Imports	1.60	2.92	1.64	3.04	2.4%	4.1%
Rough Exports	6.84	2.22	6.38	2.52	-6.7%	1.1%
Rough Imports	6.11	2.85	5.63	2.65	-7.8%	-6.8%

Source: Israel Ministry of Industry, Trade and Labor – Diamonds, Precious Stones and Jewelry Administration

Figures in US \$ million (Carats in million)

Exports of gems and jewellery during April 2019 as compared with last year

Items	Apr - 2019	Apr - 2018	% Change
Cut & Polished Diamonds (Quantity – Mct)	1642.95 2.1	1994.84 2.7	-17.64 -22.87
Gold Jewellery	908.98	815.90	11.41
Gold Medallions & Coins	0.01	0.01	0
Coloured Gemstones	20.24	19.61	3.21
Silver Jewellery	85.77	31.70	170.57
Pearls	0.04	0.03	33.33
Synthetic Stones	22.26	15.36	44.92
Costume & Fashion Jewellery	0.96	1.36	-29.41
Subtotal	2681.21	2878.81	-6.86
Exports of Rough Diamonds (Quantity – Mct)	135.58 1.5	77.47 2.7	75.01 -42.23
Others*	5.81	4.49	29.4
Gross Exports	2822.60	2960.77	-4.67
Return Consignment Others	23.04	29.97	-23.12
Return Consignment CPD	561.72	515.41	8.99
Net Exports	2237.84	2415.39	-7.35


Imports of raw materials for gems and jewellery during April 2019 as compared with last year

I. Items	Apr - 2019	Apr - 2018	% Change
Rough Diamonds (Gross) (Quantity – Mct)	1443.46 13.8	1516.45 15.4	-4.81 -10.08
Rough Coloured Gemstones	23.45	14.40	62.85
Raw Pearls	1.21	0.79	53.16
Rough Synthetic Stones	15.40	10.57	45.70
Gold Bar	612.98	639.67	-4.17
Silver Bar	2.13	1.46	45.89
Platinum	5.85	5.55	5.41
TOTAL – A	2104.48	2188.89	-3.86
II. Imports of Cut & Pol Diamond			
SEZ (All over India) (Quantity)	37.81 0.1	36.54 0.09	3.48
Bonded Ware House (Quantity – Mct)	7.52 0.02	13.75 0.02	-45.31
Mumbai (DTA) (Quantity – Mct)	31.72 0.1	61.08 0.22	-48.07
Others (DTA) (Quantity – Mct)	0.02 0.00	0.08 0.00	-75.00
Surat (DTA) (Quantity – Mct)	0.56 0.003	2.92 0.01	-80.82
TOTAL – B	77.63	114.37	-32.12
III. Imports of Other Items			
Gold Jewellery	28.51	24.92	14.41
Silver Jewellery	5.32	5.24	1.53
Coloured Gemstones	61.32	9.79	526.35
Synthetic Stones	19.00	7.64	148.69
Pearls	0.04	0.28	-85.71
Costume/Fashion Jewellery	0.11	0.10	10
TOTAL – C	114.30	47.97	138.27
GRAND TOTAL (A+B+C)	2296.41	2351.23	-2.33

All figures are provisional.
** Others includes Rough Coloured Gemstone, Raw Pearls, Platinum and Silver Bar, etc.*

Titan's Jewellery Sales Touch \$2.3bn In 2018-19

Titan Company Ltd., India's leading jewellery retailer which caters to the luxury and mid-market segments with its retail brands Zoya, Tanishq, Mia and Caratlane, reported strong jewellery revenue growth for the fourth quarter and fiscal year that ended March 31st 2019.

During the fiscal year 2018-19, Titan's jewellery business recorded sales of ₹16,030 crore (\$2.3 billion), an increase of 23% despite challenges in the industry, the company said. The year witnessed the launch of many successful collections in jewellery as well as an effective wedding campaign, the firm noted.

In the fourth quarter, Titan's jewellery sales grew 21% year-on-year to ₹3,986 crore (\$575 million).

The jewellery division's earnings before interest and taxes (EBIT) rose 26% to ₹1,948 crore in the full year, and climbed 13% to ₹512 crore in the fourth quarter.



Titan's jewellery EBIT margin was 12.8% in the final quarter, leading to full year margin of 12.2%, an improvement of 30 basis points year-on-year.

Bhaskar Bhat, managing director, Titan Company, stated, "The growth momentum of the past few years continued in 2018-19 backed by strong revenue as well as profit growth across all key divisions.

The jewellery business grew through the successful launch of design differentiated collections as well as tailwinds provided through regulatory developments over the last couple of years like GST."

Gold valuation at the year-end took a hit due to lower gold prices in the latter half of the quarter resulting in margins being depressed by ₹37 crore. This is expected to be largely reversed in the next quarter, Titan said.

Caratlane recorded revenue growth of 44% in the fiscal year 2018-19, primarily due to network expansion. "What was more

impressive in the year, was the substantial increase in good gross margins in FY 2018-19, compared to the previous year, on the back of better pricing and product mix," the company stated.

The year witnessed an aggressive expansion of Titan's retail network with a net addition of 115 stores of its watches, jewellery, eyewear and Indian dress wear businesses. As on March 31st 2019, the company had 1,595 stores, with over 2.05 million sq ft of retail space.

In 2018-19, Tanishq added a record number of new stores, primarily in middle India towns. It added 34 stores, adding 87,000 sq ft, on a net basis. Tanishq concluded the year with a total of 287 showrooms (1.09 mn sq ft) spread across 178 towns.

Zoya's retail footprint remained unchanged with three showrooms (15,000 sq ft), while Mia registered a marginal increase with a total of 30 stand-alone stores and 20 shop-in-shops (12,000 sq ft). Caratlane added five more showrooms compared with the previous quarter, ending the fiscal with 55 showrooms across 23 towns (39,000 sq ft). ■



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100 Years Brilliant, The New AWDC Project



Gabi Tolkowsky (left) with Ari Epstein.



A glimpse of the vibrant street atmosphere.

Exactly one hundred years ago, Marcel Tolkowsky, a member of a famous family of Jewish diamond polishers, was the first to scientifically determine the perfect way to cut a diamond: 57 facets precisely positioned in such a way as to achieve the maximum brilliance. The 'brilliant' cut quickly conquered the world, and even today remains the most iconic and successful diamond cut globally. The brilliant may rightfully be considered as the most successful invention Belgium has ever produced.

The Antwerp World Diamond Centre (AWDC) held a street festival to mark the anniversary and pay tribute to the most iconic and successful diamond cut in history: the brilliant. Antwerp is home to the largest, oldest and most transparent diamond trade centre in the world. Since 1447, the date of the first documented reference to the diamond trade in Antwerp, the city has laid claim to the title of the world's diamond capital. It therefore comes as no surprise that the most

successful diamond cut of all time was created in this city.

During this celebration, the AWDC also launched a unique project: "100 Years Brilliant". "The industry arranged to have 57 well-known (and not-so-well-known) residents of Antwerp polish a single diamond: one person for each facet of a brilliant," explains Ari Epstein, CEO AWDC. "In this way, 't Steentje – which is how the diamond industry is referred to in the local vernacular – will represent the multicultural character and diversity of the Antwerp diamond industry. Once the stone is finished, it will be exhibited in the DIVA diamond museum."

The first facet of the stone was polished by Constantinus 'Stan' Hunselmans, who shares his year of birth with the brilliant. "I celebrated my 100th birthday on January 14th, and it is an honour that I was chosen to polish the first facet. It went really well. If I were a little bit younger, I might have considered a career switch," he said, laughing.

Minister Philippe De Backer was invited to polish a facet, as were Erik Michiels and Jo De Backer, the respective CEOs of Bentley Antwerp and NIKO – two companies that are also celebrating their 100th anniversary, and therefore originated in the same year as the brilliant.

Suske & Wiske also took a turn polishing 't Steentje: "As Antwerp comic-book heroes, we were very pleased to receive this invitation. It was a unique experience to polish a facet of this dazzling diamond, guided by master polisher Gabriel Tolkowsky," the comic-book characters said.

Jean-Marie Pfaff, Antwerp's Alderman for the Diamond Trade, Ludo Van Campenhout, and 'professional Antwerpian' Tanguy Ottomer were among the many guests invited to polish a piece of history. The diamond will continue being polished in the coming weeks, and all the residents of Antwerp will also have the opportunity to experience what it feels like to polish a diamond. ■

"The industry arranged to have 57 well-known (and not-so-well-known) residents of Antwerp polish a single diamond: one person for each facet of a brilliant. Once the stone is finished, it will be exhibited in the DIVA diamond museum."

BVC Foundation Concludes Its Fifth Donation Drive

BV Chinai Charitable Trust (BVC Foundation) is the philanthropy arm of BVC Ventures that primarily serve two causes – health care and education in the developing economies. BVC Foundation along with Wadhwa Group, Group Satellite, and The Mosaic, successfully fulfilled

yet another edition of ‘The DOO Initiative’ (Donate to Orphanages and Old age homes Initiative). In the fifth year of this donation drive the organisation collected and donated books and stationery kits along with clothes to children in orphanages all over India.

This initiative witnessed donors from over 30 cities of India donate clothes, stationery and books. Through the DOO initiative, BVC Foundation collected over 30,000 books, 2,70,000 pieces of stationery and over three tonnes of clothes, which would be donated to 96 orphanages and 10 old age homes in over 20 cities across India.

According to Uday Chinai, chairman, BVC Foundation, “The core goal of the BVC Foundation is to facilitate upliftment of the society we live in. Through the DOO



initiative, we aim to reach out to the underprivileged kids who will be provided with books and stationery materials for their education during the start of this academic year. We are grateful to all the NGOs, the corporate organisations and all the people who donated the items for supporting the cause and being a part of the initiative.” ■



PureJewels Hosts Jewellery & Creative Masterclasses

Emerging East London brand PureJewels has launched a series of jewellery and art-related Masterclasses in a spacious, newly-appointed salon directly above its Green Street showroom.

PureJewels, which targets 22-karat gold and platinum jewellery customers with a creative mindset, plans to host a series of Masterclasses, weekend courses about jewellery making, gem-setting and other creative fields, led by renowned industry experts.



Almost two dozen paying attendees, including regular customers, joined the first PureJewels’ Masterclass about wedding planning, conducted on May 18-19 by Dominique Douglas.

A further wedding planning Masterclass is scheduled to take place in the salon in September, with professionally catered refreshments throughout the day.

“Our Masterclasses are targeting jewellery lovers and people who have a creative mindset,” said PureJewels’ director Jayant Raniga, who is organising the Masterclasses, which will also showcase PureJewels’ jewellery. “We’re celebrating our journey as a brand,” Jayant added.

The classroom space will also be available for hire for corporate and artistic events, including private views. PureJewels plans to develop a state-of-the-art workshop in its building that will accommodate specialist craftspeople creating precious pieces for the jeweller.

PureJewels, a British jewellery brand tracing its journey from India and Africa, is focusing increasingly on direct-to-consumer sales (www.purejewels.com). PureJewels sees part of its mission in supporting the creative industries across its Masterclasses, ranging from jewellery to figurative and body art. ■

GSI Provides Training Course For Fred Meyer Jewelers



Gemological Science International (GSI), one of the largest gemmological organisations in the world, conducted the Diamond Essentials Course for retailer Fred Meyer Jewelers, a division of Kroger Co. The two-day Diamond Essentials Course was held at the GSI training facilities in New York City, and offered Fred Meyer Jewelers executives and associates valuable insight on new developments in diamond treatments, lab-grown diamonds, and simulants.

The training programme included a refresher course on the basics of diamonds, such as grading and identification. The Fred Meyer Jewelers' executives and associates had an opportunity to examine colour and clarity-treated stones, HTHP and CVD lab grown diamonds,

simulants, and more. Two sections of the Diamond Essentials Course were devoted to lab-grown diamonds, where the Fred Meyer Jewelers team learned about disclosed and certified lab-grown as well as the detection of undisclosed lab-grown diamonds in jewellery.

GSI offers the Diamond Essentials Course to provide busy executives and their teams an opportunity to learn new information and interact with gemmological experts in the field. The Diamond Essentials Course is offered to top management of retail chains worldwide.

"Gemological Science International understands our retail needs and created a course tailored to our team, providing a helpful review of the basics of diamonds, industry changes, and the latest technological developments that impact us as a retailer," said Peter Engel, president of Fred Meyer Jewelers.

GSI's course leaders and experts led the Fred Meyer Jewelers team in hands-on training, where the retail team experienced the procedures to evaluate both earth-mined and laboratory-grown diamonds and diamond jewellery. The Fred Meyer Jewelers team also had a chance to evaluate colour treated and clarity-enhanced diamonds and were given an explanation of the different processes, equipment, and procedures GSI's experts use to identify and detect treatments, simulants and laboratory-grown diamonds.

"Our training programmes are designed to help our retail partners stay updated on new processes and to help them navigate the changes that the industry faces so they may better serve their customers," Engel noted. ■

Tracr Community Launch Signals Readiness For Mass Adoption

Tracr™, the end-to-end diamond traceability platform, being developed by De Beers Group in collaboration with the diamond industry, launched Tracr Community for the education and collaboration of industry participants, on May 31st.

Tracr Community is an educational resource and collaboration space for all Tracr-related topics. Technology education and on-boarding material will enable industry participants to prepare for the Tracr Beta Platform, which will be launched over the summer. As the Tracr Community develops, it will also serve as a knowledge base for data standards, technical readiness and process best practices that will allow for seamless integration with the Tracr platform.

Tracr's Community launch is the signal to the diamond industry that the platform's forming phase has ended. Now begins the migration to the Beta Platform which is the industry grade

solution. As the Tracr ecosystem grows, the Community will become a vibrant environment for communication, collaboration and education of the wider diamond industry for the topics of provenance, authenticity and traceability. Visit <http://tracr.com/community> for more information and to gain access to the Community members portal.

Jim Duffy, CEO, Tracr, said: "As industry adoption of Tracr grows, we will continue to raise awareness for the requirements of traceability, authenticity and provenance of diamonds. Creating a Community portal for the industry to interact and learn about Tracr is an important step to ensure that the Tracr Platform is established with the entire industry in mind, whilst enhancing consumer trust. We're very excited to be working with an increasing number of industry leading companies from across the entire value chain. Tracr is quickly becoming digital infrastructure for the diamond industry by creating a robust data sharing ecosystem that both responds to consumer requirements while simultaneously driving better business efficiency." ■

Japan's Leading Retailer Adopts Sarine Diamond Journey

Singapore Exchange-listed Sarine Technologies Ltd. announced that New Art Cima Ltd. is the first leading jewellery retail chain in Japan to implement the Sarine Diamond Journey™ solution as a centrepiece of its new customer experience.

The Sarine Diamond Journey solution vividly showcases a diamond's transformation from its rough origin to its polished form. The solution includes a three-dimensional model of the original rough stone that a customer can see and touch, and a digital report that presents the amazing transformation to the final polished gem it has become.

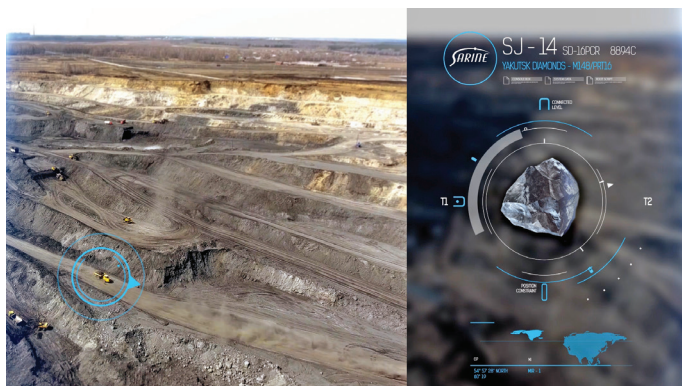
The Sarine Diamond Journey enables retailers to differentiate and enhance the emotional diamond jewellery purchase verified by a trusted third-party laboratory. Using Sarine's advanced innovative technologies, the Sarine Diamond Journey is the only technologically verified, data based provenance solution in the market that presents the end to end remarkable process, from rough diamond design

and manufacturing process to the final polished diamond in a physical as well as a digitally interactive format.

New Art Cima Ltd., the first retailer to adopt the Sarine Light grading reports in 2013, has grown to be the leading bridal diamond jewellery retailer in Japan. It is now pioneering the implementation in Japan of the Sarine Diamond Journey solution, which will first be presented in its Exelco Diamond brand stores.

Tetsuya Shiraishi, vice president of New Art Cima Ltd., said, "We believe that Sarine's Diamond Journey reports will provide our customers with an enhanced shopping experience and add value to their purchase. The physical 3D model of the original stone along with the digital presentation of the diamond designing and manufacturing process will excite our customers and instil confidence in purchasing the diamond of their choice."

David Block, CEO of Sarine, commented, "We are honoured that New Art Cima has chosen our provenance product. Each diamond is an exceptional jewel which has its own individual story to tell. Sarine's dominance in the diamond market generates the real-time data of more than 55 million diamonds that annually go through Sarine systems. This enables Sarine to create the Efficient Diamond Ecosystem (EDE) which also fulfils the demand for accurate, verifiable information that is required for true traceability." ■



BVC's Rajesh Neelakanta Appointed RJC Board Member



Rajesh Neelakanta, executive director and CEO of BVC Logistics Pvt. Ltd., the domestic logistics arm for precious cargo, was recently appointed as a board member of the Responsible Jewellery Council (RJC).

RJC is the jewellery industry's foremost standard setting and certification body which recently held its first virtual annual general meeting (AGM) – appointing a series of new board members.

Neelakanta will represent the service industry forum in the jewellery supply chain, from mine to retail. He will join the current board members and work closely with the RJC's executive committee and management team as the organisation continues to position its recently launched 2019 Code of Practices and drive continuous improvement in responsible business practices across the jewellery supply chain.

Neelakanta said, "It is a great honour to be a part of the RJC as a board member. We will aim to increase the RJC membership globally and more specifically from India. We will help bring in the global best practices relevant to the precious cargo industry in India. The focus will be to create a level playing field with regard to building a cohesive business ecosystem where all kinds of industry players participate and more importantly thrive in their respective business areas." ■

WJA Announces 2019 Awards For Excellence Honorees



Carol Pennelli



Mark Hanna



Stellene Volandes

The Women's Jewelry Association (WJA) has announced its 2019 honorees for the association's annual Awards for Excellence gala, to be held on July 29th 2019. The gala will once again take place at Pier 60 on the Chelsea Piers in New York City, and will continue its new Visionary format and event design for the second year.

"The Visionary Awards' revamped programme was an incredible success for WJA last year and we're thrilled to continue this new tradition with our truly remarkable honorees in 2019," says Jenny Luker, WJA board president. "Our Visionary Awards will go to women who have been trailblazers and the driving forces of leadership in their companies. Our Cindy Edelstein Mentorship Award will go to a man who provides exemplary support and mentorship to women."

The two individual WJA Visionary Awards will be bestowed on Carol Pennelli, president, David Yurman; and Stellene Volandes, editor in chief, *Town & Country* magazine. Previous Visionary Award recipients are Mercedes Abramo, Cartier; Caryl Capeci, Hearts On Fire;

Nadja Swarovski, Swarovski; and the partnership between De Beers Group and UN Women.

Mark Hanna, chief marketing officer, Richline Group, will be presented with the Cindy Edelstein Mentorship Award. Hanna is the fourth recipient of the award which was established in 2016 after the passing of Cindy Edelstein, a long-time WJA member who dedicated her life's work to the development, encouragement, and enrichment of the lives of women in the jewellery industry. This is the first time the award recipient has been announced before the event. Previous winners of the mentorship award are Bev Hori (2018), Peggy Jo Donahue (2017), and Cindy Edelstein (posthumously in 2016).

Carol Pennelli is the president of David Yurman, overseeing all functions outside of design and creative. She reports directly to David Yurman, co-founder, chairman, and CEO of the brand. Prior to joining David Yurman, she served as senior vice president of sales, education, and global special events at Bobbi Brown Cosmetics.

Stellene Volandes was named editor-in-chief of *Town & Country*

magazine in 2016. Volandes is a graduate of Vassar College, and holds a Master's degree in English and Comparative Literature from Columbia University. Her book, "Jeweler: Masters, Mavericks, and Visionaries of Modern Design," was published in 2016 by Rizzoli.

Mark Hanna is chief marketing officer of Richline Group, a Berkshire Hathaway Company. He chairs Berkshire Hathaway's Sustainability Leadership Committee and is an active speaker and advocate on responsible issues at events such as the UL Responsible Sourcing Summit, MJSA Expo, Pure Earth, and the Jewelry Industry Summit.

"WJA congratulates our honorees for their distinguished achievements. The elevated event experience we've been able to present through the Visionary Awards programme runs parallel with the strides WJA is making programmatically for its members. We're leading the charge for progress in areas that matter most to women in the industry: mentorship, gender equality, financial support through scholarships and grants, and making connections," says WJA executive director Bernadette Mack. ■

Report: DPA Members Create \$16bn In Socioeconomic & Environmental Benefits

The Diamond Producers Association (DPA), an alliance of the seven leading diamond mining companies, together representing 75% of the world's diamond production, released its first independent research report on its members' impact on local communities, employees and the environment.

The report, authored by Trucost and titled *The Socioeconomic and Environmental Impact of Large-Scale Diamond Mining*, is the world's first comprehensive analysis of the contributions of DPA members, examining socioeconomic and environmental benefits and impacts.

Data from Trucost ESG Analysis, part of S&P Global, reveals that DPA members generate more than \$16 billion in net socioeconomic and environmental benefits through their diamond mining operations. The report finds that the vast majority of these benefits are infused into communities through local employment, sourcing of goods and services, taxes and royalties, social programmes and infrastructure investment. The report also uncovers that DPA members pay employees and contractors on average 66% above national average salaries and that companies focus extensively on employee training to ensure a highly-skilled workforce.

The report from Trucost also creates a baseline from which DPA members will further build to demonstrate progress toward their emission reduction goals. Collectively, DPA members emitted the equivalent of 160 kg of carbon dioxide per polished carat produced. This is equivalent to the amount of carbon dioxide generated by driving 390 miles (628 km) in an average passenger vehicle. Each DPA member has set goals to reduce these emissions, which constitute the majority of diamond mining's environmental footprint.

Despite significant progress toward responsible and transparent practices over the past 15 years, the current reality of the diamond mining sector remains largely unknown. This report provides access into a highly scrutinised, yet largely misunderstood sector, the DPA said.

"This report marks an industry first. Diamond producing companies representing three



quarters of the world's production have come together to provide a window into the impacts and benefits of their activities on the communities and environments of the countries and regions in which they operate," said Jean-Marc Lieberherr, DPA CEO. "This independent research report breaks outdated stereotypes and misconceptions and identifies the next set of challenges that must be met to continue to evolve and improve as an industry. It also provides a baseline for industry participants and observers to track future progress."

The world's seven leading diamond producers – Alrosa, De Beers Group, Dominion Diamond Mines, Lucara Diamond Corp., Murowa Diamonds, Petra Diamonds and Rio Tinto – employ more than 77,000 individuals globally. DPA members operate diamond mines in the following countries: Botswana, Russia, Canada, Namibia, South Africa, Lesotho, Australia, Zimbabwe and Tanzania.

"This report marks the first time Trucost has seen an industry come together to measure its environmental, social and economic benefits and impacts," said Libby Bernick, managing director and global head of Trucost Corporate Business. "This data provides a baseline for future progress on issues, including environmental impact. We are very excited to work with the DPA and its member companies to release this research on the total value of their benefits and impacts, promoting greater transparency on environmental and social performance to the capital markets."

Trucost measured the total benefits and impacts of the diamond mining activities of the DPA members across 21 key socioeconomic and environmental indicators based on data collected for over 150 different metrics from DPA sites representing 70% of the DPA member's total rough diamond production. ■

"This independent research report breaks outdated stereotypes and misconceptions and identifies the next set of challenges that must be met."

CIBJO & Coloured Gemstone Working Group Sign MoU



Dr. Assheton Stewart Carter (left), CEO of The Dragonfly Initiative, which facilitates the Coloured Gemstone Working Group, and Dr. Gaetano Cavalieri, president of CIBJO, signing the MOU committing to the joint development of tools enabling companies implement best practice principles for responsible sourcing.

CIBJO, the World Jewellery Confederation, and the Coloured Gemstone Working Group (CGWG) facilitated by The Dragonfly Initiative (TDI) announced a new collaboration to strengthen and disseminate tools and resources for the responsible sourcing of coloured gemstones, to support a transparent, sustainable and vibrant coloured gemstone industry. It is intended that the tools and resources being developed will also be applicable, where possible, in other sectors of the wider jewellery industry.

The two organisations are planning to make a suite of tools and resources downloadable free of charge from an online platform. The objective is that they will support any company, irrespective of its size, geographic location or financial capacity, in conducting due diligence of their supply chains.

The CGWG comprises Tiffany & Co., Swarovski, Richemont, Muzo Companies, LVMH, Kering, and Gemfields and has been facilitated by The Dragonfly Initiative since 2015. TDI is an advisory firm established to support businesses in precious metals, gemstones and raw materials' value chains to work collaboratively, and for mutual benefit, to realise an environmentally, economically and socially responsible system of connected enterprises.

Coloured gemstones are unique, as are the businesses and people who work to recover, cut, polish and manufacture the jewellery in which they are set. It is imperative that, as standards of corporate accountability, labour practices, environmental protection and good governance across the

industry are raised, they are done so while protecting the traditions, crafts and livelihoods of all who work in and depend on it.

On April 23rd 2019, against the backdrop of the OECD Responsible Minerals Forum in Paris, CIBJO and the CGWG signed a Memorandum of Understanding, according to which they committed to jointly developing management tools and resources that will help businesses of all sizes and activities in the industry implement best practices for responsible sourcing. The objectives of the joint cooperation include:

- Mutual support in the development and implementation of CIBJO's Responsible Sourcing Blue Book;
- Development and publication of a practical "toolkit" that will help small companies with their implementation of the guidance in the CIBJO Blue Book through a dedicated online resource platform hosted and managed by TDI; and
- Development of educational and promotional programmes for the CIBJO Blue Book and the toolkit, aimed at informing stakeholders about the CIBJO Blue Book.

Speaking at the signing of the MoU, Cavalieri commented, "What we are accomplishing through this agreement goes beyond making declarative statements about the need to practise responsible sourcing; it also provides members of our industry, and especially the many small and medium-sized companies of which we are predominantly comprised, practical means of getting the job done. We have long contended that supply chain integrity should not become an artificial barrier of entry into the business, and that support must be extended to all ethical players. That is exactly what we will be doing."

Dr. Assheton Stewart Carter, CEO of The Dragonfly Initiative and representing the brands and mining companies of the CGWG, said: "The responsible sourcing movement is a powerful force that has the potential to bring transformative change and improve the lives of many people deep in the coloured gemstone supply chain. The objective must be to democratise sustainability, so it is accessible to even the smallest businesses and individual crafts people. To have a truly sustainable footprint, industry collaboration is the only way forward." ■

Registration Opens For 2019 Bharat Diamond Week

The Bharat Diamond Bourse (BDB) in Mumbai has announced that registration is now open for the 2019 Bharat Diamond Week (BDW) which takes place at the bourse from October 14th to 16th. The third edition of the event, following the two shows held last year, will host delegations of buyers from China, Australia, and various Asian countries, which will greatly increase the number of buyers, the organisers said.

The second edition of the Bharat Diamond Week last October hosted more than 1,000 visitors from India and across the world, who did business with 150 Indian exhibitors of polished goods.

BDB vice president Mehul Shah, who heads the Bharat Diamond Week, said, "Preparations are well in hand with the opening of registration. In addition to hosting delegations of foreign buyers which are being specially organised, we will welcome buyers from Israel, Dubai and several European countries as well as from across India."

BDB president Anoop Mehta explains that the show dates were selected because they are just ahead of the Diwali festival, meaning visiting buyers will find excellent deals as exhibitors will be looking to sell goods before closing their businesses for several weeks for the holiday.

"Our guest of honour at the diamond fair will be Lin Qiang, the vice president of WFDB and



president of the Shanghai Diamond Exchange (SDE), who will bring members of the SDE with him. I would like to thank my fellow diamond exchange president for agreeing to open the fair. I believe this is another step in broadening our links with the SDE which is an important part of the global diamond family," Mehta added.

Shah said a major aim of the fair is to create maximum coverage for the BDB's small and medium-size companies. "As with the shows last year, we are offering an opportunity to our SMEs to exhibit their goods to a global audience. This is an inter-bourse show which proved to be a highly successful concept last year. We are building on those first two shows to take it to the next level with higher numbers of exhibitors and many more buyers expected.

"In addition to visiting the show ground in the BDB's specially constructed large Bharat Diamond Week venue, visitors will have the opportunity to get to know many more of the BDB's 2,500 businesses who can supply them with absolutely any diamond they need in any shape, size or colour. Each Indian company that wins the right to display at the Bharat Diamond Week is entitled to one booth only. Trading of synthetic or lab-grown diamonds is banned in the BDB, so there will not be any such diamonds at BDW." ■

Chow Tai Fook Opens North America Business Hub

Hong Kong-based jewellery retail major Chow Tai Fook Jewellery Group Ltd. announced the newly established Chow Tai Fook North America (CTFNA) business hub in Boston, Massachusetts. CTFNA is positioned to be a leading, single source wholesaler by delivering products, services and know-how especially on technological innovations that help drive profitability and strengthen jewellery retail businesses in the North American market.

CTFNA is currently home to diamond jewellery brands, Hearts On Fire and Mémoire. It will offer customised, speciality collections

in the diamond and fine jewellery segments, as well as private label offerings, to address the evolving needs of jewellery consumers. As a key step in this integration, Caryl Capeci will be transitioning to the role of chief executive officer, CTFNA and will lead its commercial operations.

"As we celebrate our 90th anniversary, we look forward to making further contribution to the jewellery industry. Our know-how and scale, combined with the deep local knowledge and experience of the North American team allows us to deliver deep value to the retail jewellers in North America, setting us apart from the other wholesale

partners," said Kent Wong, managing director of Chow Tai Fook Jewellery Group.

"It's an exciting time to be part of the global growth of the Group and establish the North American business hub in our hometown of Boston. Our mission is to strengthen and drive profitability for the North American jewellery retailers. Our ability to leverage the Group's technology and retail innovation empowers us to partner with retail jewellers in new ways to support their businesses today and position them for greater success tomorrow," said Caryl Capeci, CEO, Chow Tai Fook North America. ■

Mahiar Borhanjoo Is New CEO Of DFL Group

The DFL Group, which is building an international ecosystem that will provide multiple suppliers and buyers with financing, online sales capacity and a comprehensive selection of polished diamonds, along with gemmological, logistic and market-intelligence support, has announced the appointment of Mahiar Borhanjoo as its new chief executive, effective June 17th 2019.

UNI.Diamonds, the DFL Group's flagship online diamond trading platform, which was launched at the beginning of October 2018, is currently pegged as the industry's fastest growing B2B enterprise, with a turnover growing at a 30% rate on a quarterly basis.

Borhanjoo joins the DFL Group from Venus Jewel International, one of the world's largest polished diamond manufacturers and suppliers, where he has been managing director since 2015. During his time with the Indian-headquartered organisation, he oversaw the transformation of the company's brand and online platform, to provide a superior customer experience. Prior to that, he served for six years as the executive director of sales and shareholder services of the Diamond

Trading Company (DTC), the sales arm of the De Beers Group of Companies, where he led a global team that achieved more than \$6 billion in annual revenues. He left De Beers after successfully overseeing the team's migration from London to Gaborone, the capital of Botswana.

With a proven and successful track record, both inside and outside the diamond sector, Borhanjoo will be a joining a techno-centric organisation that aims to become a disruptive force in the diamond industry. It will manage this by providing sorely-needed financing to multiple diamond manufacturers, as well as know-how and technical support in making their merchandise available online, and then delivering the goods securely to a global client base. Through UNI.Diamonds, the DFL Group is rapidly creating one of the largest and most comprehensive suppliers of polished diamonds to the international market.

"Mahiar is an exceptional business leader who has earned tremendous success throughout his career," said Gil Melamed, a co-founder and board member of the DFL Group. "He has led companies through transformative and progressive



change, balancing the age-old legacy of diamonds with cutting-edge technology. His knowledge of the industry and experienced leadership will help drive DFL forward, transforming this business. We are delighted to welcome him into our corporate family as CEO, and wish him every success."

"I am honoured and privileged to become a part of such a great organisation, which I firmly believe will transform the diamond business, drawing from the collective strength, skill and talent of companies from around the world," Borhanjoo said. ■

JK Diamonds Institute Holds Retail Business Workshop

JK Diamonds Institute organised a retail business workshop that touched upon various selling and branding aspects of a retail jewellery business and discussed innovative schemes that can be offered to attract customers. Along with the retail workshop, the session also included topics such as understanding lab-grown diamonds, identification, the current market scenario and future trends. ■



IGI To Host D Show 2019 National Meet In Goa



The International Gemological Institute (IGI) will host the 9th edition of the D Show buyer-seller knowledge meet from June 11th to 13th 2019 in Goa. The pan-India meet, which is the only trade show exclusively dedicated towards diamond jewellery has revolutionised design and creative concepts over

the years. Not only has it evolved into a premium show but has also helped professionals from across the industry connect and collaborate over knowledge and new business opportunities.

This year, the format focuses on bringing a mélange of traditional and contemporary jewellery

creations from across the regional boundaries of our country. From customary Indian jewellery to designer and lightweight diamond jewellery, there are a plethora of creations addressing the jewellery aspirations of every generation.

The theme for this edition is 'Be the King of Your Trade', and with the most reputed names from the industry showcasing their unparalleled designs to assist the retailers, there is a lot to look forward to. "It's your time to ace the game. The D Show has been redefining the conventional buyer-seller meets, giving every edition a boost with new and thought-provoking ideas and opportunities. The upcoming show is a mega fusion where highly curated designs will enhance the course of trade, giving the industry the much required impetus," said Tehmasp Printer, managing director, IGI. ■

World Diamond Council Upgrades Website

The World Diamond Council (WDC) has announced the launch of a newly designed website, upgrading the level of support provided both to its own members and the diamond and jewellery industries in general. It also reports on the organisation's ongoing work within the Kimberley Process (KP), and its mission to protect the integrity of the diamond value chain. The new website is at the WDC's long-time internet address, www.worlddiamondcouncil.org

More reactive and news-oriented, the new website opens a window into the functioning and approach of the WDC, which for 19 years has represented the diamond and jewellery industries in the tripartite KP forum, alongside government and civil society, in the prevention

and eradication of the trade in conflict diamonds.

A key function of the new website is to support ongoing programmes and projects being carried out by the WDC, including its annual meetings and participation in key KP events and programmes. A newly added section focuses on the revised WDC System of Warranties, which was approved toward the end of 2018 and shortly will be augmented by online self-assessment tools.

The website also includes an extensive resource library, containing documents, reports and presentations relating to the WDC's own work, as well as that of the KP and other international bodies in the campaign against conflict diamonds.

A section of the new website

is designed to assist industry members interested in joining the WDC complete the membership application process, supplying information about conditions of membership, and providing downloadable forms, declarations and other instructions.

"The WDC operates in a dynamic environment, and we wanted the new website to properly reflect this and the essential work that is being done on behalf of the industry and its stakeholders, often without them even realising it," said David Bouffard, chair of the WDC communications committee, which has overseen the project. "Functionality was also a key goal, particularly as we now prepare to expand the self-assessment aspect of the WDC System of Warranties." ■

GIA India Organises Gemkids Programme In New Delhi

To ignite the love and passion of gemstones, GIA India organised the GemKids programme for the students of Universal Public School, New Delhi, on May 3. More than 20 students from 6th to 8th grade attended the programme to learn about the fascinating world of gemstones.

GIA India Instructor Amar Agarwal shared insights and facts on a

variety of gems. The programme offered students an opportunity to learn gemmology through hands-on activities using natural minerals and gemstones. Students explored how gems are formed in nature, the different methods used to mine them, how civilizations valued gems throughout history and more.

Maya Gupta, principal of the Universal Public School, said,

“We have high regard for GIA India— it’s a thoughtful initiative where students are encouraged to develop their knowledge of gemstones. This programme offers interesting content encouraging students to distinguish naturally-occurring gems from laboratory-grown and various kinds of treatments done to enhance its beauty.”

Nirupa Bhatt, managing director of GIA India and Middle East, said, “Kids learn from what they see and observe. GIA India believes the GemKids programme is a great step towards igniting a passion in children to learn gemmology. We were thrilled to see a great response from the students and grateful to Universal Public School for their support.” ■



Students of Universal Public School with the GIA GemKids Workbook.

Divine Solitaires Opens First Outlet In MP

Divine Solitaires, which is on a retail expansion spree in India and overseas, launched its first exclusive kiosk at DB Mall in Bhopal, in association with DP Jewellers. This kiosk is the first one-of-a-kind concept by a solitaire brand in India.

“The whole idea is to make solitaires more accessible. Solitaire diamonds and jewellery in the price range of ₹20,000 to ₹1.5 lakh will be exhibited and sold from the kiosk. We are making the experience similar to that of any other consumer goods product,” said Jignesh Mehta, founder & CEO, Divine Solitaires.

With a focus on retail expansion, Divine Solitaires has expanded with retail partners in 151 stores in 86 cities across India. The company has also started supplying to the United Kingdom, Australia and New Zealand.

“After establishing the strong pillars of our foundation and with the growing support of customers, we are now expanding our footprint to high-growth cities like Bhopal, Patna, Bulandshahr and Varanasi so that discerning customers from these cities get a first-class international buying experience along with a variety of designs to choose from at different



price points. We aim to take the solid growth trajectory forward in a steady manner,” concluded Jignesh Mehta.

Making a breakthrough, Divine Solitaires launched India’s first diamond assessment mobile application in December last year. They have several path-breaking industry firsts to their credit like a Nationwide Standard and Transparent Price List and a Solitaire Price Index to ensure optimum transparency for the end consumer. Apart from the guaranteed buy back, the brand also protects your solitaire against damage and loss with a one-year free insurance. ■

IGI Italy Launches Coral Course

Traditionally a topic included in seminars on organic stones, the International Gemmological Institute (IGI) – Italy will now offer its first coral class. As coral contributes significantly to the jewellery trade and is one of the most notable products still manufactured in Italy, IGI's class will place the same emphasis on coral as it does for the "big three" (i.e., rubies, emeralds and sapphires), not to mention diamonds and pearls.

Historically, industry courses on coral have been housed under the framework of studies on other gemstones; however, IGI's innovative curriculum will change the paradigm. The new offering, which complies with all aspects of the CIBJO Coral Commission, will provide comprehensive information on coral including identification, grading, imitations, and treatments. As part of its holistic approach, lessons will also cover taxonomy, art, history and zoology. The course will supply an extensive

range of specimens for participants to identify and grade. Following introductory classes in Italy, IGI will consider extending to its gemmology schools worldwide.

"With the jewellery industry's renewed interest in coral, we feel the addition of this course will provide a robust education since no classes of similar calibre are currently being offered on the topic," said Roland Lorie, IGI CEO. "We look forward to equipping our students with a deeper knowledge of one of Italy's treasures."

A scholarship initiative was also introduced on May 28th at the annual Italian Alumni Association meeting at the Oromare Jewelry Center in Marcianise. A first for the Italian branch of the Institute, scholarships will be given to young deserving students to encourage and empower them to enter the jewellery business. In its initial stage, IGI Italy will provide more than €32,000 to enable students to attend courses free of charge.



© GOLDEN CORALS

Paolo Minieri, president of IGI Italy and the Italian Alumni Association, said, "We believe this initiative demonstrates our sincere desire to give equal opportunities to all traders, artisans and students. We look forward to seeing the great work they accomplish through their IGI training." ■

GSI Detects Synthetic White Sapphire Melee In Jewellery



It was revealed in a recent report that GSI recently detected synthetic white sapphire melee during a routine jewellery screening. GSI's New York

Screening and Testing Department received diamond pendants for screening and found the "diamonds" to be near-colourless synthetic white sapphires. These

stones ranged from .01 -10 points and were set next to natural diamonds.

"This finding is a great example of the extraordinary work the team at GSI is doing for the screening and detection of undisclosed lab-grown diamonds and simulants," said Debbie Azar, president & co-founder of GSI. "What makes this finding unusual and very atypical was the use of melee-sized synthetic white sapphires."

"While the industry has taken considerable steps to address this issue, the problem still persists" said Ms. Azar. "We continue to identify undisclosed lab grown diamonds and simulants in jewellery on a daily basis in all our global facilities." ■

Forevermark Now Available At Tholasi Jewels, Mysuru

Tholasi Jewels, one of the most trusted jewellers have partnered with Forevermark, the diamond brand from the De Beers Group, to exclusively launch the brand at their store in Mysuru.

While Forevermark encompasses the promise of beautiful, rare and responsibly sourced diamonds, Tholasi Jewels provides certified jewellery and trusted services to its customers. The synergy of these two brands has brought about an ideal collaboration to offer hallmark diamond jewellery that comes with a unique inscription, assuring you that they are the world's most carefully selected diamonds.

To highlight the exquisite collection, a fashion show was held for the esteemed customers of Tholasi Jewels. Models walked the ramp in stunning Forevermark collections, including the popular Traditional Setting and the Tribute Collection at their showroom.

Speaking on the occasion, Tilak Tholasi, managing partner, Tholasi Jewels said, "It gives us immense pleasure to have associated with Forevermark – the diamond expert that offers the best quality of diamonds to its partners. Due



Tilak Tholasi and Sachin Jain with models at the launch in Mysuru.

to their stringent selection process, less than 1% of the world's diamonds are eligible to become Forevermark diamonds. Using their diamonds in our designs not only enhances the jewellery but also reinstates the trust that customers have on us."

Sachin Jain, president, Forevermark India said, "Forevermark is proud to be associated with Tholasi Jewels, one of the most trusted brands in Mysuru. Tholasi

Jewels evokes trust, exquisite craftsmanship and innovative jewellery designs. Forevermark only partners with authorised retailers, who are not only leaders in their field, but also meet the brand's stringent criteria of business, social and environmental integrity. The beauty of the association is that we share similar brand value and ethos. We look forward to a long-standing relationship with them." ■

Jugal Kishore Jewellers To Offer Sarine's Light Performance Certificates

Sarine Technologies and Jugal Kishore Jewellers from Lucknow recently held a joint event in the city to celebrate the introduction of Sarine's Light Performance technology and certification in the brand's stores. The launch event, that took place at Hotel Silvete in Lucknow, was attended by Sarine India general manager Yoav Efrat, Sarine India VP - business development Rajeshwari Mehta, Sarine north India regional manager

Sunita Tripathi, and the owners of Jugal Kishore Jewellers, Rajan Rastogi and Raghav Rastogi.

Light Performance, developed by world leader Sarine, is a grading of the diamond's appearance as the light reflected in the diamond is returned to the viewer. The technology provides an advanced measurement system to accurately grade the diamond's light performance, presented to consumers in a cutting-edge digital

light performance certificate.

Jugal Kishore Jewellers is collaborating with Sarine to provide Light Performance technology and certificates to its customers in-store, thereby offering an unprecedented experience and a technology-based assurance of the diamond's high quality.

The Light Performance technology for diamonds will be implemented in Lucknow for the very first time. ■



Paola de Luca lights up the room with her sparkling gold ornaments as she poses with some participants.

GJEPC Design Workshop

Think Big, Think Ahead: Paola de Luca

The Gem & Jewellery Export Promotion Council (GJEPC) held a two-day workshop in May on jewellery design titled “From Inspirations to Collections” held by the well-known trend analyst Paola de Luca of The Futurist Ltd. company.

In her keynote address Paola went through the design trends, focusing on the recently released book *Aatman: Design Inspirations 2020* by GJEPC, which was authored by her.

Paola emphasised on the art of developing or curating jewellery collections, merchandising, iconic design elements for jewellery retailers, brands and designers. She stated that before designing one must do a reality check. “Perform a market analysis to identify your major competitors; then do a competitive analysis, and identify your positioning and target markets,” she said. “Being

different means you will face less competition and you will have your own voice. Think ahead, think big.”

She emphasised that creation cannot be viewed in isolation. It is imperative to observe sociological phenomena to understand the consumer and create collections appealing to the consumer target group. “Scanning consumer’s attitudes and purchasing preference includes culture, mood, beliefs, occasion and geographies will help succeeding in highly competitive markets,” Paola noted.

She also touched upon the current trends. The first is *Self Expression* where consumers want to express themselves by way of emotions, their values and beliefs. Paola predicted that stars, planets, galaxies and the Milky Way will all inspire jewellery created with clusters of purple and blue gemstones in fancy shapes – especially lapis lazuli and opals,

denoting the colours of cosmos. Lightweight silhouettes and micro chains will be popular; and so will symbols and mantras and black and white optical forms. The other three major trends that are enjoying popularity are *Art Deco*, *Ancestors* and *Storytelling*.

Paola then introduced jewellery designer Neha Dani, a fellow of the Gemological Association of England and a Gemological Institute of America-certified Graduate Gemmologist. Neha, an avant-garde artist is known for her signature fluid and organic jewellery and designs high jewellery for private collectors. In 2015, she was named a Rising Star at prestigious JCK Las Vegas, and in 2016, she debuted at Couture, the premier US fine jewellery trade show.

Coming from a family of non-jewellers, Neha said that she had to put in a lot of effort and energy to become who she is today. “My



Neha Dani sharing her insights.

inspirations come from travel, Indian culture and heritage and to do something beautiful is very important for me," she commented, adding "Hard work is my religion."

Inspired by Indian heritage, Neha is known for her futuristic pieces that are bold and feminine. "I like to do one-off pieces. The purpose of jewellery is to adorn a woman. You have to go deep inside yourself and think harder how to achieve that. Sketch, then self-score and

then think deeper. Technology has helped us to introduce colours of gems and trading. Today, we have so much technology to use but we are slipping and making less challenging pieces," she advises.

Neha has begun using titanium because globally heavy earrings are not accepted by women. "The weight of gold should not be more than 12 grams in a pair of earrings. Titanium is weightless and you can anodise it, and you can achieve fabulous results. Technology does not mean we lose our ability to create. There are no short cuts in a journey. We resist experimenting and are scared to imagine. Creating jewellery is a journey of introspection ... you have to be at it constantly. And for that, you have to clean your mind every day. I always design first and then looked for colour stones."

Her pave intense pieces are bold and cost from \$15,000 onwards. Manufacturing adds a lot of cost to a piece. "I am a rebel and my jewellery is rebellious," she reveals.

Her pieces may be inspired by nature but they are so stylised

that it blows your mind away. She elaborates on her latest collection inspired by the universe. "I have used the colours of nebulae. Universe is all about energy which we can't sense. All this comes through deep thinking. In India we believe in planets. Universe has made it happen. This collection will be my way of thanking the universe."

During the second half of the day, attendees were grouped in batches of 10 and given exercises to work on, making the experience worthwhile. ■



India's Gem & Jewellery Exports +5% to ₹2,77,450.34 cr in FY19

India's gross exports of gems and jewellery grew 5% to ₹2,77,450.34 crore in the fiscal year 2018-19 (FY19) in comparison with ₹2,64,046.36 crore in 2017-18 (FY18), according to the annual export performance report released by the Gem & Jewellery Export Promotion Council (GJEPC). However, in dollar terms, gross exports of gems and jewellery dropped 3% to \$39.68 billion in FY19 compared with \$40.96 billion in the previous year.

India's exports of cut and polished diamonds grew 9% to ₹1,66,573.11 crore in FY19 as against

₹1,52,908.73 crore in FY18. In dollar terms, exports of cut and polished diamonds increased 0.39% to \$23.81 billion in FY19 from \$23.72 billion in FY18.

In volume terms, cut and polished diamond exports dropped 13% to 30.28 million carats in FY19, as compared to 34.86 million carats in FY18.

The major export destinations for Indian cut and polished diamonds were the US (+8%), Hong Kong (-6%), Belgium (+0.18%), the UAE (-16%), Israel (+3%), Thailand (+8%), Japan (+52%), the Netherlands

(+14%), Switzerland (+13%), China (+34%), the UK (+5%) and Others (+5%).

Pramod Agrawal, chairman, GJEPC, said, "Despite all the macroeconomic and geopolitical challenges, India's exports of gems and jewellery in FY19 have shown positive growth thanks to the initiative and enterprise of our exporters. The strong double-digit growth in gold jewellery exports is heartening.

"The industry has been facing challenges like the credit crunch due to lenders tightening norms



© Björn Wylezich / Shutterstock.com

for sanctioning of funds. The levy of IGST on re-import consignments is also a factor that has been impacting the trade. Moreover, the trade witnessed an increase in the import duty of cut and polished diamonds and other precious stones from 2.5% to 7.5%. GJEPC has represented trade concerns and issues to the government. We are hopeful that the government will support us as it has always done in the past in creating an environment conducive to business growth.”

Exports of gold jewellery (DTA and SEZ-EPZ) increased by 35% to ₹84,004.86 crore in FY19 as compared to ₹62,381.21 crore in FY18. In dollar terms, gold jewellery exports were \$12.03 billion in FY19, up 24% versus \$9.67 billion in FY18. India’s main jewellery export destinations were the US, UAE, Singapore, Hong Kong, the UK, Australia, Qatar, Malaysia, Canada, Switzerland and China. India is the biggest exporter of jewellery to the US, catering to 16% of the market’s annual demand.

Some of the factors that affected the growth of India’s gem and

jewellery exports in FY19 are as follows:

- Liquidity remained tight due to shrinkage of bank funding to the sector. Banks demand high collateral security, high charges and interest rates, which has resulted in a liquidity crunch for exporters.
- Working capital blockage due to delay in GST refunds.
- Stoppage of replenishment scheme is a hurdle for small and medium jewellery exporters.
- GJEPC also seeks reduction in import duty on gold.
- The levy of IGST on re-import consignments is a barrier.
- The hike in import duty on cut and polished diamonds and other precious and semi-precious gemstones from 2.5% to 7.5% resulted in a decline in the manufacturing activity of cut and polished diamonds and thereby a decline in exports.

The exports of costume and fashion jewellery increased 13% to ₹469.53 crore in FY19 as compared to ₹414.86 crore in FY18. In dollar terms, exports of costume and

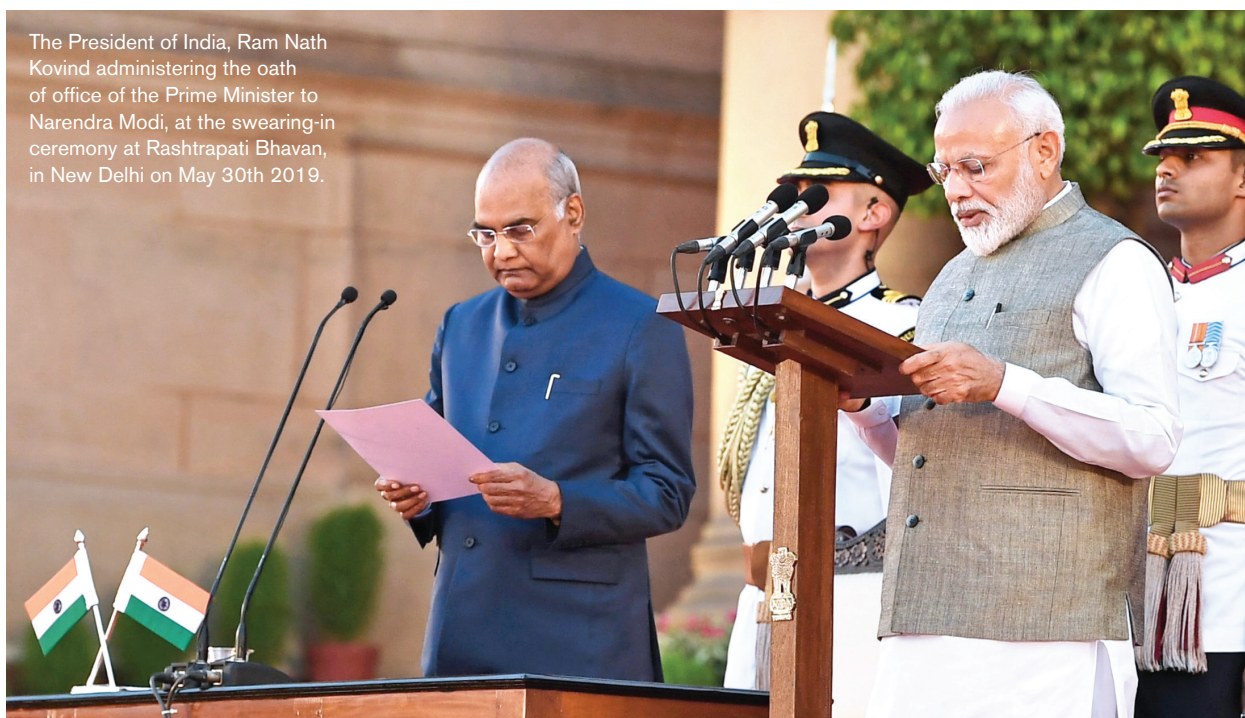
fashion jewellery reached \$67.49 million, up 5% versus \$64.35 million in FY18.

Exports of gold medallions and coins were ₹6,126.08 crore (in dollar terms \$876.40 million); coloured gemstones were ₹2,783.75 crore (in dollar terms \$396.89 million); silver jewellery was ₹5,907.05 crore (in dollar terms \$837.81 million); and synthetic stones were ₹1,582.28 crore (in dollar terms \$225.70 million).

The total Indian import of gems and jewellery fell 9% to ₹1,83,983.31 crore in FY19 as compared to ₹2,03,022.77 crore in FY18. Imports in dollar terms amounted to \$26,405.39 million, down 16% as compared to \$31,498.68 million in FY18.

The imports (provisional) of rough diamonds were ₹1,09,523.79 crore, down 10% as against ₹1,21,744.54 crore in FY18. Rough diamond imports in dollar terms of \$15,724.24 million were down 17% compared to \$18,888.64 million in FY18. Meanwhile, the volume of rough diamond imports dropped 12% to 165 million carats in FY19 as compared to 187.6 million carats in FY18. ■

The President of India, Ram Nath Kovind administering the oath of office of the Prime Minister to Narendra Modi, at the swearing-in ceremony at Rashtrapati Bhavan, in New Delhi on May 30th 2019.



GJEPC Applauds PM Narendra Modi On Election Victory

Pramod Agrawal, chairman, Gem & Jewellery Export Promotion Council (GJEPC), congratulated Prime Minister Narendra Modi on his record-breaking victory in the recently concluded Lok Sabha election. In a statement, the Council said that Modi has made his vision clear about building a New India after a thumping win. The BJP and its allies have come to power with a full majority for the second time, and this shows that the people of India want change and have taken a pledge to stand with the Prime Minister for the transformation of the country, it added.

The gem and jewellery sector has been contributing immensely to the economy of the country. The government's recent initiatives such as Jewellery Parks, Common Facility Centres (CFCs) and Skill Upgradation have been

commendable; and these initiatives have geared up the sector to play a bigger role soon, the GJEPC noted.

Agrawal said, "We congratulate Prime Minister Narendra Modi for winning an absolute majority in the Lok Sabha election and for being elected as the Prime Minister for the second term. I am confident that with his dynamic vision of creating a New India, he will energise all sectors and businesses to work together to achieve that by 2022, the 75th year of India's independence. Prime Minister's vision of Minimum Government, Maximum Governance will bring ease of doing business in exports for the sector. The industry has plans to support the nation and achieve the target of India becoming a super \$5 trillion economy and be among the leading economies of the world.

"I also congratulate Piyush Goyal, who has been appointed as the

union minister of commerce & industry and minister of railways. Goyal has been pivotal to the growth of the gem and jewellery sector. He aided the industry sail through innumerable impediments in the last few years. The industry is extremely fortunate to have an experienced and accomplished person at the helm of the ministry of commerce & industry. The Indian gem and jewellery trade is enthused with dynamic optimism to work under him. I am confident that under his able leadership and guidance, the gem and jewellery sector will achieve its objective of touching \$60 billion in exports and generating employment for 6 million people by the year 2022. The entire gem and jewellery industry looks forward to work with you and contribute immensely to PM Narendra Modi's vision of building a New India."

Congratulating the finance minister Nirmala Sitharaman, Agrawal added, “We are really fortunate to have a personality with such vast experience and knowledge as the finance minister. Formerly, in her capacity as minister of state (IC) for commerce & industry, Nirmala Sitharaman had taken a host of initiatives and played an important role in guiding the gem and jewellery industry to scale new heights. The industry is happy to get such a strong and accomplished finance minister of the country. The industry looks forward to work with you to create a conducive environment for the business to flourish in India”.

The gem and jewellery industry currently contributes around 7% to India's total GDP, 13% to merchandise exports, and employs over 5 million people. The industry is committed to increase exports from \$40 billion to \$60 billion by 2022.

India's gem and jewellery business is among the top three employers in the country, and the GJEPC is seeking the government's support to add new jobs and generate direct and indirect employment. The Council is looking



Piyush Goyal taking his oath to join the cabinet of Prime Minister Narendra Modi.

for continued support from the government for major constructive reforms on international trade policies, ease of doing business, domestic bank financing and manufacturing/technological impetus for the gem and jewellery exporter and entrepreneurs, the majority of whom belong to the micro, small & medium enterprise (MSME) category.

GJEPC will be working with the government to address the following industry concerns:

- The sector needs easing of procedure in exports on part of Customs, GST and Taxation. This is acting as a great impediment to all export-intensive sectors.
- Gem and jewellery is a labour-intensive sector. For further

growth of employment in the sector, the Council will call on the government to offer a similar kind of package as provided to the textile and leather sector.

- There is a need for ease of financing to the sector for increasing exports.
- Implementation of Baba Kalyani report to increase exports for SEZs.
- E-commerce, GST, Customs Duty refund to foreign tourists against their purchase of gems and jewellery items in India is another issue for which the GJEPC will talk with the government.
- The introduction of the Gold Policy, as announced in the last budget, should be a priority for this new government.
- GJEPC will work with the government's Skill India mission to upgrade the skills of existing workers by introducing them to modern technology through its world-class schools.

The GJEPC's initiatives aim at making India a global gem and jewellery manufacturing hub by promoting local artisans and indigenous design and production. It has already set up CFCs in Visnagar, Palanpur, Amreli and Junagadh in Gujarat. The Council has plans to set up CFCs in Delhi, Kolkata, Jaipur and Hyderabad by 2019-2020. The GJEPC will work closely with all government ministries and bodies and units to ensure smooth and seamless conduct of business and betterment of this sector. ■



Nirmala Sitharaman at the swearing-in ceremony at Rashtrapati Bhavan.

PM'S MESSAGE TO THE INDUSTRY

Prime Minister Narendra Modi sent the following personalised letter to the GJEPC chairman Pramod Agrawal in response to his congratulatory letter.



सत्यमेव जयते

प्रधान मंत्री
Prime Minister

New Delhi
14, Jyaistha, 1941 Saka
4th June, 2019

Shri Pramod Kumar Agarwal Ji,

Thank you for your congratulatory message on the historic success of the BJP and NDA in the 2019 Lok Sabha elections.

Through the verdict, 130 crore Indians have reaffirmed their unwavering faith in politics of development and good governance. The people of India have voted for a strong and stable Government, which can fulfil the aspirations of India's youth.

Over the last five years, the NDA Government has taken path-breaking and futuristic decisions that have brought a positive difference in people's lives.

The stupendous work in the last 5 years convinces me that with the right effort and determination, the impossible can become possible.

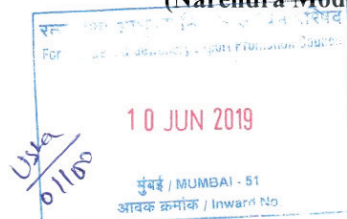
You would be happy to know that we are hitting the ground running from the word go. After-all, there is a lot to be done. By 2022, we want every Indian to have a home. We also want the income of farmers to be doubled. The Government has extensive plans to make India a 5 trillion dollar economy. To harness the potential of our youth, we want to make India the top start-up destination in the world.

Guided by 'Sabka Saath, Sabka Vikas, Sabka Vishwas', we will continue to make development a mass movement and provide progressive, development oriented and corruption free governance to build a strong, prosperous and inclusive India.

Yours,

(Narendra Modi)

Shri Pramod Kumar Agarwal
AW-1010, 1st Floor, Tower A
Bharat Diamond Bourse
G Block, Bandra-Kurla Complex
Bandra (E), Mumbai
Maharashtra - 400051



LEONARDO RODRIGUES

The Man on a (GJSCI) Mission

The Gem & Jewellery Skill Council of India (GJSCI) has been on a mission – to handpick skilled jewellery designers from abroad and bring them to India to impart training to all potential Indian candidates participating in competitions. GJSCI believes that global collaboration and exchange of knowledge on innovation and techniques helps upgrade skills and boost the confidence of competitors, thus giving them a winning edge.

Recently, GJSCI hired one such skilled trainer, LEONARDO RODRIGUES, a Brazil-based designer and winner of the 2015 WorldSkills Competition, and invited him to India. Currently, Leonardo is training Sanjoy Pramanik, who will participate in the WorldSkills Competition in Kazan, Russia this August.

Leonardo is working towards making India a 'world champion'. Ever since he bagged gold at WorldSkills, this jewellery artist has been hired time and again to impart training to candidates participating in similar competitions around the world. In a free-wheeling discussion, Leonardo opens up about his visit to India and Sanjoy's chances of winning the championship. "I want Sanjoy to be better than I am," says Leonardo with a huge generosity of spirit – truly spoken like a winner!

By SHANOO BIJLANI



Leonardo Rodrigues.
Photo: Vinicius Magalhães

An import from Brazil, Leonardo Rodrigues is currently in India. Associated with the Gem & Jewellery Skill Council of India (GJSCI), he is also visiting some jewellery exporters situated in SEEPZ, Mumbai, to help them upscale their overall levels of quality and technical skills. "I am eagerly looking forward to meeting and interacting with stalwarts of the Indian jewellery industry who have been world players in the field of jewellery exports and

manufacturing,” says Leo, as he is fondly called.

But Leo’s main goal is to train Sanjoy Pramanik, India’s participant in the WorldSkills Competition, and help him win gold.

So what made him train his sights on India? “We cannot change the world, but I can change the world of our Indian competitor,” Leo promises. “I will help change his life. It’s time for India to go for gold in the competition.”

Leo has a high opinion of Sanjoy’s skills. “He’s good, but he needs to improve in certain departments. I am here for six weeks to train him to enhance his skill sets from soldering, surface finishing, sawing, dimension control, which also includes weight, timing, creativity and manufacturing the piece similar to the drawing. This time, the participants will be given a blank

space to fill in a piece that will then be created by the participant based on his aesthetic skills. A design motif that synchronises with the piece of jewellery,” informs Leo.

The artist

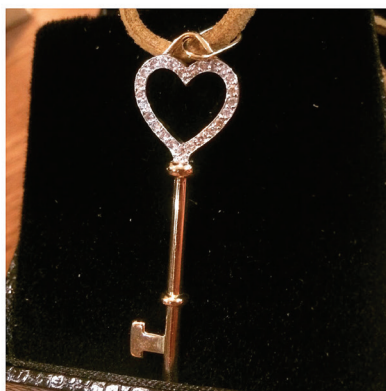
Leo got into the field of jewellery designing in 2010. He recalls that his dream was to fly in an airplane, but his father didn’t have the money. Leo applied for an apprenticeship at a company that made gold jewellery while still in high school. He worked at the bench and saw the magical transformation of gold and silver into a ring or a pendant. He fell in love with the vocation. Thereafter, he honed his skills in metallurgy and improved on technical skills. Then came the godsend opportunity – to participate in a state-level competition. This was one chance he thought that would

take him on a plane ride! And it did!

The will for winning doubled and he gave it all he had. “I wanted to win the competition more than anything else,” he recalls. Leo bagged the gold medal in the 2015 WorldSkills Competition for a brooch that bore a Brazilian flag.

Trained in Coaching Techniques by the Brazilian Coaching Society with emphasis on motivation and production of solutions and results, Leo has graduated in 3D jewellery drawing in Rhinoceros by SENAI Rio and specialised in jewellery production techniques in the “Chambre de Métiers d’Alsace”, France; he has secured a Diploma in Jewelry Techniques by SENAI. Leo worked at H. Stern Jewelry as an assistant goldsmith for three years till 2014.

Known for exquisite handcrafted jewellery, Leo started his eponymous brand Leo Rodrigues



Model wearing a ring designed by Leonardo.



Some of Leonardo's creations.



The mentor and the mentee – Leonardo oversees Sanjoy's work.

India Wins a Bronze in Global Skills Challenge, Australia

The 2019 Global Skills Challenge was held in conjunction with the Victorian Skills Commissioner and WorldSkills Australia. It was the biggest international skills excellence competition held in Australia this year with 500 competitors and officials from 16 different countries

taking part in 24 different skill competitions. The participants were from India, Malaysia, Chinese Taipei, Japan, France, Australia, China, Brazil, Russia, and Hong Kong.

Sanjoy Pramanik (*seen below and extreme right*) made India proud by winning a Bronze medal in Australia in the final round, with Russia at first place and China at second place. India participated in 21 skills and won 2 Silvers and 2 Bronze medals, including the bronze in jewellery making. Though the competition was tough, it was a good opportunity for exposure before WorldSkills in Kazan, scheduled between August 22nd and 27th.

The son of a farmer from West Bengal, Sanjoy has talent that is unmatched. He wants to support his family through his skill in making innovative pieces of jewellery. He is currently undergoing training to enhance his knowledge and perfect his skills with the assistance

in October 2015. During that time, Brazil was going through an economic crisis and not many were interested in branded jewellery. "Clients, I realised, needed quality bespoke jewels. All of my jewellery is handmade. When I meet a client, I draw a design to suit her requirement, but I allow the client to finish it and add her elements." Leo's jewels are symbolic and abstract at the same time.

His latest collection is inspired by feelings – rightly titled the Happiness collection; it celebrates the 'champagne moments' – sparkling, bubbly and happy. "I like to design stuff that touches people's hearts," he signs off. ■



of GJSCI and guidance of VBJ, Chennai. Moreover, Leonardo Rodrigues is helping him buff up his skills.

GJSCI has gone all out to support Sanjoy in every way to help him prepare for the competition. Anupam Karmakar, another winner at the previous competition, is also engaged in training Sanjoy. Dedication, determination and a well-planned training schedule, has led Sanjoy this far.

The WorldSkills championship 2019 will attract participants from 80 different countries competing for gold, silver and bronze medals and the title of 'World Champion' for their skills. ■



No one understands India better than we do.

Vaibhav Dhadda's Tapestry of Beauty

Vaibhav Dhadda, creative head and founder of the eponymously named jewellery brand, makes it a point to stand out in the crowd. His signature collection features a unique selection of gradient gemstones cut painstakingly to create a semblance of a rainbow. SHANOO BHALLANI met him at the Jaipur Jewellery Show to know more about his technical craft and creations.



Jewellery designer Vaibhav Dhadda's journey into jewellery designing began in earnest four years ago with the launch of the Gradient collection. Vaibhav works primarily with tapered baguettes of various colour gradients. It took him six years of dedicated and single-minded effort – and loads of patience – to master the technique of cutting the baguettes into tapered shapes and channel setting them to create patterns. "There is no margin for error in setting the stones," he says. "The stones have to be cut in a way that they are placed in channel settings perfectly."

A second-generation jeweller, Vaibhav's father founded Jaipur Jewels, a company that specialises in tapered baguettes and carved canoes imported from Germany. The canoes are adapted for the Indian market with carvings of Ganesha, Khada and Om inlays, and jewellery dressed with plunge-a-jour vitreous enamelling techniques. "My father has been travelling to Germany for the last 30 years regularly for business."

An alumnus of Sri Ram College of Commerce, Delhi, Vaibhav went onto a different trajectory after graduation and completed his Master's in International Business from Graduate School of Business in France. "I chose France because I wanted to get into the luxury segment. It is then that I got a break in Dior," he informs.

Keeping quality above everything else was a practice that was ingrained in him when he worked as a retail store manager for Dior Homme at DLF Emporio, Delhi. He was struck by the beauty of the Dior VIII Grand Bal collection and it inspired him for his precise channel setting of exquisitely coloured stones. It was a eureka moment for him. "Why can't I design jewellery set with tapered baguettes?" he thought to himself. That gave birth to the Gradient collection.

For the Gradient collection, Vaibhav hand-picked lustrous gemstones that move from dark to light shades. "It was a combination of Italian-French design incorporating German perfectionism, to create a symmetrical asymmetry that was visually appealing," the designer reveals. The jewels were further enhanced with pave-set diamonds. Vaibhav has effectively used gradient colour rubies, emeralds, sapphires, green and pink tourmalines, tanzanites, peridots, unakittys, citrine, aquamarine, garnets, and blue and yellow topaz in his collection.

Extreme travelling helps him establish a moodboard, symbolic of the places he visits around the world. His other muse is the gemstone. His jewellery pulsates with colour.

"All of us in the family are aware of Western aesthetics and we have imbibed that over the years because of our constant visits to Germany and other parts of the world. Gemstones beckon me to create designs, and jewellery is always on my mind. I need to expand the base of existing designs. It is easy to design more, but first I need to establish my signature."



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INTERNATIONAL

GLOBAL DIAMOND DEMAND IS EXPLOSIVE

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Example of a fine use of the Big Three gems was seen in this sumptuous necklace and earring set by Andreoli.



JCK Las Vegas Glittering Jewels, Mixed Business

The annual "Jewelry Week" in Las Vegas has become a fixture on the North American jewellery calendar. Composed of several major shows in three separate and diverse venues, it covers everything from cash-and-carry mass-production items to elaborate one-of-a-kind designer creations. While this year there generally seemed to be a good level of enthusiasm for the week of jewels, the glitter was far from uniform.

By Cynthia Unninayar

The largest jewellery trade show in North America, JCK returned this year to the Sands Expo and Convention Center, where it took place from 1992 to 2010, until it relocated to Mandalay Bay at the other end of the Las Vegas Strip in 2011. JCK's move back to the newly renovated Sands Expo was welcomed by retailers who could now merely walk across the street to Emerald Exposition's upmarket Couture Show.

Another major change from last year was the absence of the AGTA GemFair at JCK. Apparently, the two organisations could not reach a mutually acceptable financial arrangement to keep the GemFair at its traditional location in the periphery of JCK. To make up for this important participant, JCK created a Global Gemstone area, made up of the ICA Pavilion, the Fine Gems Pavilion and three other gemstone areas.

Morganite is one of this year's popular gems and was seen in a variety of lovely designs as in these earrings by Katherine Jetter.



One of the jewels from the India Design Gallery, showcasing pieces created under the theme of Cosmos. Designed by Deepika Pathya, this white gold and druzy ring was manufactured by Titan Company.



Rainbow colours were evoked in many designs such as this ring by Bahina Jewels.

As for AGTA, Emerald Expositions stepped in and offered the GemFair a prime spot at the Las Vegas Convention Center (LVCC), a few minutes' drive from JCK and Couture. Here, the GemFair shared space with the Las Vegas Antique Jewelry and Watch Show and the newly created Premier section, intended to be a lower-cost, design-focused alternative to Couture and JCK's Luxury Show. Together, these three shows were marketed as "The Collective."

Impressions

At a time of declining attendance at trade shows, e-commerce competition, and store closings in North America, one might question the relevance of trade shows at all. This year, while official statistics have not been published at the time of going to press, it was clear anecdotally that there were fewer buyers in attendance. The aisles were less crowded, the booths less busy, the ambience more subdued.

A somewhat minor exception was the Couture Show, with its always-elegant, more intimate feel. The aisles and many booths seemed busy, although some were not, especially the newer exhibitors. There were also several new faces, replacing exhibitors that had dropped out for whatever reason, including many long-standing ones. Over at Luxury (JCK's version of Couture), the exhibitors I spoke with generally reported decent to good contacts and sales on the first two days. I did not attend the show those days, but did notice a definite lack of visitors on the third and fourth days at Luxury.

The busiest part of all the shows seemed to be the tools and equipment section, located on

Also in the India Design Gallery was this white gold ring featuring diamonds and sapphires representing the solar system, designed by Koushik Mondal, manufactured by Tanvirkumar & Co.



Floral motifs were popular in Las Vegas and a very clever use of carved gems made up these earrings by Brent Neale.



the ground level of JCK. Here, traffic was heavy, with 3D printing options being the main draw. As technology expands and costs come down, 3D printing offers myriad possibilities for small and large designers alike. This would imply, then, that the industry continues to move forward. A good sign, perhaps.

Clearly, any major change such as JCK's relocation to the Sands would have growing pains, and this move was certainly no exception. The most obvious problems involved the Global Gemstone area that opened a day earlier than JCK. I visited the area four times over the five-day show, and it was virtually empty each time. While a few exhibitors reported good sales, most were disappointed. Since the Luxury Show was right above it on the

second floor, it is strange that more people did not visit the area. The majority of exhibitors cited the lack of pre-show marketing and signage as reasons for the low turnout.

Over at the LVCC, exhibitors at the Antique Show and AGTA Gemfair reported brisk sales on the opening day and a few good mornings. In general, however, buyer attendance was disappointing. AGTA offered free Uber and Lyft rides to the show as well as opportunities for substantial sweepstakes prizes that retailers could win at the show. At Premier, which featured many interesting new designers, along with a few mass-production companies, visitor attendance was very low.

Having said all the above, maybe this lower level of attendance and sales is now par for the course. Maybe it reflects the new reality of trade shows. Maybe trade shows, while still relevant, need to adapt somehow to this new reality.

On a more positive note, JCK announced the results of its second annual "JCK State of the Jewelry Industry Report." It indicated that 86% of those surveyed are optimistic about

Perennial favourites, hoops are continually reinvented as in this floral pair in diamonds and gold by Carla Amorim.



Message jewellery was seen at Les Georgettes, which uses coloured leather strap backing for its cuffs and other jewels.

The main challenges they see are online competition (67%), overall economic climate (56%), lack of general consumer demand (50%), and lack of millennial demand (40%).

Among the remarkable jewels seen during the week of jewels in Las Vegas was this pair of asymmetrical earrings in pearls and gemstones by Alessio Boschi.



Titanium was seen at a few brands, including Giovanni Ferraris with its sapphire, diamond and titanium earrings.



Spinel was the flavour of the month in Las Vegas and a beautiful example is this gold and diamond necklace featuring Mahenge spinel by Erica Courtney.



Designs were not without whimsy as in this gold, enamel and tourmaline pendant by Retrouvai.

business for the next year, a slight decrease from 88% last year. The main challenges they see are online competition (67%), overall economic climate (56%), lack of general consumer demand (50%), and lack of millennial demand (40%). Social media was the most popular advertising platform among respondents, while Facebook and Instagram were the most popular for customer engagement (each 74%).

Trends and more

There was one sure thing about all the shows—the high level of creativity by many designers from

around the world who participated. Although there was nothing dramatically new in terms of trends, the way the traditional formats were interpreted was creative and modern. From simple to sophisticated, hoops took on new life, rings became more ornate, necklaces made bigger and more innovative statements. Geometrical shapes evolved into new forms while rainbow coloured jewels continued their growing popularity. Enamel was also more apparent this year in a variety of jewels.

In terms of stones, there was an increased use of gem slices accented with other gemstones and/ ➡



Simple designs have always been very saleable such as this charm bracelet by Royal Chain.

Geometric jewels were popular and combined with rainbow colours, these gem and gold earrings by Harwell Godfrey satisfy both demands.



Increasingly, we are seeing natural stones used in fine jewellery such as agate in this silver and gold brooch by K.Mita.



"Lagoon" tourmalines are among today's prized colours in fine jewels. Shown here is a ring by Sorellina.

or diamonds in earrings, rings and pendants, while the more "natural" gems such as agate, druzies, malachite and other "ornamental" stones were used in high-end creations. Aside from the traditional Big Three (ruby, sapphire, emerald), Paraiba tourmaline (both Brazilian and African) was popular as were morganite and aquamarine. Tourmaline, especially the "lagoon" colour was also in high demand.

Continuing its popularity over the last few years, spinel seemed to be the "gem of the season", with the "cobalt blue" variety the "colour of the season". One dealer offered an amazing 10-carat cobalt blue spinel for prices hovering around a whopping \$100,000 per carat, even though somewhat less for smaller stones.

Although not a design trend as such, a rising and inexorable shift in this industry is the awareness and acceptance of sustainability and social and environmental responsibility, topics discussed at several seminars during the week. The emphasis was on how jewellers can tell stories that resonate with consumers to make them feel good about their purchases. Most talks centred on the mined diamond industry, which is trying to pull the narrative back from the lab-grown sector that is marketing the eco-friendly and socially-responsible aspects of their stones – both hotly contested assertions.

On the retail side, an example was a talk by Lisa Bridges of Ben Bridges Jewelers, a North American retail jewellery chain. She spoke

This year, the India Pavilion featured an exclusive India Design Gallery, showcasing some of the pieces created under the theme of Cosmos for the GJEPC's Artisan Design Awards, and a representation of US consumer trends in 2020.

Geometrical ring in gold and diamonds with mauve and grey spinel by Stephen Webster.



about the company's responsible and sustainable supply chain, insisting that a retail jewellery chain can be commercially successful while sourcing materials responsibly and being involved in the communities where these materials come from.

India Pavilion in Las Vegas

In addition to a number of Indian brands exhibiting at the various shows in Las Vegas, the GJEPC organised the India Pavilion for the 16th consecutive year at JCK. Featuring 40 gem and jewellery exporters, the Pavilion showcased a variety of trendy jewels made especially for the USA market.

"The US is a significant market for the Indian gem and jewellery

industry," explained Pramod Agrawal, GJEPC chairman.

"India exported \$10.58 billion-worth of products to the US in 2018. The rising GDP growth, employment rate and private consumption expenditure in the US have contributed to the rise in India's exports of gems and jewellery to the market."

This year, the India Pavilion featured an exclusive India Design Gallery, showcasing some of the pieces created under the theme of Cosmos for the GJEPC's Artisan Design Awards, and a representation of US consumer trends in 2020.

The jewellery features a variety of cosmic elements in intricately crafted rings, pendants, earrings, bracelets and more.



Gems of all sorts could be seen at the shows, including these remarkable Colombian trapiche emeralds offered by German Salazar.



Beautiful Paraiba tourmaline and diamond earrings in gold by Panchoo.



Donald Palmieri, president of GCAL, shows off some of the Nirav Modi diamond jewellery up for auction.



Examples of Nirav Modi jewellery that went under the hammer recently in Las Vegas. They are part of the Lotus collection.



Elaborate South Sea pearl and diamond earrings in gold by Yoko London.



Rainbow moonstone and blue sapphire earrings in 18-karat gold by Tresor Collection.

The Nirav Modi fire sale

One of the booths at JCK that attracted a great deal of attention was GCAL (Gem Certification and Assurance Lab), the company selected to organise the asset sale of two of the Nirav Modi retail stores in the USA. More than \$3.5 million of unique, one-of-a-kind and exclusive Nirav Modi collections included platinum and 18-karat gold collection suites (Embrace, Luminance, Mughal, Lotus, Celestial and Jasmine) as well as the patents for the expandable pieces in the Embrace line, which include bracelets, wedding bands and necklaces.

The sale was conducted by written bids and ended on June 7th at GCAL's JCK booth. It is the eighth in a series of sales of Nirav Modi's US assets. According to Donald A. Palmieri, president of GCAL, "There was bidding on all

the lots, however, only the trustee can release that information, which won't occur for well over a week, once all the parties concerned have been consulted and agree to the bids. Then the Court will publish them on their website. There was brisk bidding on some of the larger, spectacular pieces."

Nirav Modi, who allegedly defrauded Punjab National Bank of \$2 billion, was arrested in London in March.

New 2020 show dates

To avoid having the issues of some exhibitors missing the show on Saturday, JCK has announced that the 2020 show will take place from Tuesday, June 2nd to Friday, June 5th. Emerald Expositions, organiser of the Couture Show and the new "Collective" at the Las Vegas Convention Center, has not yet announced the dates of its shows. ■



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MASTERSTROKES
BY JEWELS EMPORIUM

GemGenève: The Refined Eye

The second edition of GemGenève that concluded in May was a haven of rare gemstones and outstanding jewellery designs. RICHA GOYAL SIKRI reports.

May 8th 2019, Geneva, 4.00 pm – one of the most beautiful gems and jewellery shows opens its doors for the VIP preview. Last minute checks and adjustments are underway as the players rush to take their places, exhibitors re-arrange their wares once again, catering checks the champagne, security takes their position. Only in its second year, GemGenève has already carved a niche for itself as the place to find rare, top-grade gemstones, vintage and antique jewellery, objets d'art and innovative artist jewellers.



MR LIEOU

MING



However, GemGenève is more than a gem and jewellery show, raising the bar in its second year with a diverse array of educational talks by leading experts, historians, authors, and artists. In a transactional world, where no one has the time or the inclination to educate anymore, it's a beacon of knowledge and art.

One of the top highlights from GemGenève 2019 was the Designer Vivarium – a curated collection of 11 jewellery artists, employing top-grade material to present exquisite designs that have been handcrafted to perfection. Some of my selections were Mr Lieou with his lovely Orchid



MILIO



earrings featuring mechanical diamond wings that open and close. The technique alone took Nicholas Lieou, the designer, two whole years to master. Another standout brand was Russia-based Tenzo jewellery. The brainchild of Alexander Tenzo, who started in the industry as a gem merchant, the collection offers clients an incredible array of top-grade gemstones that are difficult to find. The rarity factor is further enhanced as Alexander has employed these exceptional gems artistically, delivering investment-worthy creations. The female-led

brands that captured my eye were Ming Jewellery from London and Milio Art jewellery from Russia. First-time exhibitor, Ming Lampson shares her views, "GemGenève was an amazing exhibition. I am delighted with the media attention I received, the new buyers that I met and new friends I made. It was very special to be among such an extraordinary crowd of jewellery and gemstone experts and to receive such flattering attention for my brand Ming Jewellery."

The second year saw the show 42% larger in size, with 210



TENZO



TABBAH



OBERIG JEWELRY



exhibitors from countries across the globe, including for the first time, Taiwan. Co-founders and exhibitors themselves, Thomas Faerber and Ronny Totah were encouraged by the 11% increase in visitor numbers, over 4,800 visitors, represented by 37% Swiss visitors and 63% foreigners. The visitors included both trade and public, dealers, retailers, creative directors, collectors, consultants and connoisseurs, as well as academics, students, lovers of jewels and gemstones.

Comparing GemGenève in 2019 with the first edition of 2018, second-time exhibitor Dharmendra Tank commented, “The layout of the show was superb, I thought the criss-cross manner in which they planned the layout ensured buyers visited all sections and walked by every booth. The aisles were more spacious with more lounge areas to meet with customers, a good achievement considering the increase in the number of exhibitors. While our sales numbers were the same as last year, out of all the customers, we met, approximately 30% to 35% were new clients, which is a positive sign.”

“As first-time exhibitors at GemGenève, we were quite pleased with the professional organisation and elegance in execution. Our goal was to further establish our presence in the European market, and we were satisfied with the outcome of the show in this regard,” said Dave Bindra, B&B Fine Gems, USA.

The art of curation is no easy feat, and it can take decades of training, practice, and patience. Looking at the carefully curated gathering of exhibitors in this modern agora called GemGenève, the team should be proud of creating something distinctive. As they deliberate on the future course for 2020, the debate has started around aspects like, the pros and cons of timing the show near the Christie’s jewellery auction, Baselworld’s new dates just before GemGenève, how to best capitalize on the popularity of the show among traditional and contemporary media. One thing is certain, the last two years clearly show, we must never underestimate the power of a united community, or that of the consumer who is hungry to learn. ■



Gemfields CEO Sean Gilbertson inspecting the goods.

Green Ice

Singapore-based gems & jewellery writer, RICHIA GOYAL SIKRI, reports on the encouraging signs of recovery in the emerald sector, as demonstrated by the recent Gemfields auction in Singapore that achieved revenues of \$22.4 million.



All images: © Richa Goyal Sikri

The auction generated revenues of \$22.4 million, with an all-time high average price of \$71.85 per carat. Since July 2009, Kagem emerald auctions have resulted in \$589 million in total revenue.

May 16th 2019, Singapore, 7 pm, Adrian Banks, product and sales director, Gemfields, approaches the microphone to announce the results for Auction 1 of Kagem mine's premium grade emeralds. There is a feeling of anticipation in the air as bidders put their mobile phones aside, somewhat confident of their calculations. Adrian has everyone's attention as he clears his throat and announces Chatree Gems, a Thai company, as the winner of the first lot. Fine quality lots have traditionally been won by manufacturing companies from either India or Israel, with Thai companies focussed primarily on the ruby and sapphire sector. In an exciting twist, auction 1 and 2 saw Chatree Gems winning three of the most beautiful lots of Zambian emeralds, including the top lot comprising two rare gems weighing a total of 62 carats, which set a new record price per carat for

Zambian emeralds at a Gemfields auction. The two gemstones have been named 'Green' and 'Ice' in homage to the 1981 movie starring Omar Shariff and Ryan O'Neal.

Chatree Khaegthoop, managing director, Chatree Gems, explains their motivations, "We are very pleased to have won such fine material in our first emerald auction. We have been thinking of expanding our portfolio to include other coloured gemstones, and this result enables us to embark on a new direction in our business."

The auction generated revenues of \$22.4 million, with an all-time high average price of \$71.85 per carat. Since July 2009, Kagem emerald auctions have resulted in \$589 million in total revenue. With one-quarter of this amount spent on taxes, royalties, conservation and community projects, news of another successful auction is well-received by the Gemfields CSR team in Zambia.



Adrian Banks, product and sales director, Gemfields, holding the box containing sealed bids.





Ninety-five per cent of Gemfields' customers for Zambian emeralds hail from India, where the gemstone sector has been dealing with various regulatory and tax constraints, increasing pressure on liquidity. While results from different auctions are not directly comparable due to varying characteristics of the product offered, it is still interesting to observe the differences between the May 2018 auction, with \$10.5 million in revenue (56% of lots sold), and the May 2019 auction, generating revenues of \$22.4 million (80% lots sold).

Adrian Banks commented: "As the results of this auction show, we continue to see encouraging signs of recovery in the emerald sector. We thank our customers in India for their support and congratulate Chatree Gems of Thailand on participating for the first time in our emerald auction and winning

three of the finest lots offered.

The biggest issue Kagem presently faces is the 15% Zambian export duty imposed on emeralds since January 1st 2019. When combined with the pre-existing 6% mineral royalty tax, Zambian emerald exporters must now pay an effective 21% turnover tax on their revenues. By contrast, the world's second and third largest emerald exporters, Colombia and Brazil, levy 2.5% and 2.0% respectively, bringing about a watershed shift in a tactical advantage. While the 15% export duty shuts the door on foreign investors and new entrants interested in the Zambian emerald sector, the financial impact is being acutely felt by incumbent producers like Kagem Mining Ltd. We continue to liaise with the key government departments in seeking a resolution and remain hopeful that a solution will be found." ■

Auction Results (Higher Quality)	Feb '17 Auction	Oct '17 Auction	May '18 Auction	Nov '18 Auction	May '19 Auction
Dates	13-17 Feb 2017	2-5 Oct 2017	15-18 May 2018	14-17 Nov 2018	14-17 May 2019
Location	Lusaka	Lusaka	Lusaka	Singapore	Singapore
Type	Higher Quality	Higher Quality	Higher Quality	Higher Quality	Higher Quality
Carats offered	0.42 million	0.32 million	0.31 million	0.57 million	0.43 million
Carats sold	0.35 million	0.32 million	0.17 million	0.42 million	0.31 million
No. of companies placing bids	33	36	31	40	45
Average no. of bids per lot	7	11	8	8	8
No. of lots offered	19	18	17	26	35
No. of lots sold	17	18	10	20	28
Percentage of lots sold	89%	100%	59%	77%	80%
Percentage of lots sold by weight	84%	100%	56%	74%	72%
Total sales realised at auction	\$22.3 million	\$21.5 million	\$10.3 million	\$28.4 million	\$22.4 million
Average per carat sales value	\$63.61/carats	\$66.21/carats	\$59.55/carats	\$68.03/carats	\$71.85/carats



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WJA Survey Reveals Gender Bias In Jewellery Trade

The Women's Jewelry Association's (WJA's) Gender Equality Project released the results of its first survey, which asked members of the gem, jewellery, and watch industries to comment on workplace practices where gender could be a factor.

WJA engaged MVI Marketing, a trade and consumer research company that works exclusively for the gem, jewellery and watch industries, to assist in designing a questionnaire intended to gather the most useful information on this topic. MVI conducted the survey in fall 2018, and ensured confidentiality for survey participants. It also designed the survey so that there were two sets of

questions – one for owners and one for employees.

“The goal of the survey results is to help WJA better understand the most pressing gender-related issues people in the industry encountered, so we can create programming and initiatives tailored to those issues,” says WJA executive director Bernadette Mack.

The survey results show overall that employees and owners report widely differing awareness regarding nearly every gender-related workplace topic, indicating the need for education and support for both groups (see box). As well, employees are likely to think gender topics “extremely important” more often than

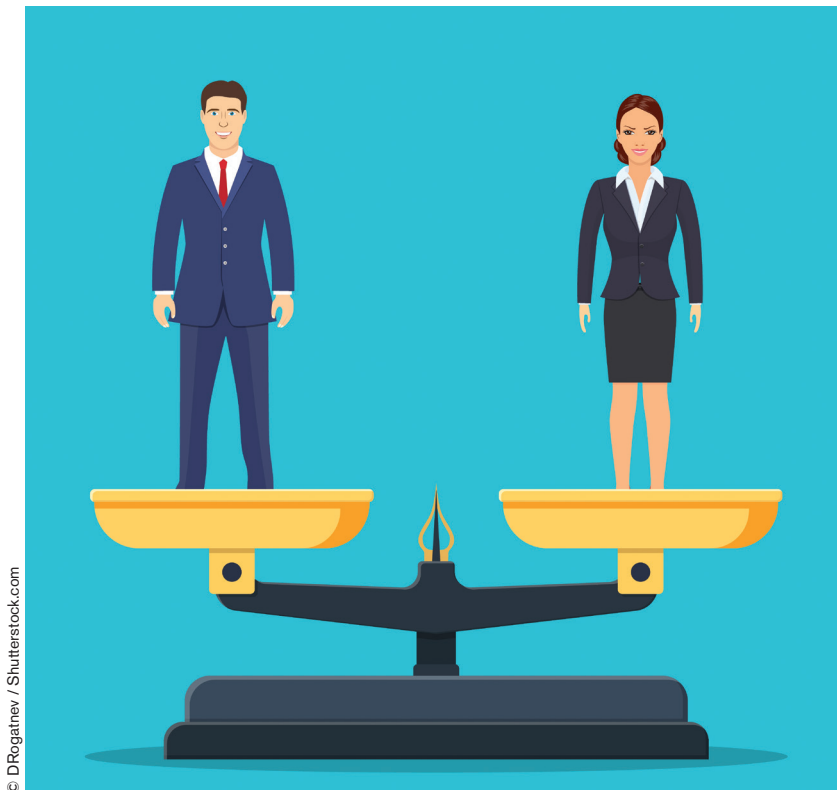
employers do. Exacerbating the problem for employers is that many employees are reluctant to report occurrences of gender discrimination to their bosses because they fear a negative impact on their jobs – or other retaliation.

To address these results, WJA has several projects already underway and will initiate others.

The survey indicates an overall lack of understanding about employment policies that cover gender-related workplace issues. As a result, WJA will provide increased and improved training and materials to employers and employees alike. WJA has already provided seminars at trade events and an online webinar detailing the various laws and regulations governing gender discrimination, in partnership with the Jewelers Vigilance Committee.

Employees at smaller companies are far less likely than employees at large companies to understand gender-related company policies – 92% of employees in companies with over 1,000 workers know their company's policies, while only 48% of employees in companies with 1-5 workers know them. Thus, WJA will particularly focus on providing education and support to owners and employees of small businesses.

Of the total employee respondents, 30% report they have been deprived of equal opportunities for advancement; and 38% say they have been affected by pay disparity. To counteract this problem, WJA will provide training on negotiation and self-advocacy skills.



Employees surveyed also do not feel comfortable reporting occurrences of gender-based workplace issues more than 50% of the time – most often due to concerns about how such reports will impact their employment and/or a fear of retaliation. As indicated above, WJA will offer employees training on self-advocacy skills. WJA will also explore with owners how to communicate to employees that they can report problems without risk of losing their jobs or retaliation.

Nearly half of employees responding to the survey say they have witnessed discrimination or harassment in the workplace. As a result, WJA will offer bystander training in the future, which involves teaching witnesses how to recognise, intervene, and help victims to report and seek support.

The survey was deployed worldwide and 586 individuals participated – 98% from the US. Of the respondents, 240 are employees and 346 are owners/executives/board members/major shareholders (called owners

throughout the survey results). Two thirds of owners and 91% of employees who responded are women. A majority of both groups are industry veterans (10+ years) and a large number are over 50 (69% of owners; 42% of employees). Among owners, 93% manage companies with 15 or fewer workers. Retail is the largest specific industry sector that responded (45% of owners; 33% of employees).

The association received a JCK Industry Fund grant that helped underwrite the cost of the WJA Gender Equality

Survey, its seminars/webinars, and enhancements to its existing mentorship programme. The grant will also assist the association in offering skills training in workplace negotiation.

“We are developing gender-equality-focused tools and programmes that will contribute to the future overall health and image of the industry,” said WJA president Jenny Luker. “The work we’re spearheading is educating business owners and executives about the importance of maintaining a bias-free work environment.” ■



Gender Equality: Different Perspectives

Here are specific topics where gender discrimination awareness diverged between employees and owners in WJA's gender equality survey:

- 49% of employees report they have witnessed or are aware of gender-based discrimination; versus 7% of owners.
- 30% of employees say they are deprived of equal opportunity for advancement due to gender-related issues, but only 2% of owners report they have received complaints.
- 50% of employees report being subject to a gender-related hostile work environment (including at trade shows), but only 9% of owners report they have received complaints.
- 38% of participating employees say that they have been affected by gender-related pay disparity, but only 2% of owners say they have received complaints.
- 23% of employees say they've experienced sexual harassment, but only 5% of owners report receiving complaints.
- 16% of employees say they have been victims of unwanted sexual advances; but only 3% of employers have received complaints.

India's Q1 Gold Jewellery Demand +5% To 125.4 Tonnes

Wedding purchases and lower prices lifted Indian gold jewellery demand to 125.4 tonnes, a 5% increase on the same period last year and the highest first quarter since 2015, according to the World Gold Council's (WGC's) latest Gold Demand Trends report.

The first half of the quarter was subdued; the month-long inauspicious period of Kharwas/Malwas ended in mid-January and was followed by a sharp rise in the local gold price, hitting ₹33,730/10g by the third week of February. Prices then swiftly retreated, falling to ₹32,000/10g by the first week of March, and consumers took advantage of the correction, rushing to make wedding-related purchases and pushing the local price to a premium, WGC noted.

"A higher number of auspicious days boosted wedding-related demand. There were 21 auspicious

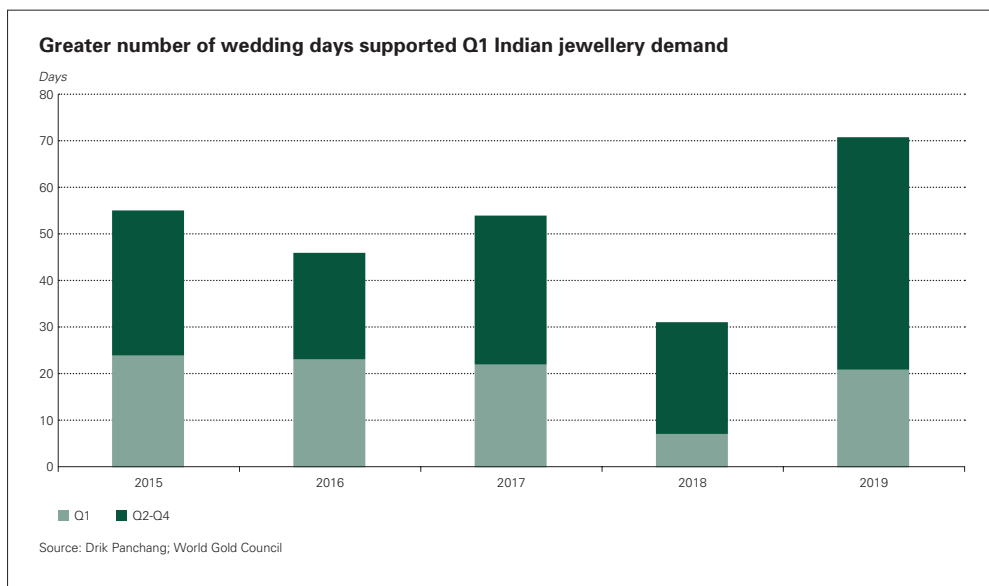
wedding days in the Hindu calendar during the first quarter of 2019 – three times that of the first quarter of 2018. This was a crucial factor behind the growth in India's jewellery demand," it added.

So far, the market has been largely unaffected by the restrictions on cash movement that came into force mid-March. The code of conduct for elections restricts anyone from carrying cash worth more than ₹50,000 (approximately \$700) without also carrying documentation proving the legal source of, and end use for, that cash, WGC stated. "But this could act as something of a headwind for demand throughout the second quarter, given the timing of the election – April 11th to May 19th. Retail promotions also attracted consumers," it said.

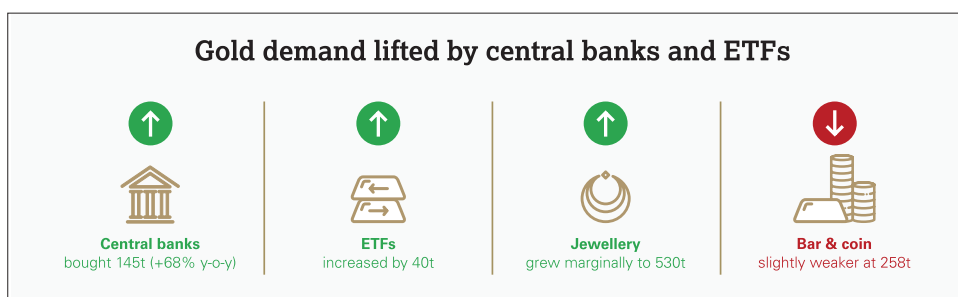
The report noted that organised retailers, conscious that gold jewellery faces growing competition

from electronics, designer brands and vacations, have launched promotional schemes to attract consumers. Most common were campaigns offering discounts on jewellery-making charges, but some retailers also began actively promoting low carat (14-karat), lightweight jewellery, specifically targeting younger consumers. Alongside these promotional efforts, jewellery demand will likely be boosted in the second quarter, by traditional wedding season buying, the Akshaya Tritiya festival on May 7th and higher crop prices than last year, WGC said.

Chinese consumers were relatively conservative in their jewellery buying in the first quarter, the report stated. Demand softened by 2% to 184.1 tonnes, despite the traditional boost from the Chinese New Year holiday. The market faced a few headwinds: gold prices were relatively volatile during



Gold demand lifted by central banks and ETFs



the first quarter and consumers remained wary of the slowdown in the domestic economy, particularly against the background of the international trade conflict.

Jewellery markets in the Middle East and Turkey experienced mixed fortunes in the first quarter. While demand in both Turkey and Iran was hit by sliding currencies, Egypt registered decent gains. Although the UAE and Saudi Arabia saw growth, this was largely because the first quarter of 2018 was very weak due to the introduction of VAT.

The US jewellery market saw marginal growth: demand reached 24 tonnes in the first quarter. Although this was the ninth consecutive quarter of year-on-year growth in the third-largest gold jewellery market, the pace of expansion slowed notably. The prolonged government shutdown hit demand in January, as demonstrated by a drop in gold jewellery imports that month.

But a few bright spots remain. The higher-end jewellery segment remains robust. And independent retailers in more affluent and/or Hispanic-dominated areas reported a strong quarter. Lower-tier, mass market retailers were less resilient, although the challenge to gold from branded silver and costume jewellery is fading which bodes well for demand. One area of concern is the wedding market, where platinum and base metals are encroaching on gold's position as the metal of choice for men's wedding bands, WGC commented.

Central banks and ETFs lift global gold demand

Global gold demand grew to 1,053.3 tonnes in the first quarter of 2019, up 7% on the same period last year. This year-on-year increase was largely due to continued growth in central bank buying, as well as growth in gold-backed exchange-traded funds (ETFs).

Central banks bought 145.5 tonnes of gold in the first quarter, up 68% on the same period in 2018 and representing the strongest start to a year since 2013. Diversification and a desire for safe, liquid assets were again the main drivers of the purchases, WGC noted. On a rolling four-quarter basis, gold buying reached a record high for WGC's series of 715.7 tonnes.

ETFs and similar products added 40.3 tonnes in the first quarter, up 49% on last year. Funds listed in the US and Europe benefitted from the largest inflows, although the former were more erratic while the latter were underpinned by continued geopolitical instability, it noted.

Bar and coin investment softened slightly, down 1% to 257.8 tonnes. This was purely due to a fall in demand for gold bars, as official gold coin buying grew 12% to 56.1 tonnes. China and Japan were the main contributors to the decline: in Japan, net investment turned negative on profit-taking following a surge in the local price in February.

Gold used in applications such as electronics, wireless and LED lighting fell 3% to 79.3 tonnes. Trade frictions, sluggish sales of consumer electronics and global economic headwinds hit the technology sector.

Alistair Hewitt, head of market intelligence at the World Gold Council, said: "The beginning of 2019 saw a sharp recovery in investor sentiment in both the equity and debt markets, but appetite for gold remained solid. In the first quarter, central banks continued to increase their holdings of gold, while ETFs also saw an increase in inflows compared with the first quarter of 2018. European investment in ETFs hit a record high and this quarter's figures suggest that the factors that are driving the investment – negative yields on Eurozone sovereign debt, geopolitical uncertainty and financial market volatility – will continue to underpin investment demand. In addition, central banks on both sides of the Atlantic putting monetary policy tightening on hold – and potentially easing – is likely to be supportive of gold."

The total supply of gold was largely unchanged in the first quarter at 1,150 tonnes. Modest growth in mine production and recycling was offset by a decline in net hedging. Mine production and recycling levels saw small increases compared with the first quarter of 2018, rising to 852.4 tonnes and 287.6 tonnes respectively. ■



Glitz & Glam

Adawna, a contemporary silver jewellery brand, presents a striking assortment of earrings featuring yellow colour stones in combination with other sparkling gems. The collection Yellow Couture boasts a high design quotient, and stays true to maximalism. The collection has fan-shaped earrings, girandoles, and drop-shaped chandeliers among others. Adawna's chief jewellery designer Sonal Sahrawat says, "These statement earrings can be paired with Indo-Western outfits and are perfect for an evening soiree."

Haute Joaillerie

Geneva-based high-end jewellery house Adler takes inspiration from the smooth pebbles on the beach polished by the tremulous cadence of the sea. Employing cabochon sapphires and diamonds set in gold, the Pebbles collection consists of broad bracelets and earrings. The pastel shades, yellow, blue, pink, are marbled with touches of rutile and white crystals, symbolising traces of their formation in the earth. The gemstones are encircled by serpentine bands of white gold, with tiny round diamonds deposited randomly on the surface of the bracelets.





Effulgent Jewels

Candere by Kalyan Jewellers, one of India's leading online fine jewellery stores, presents Sunkissed, a collection crafted in 18-karat yellow gold. Perfect for the scorching summer season, the collection takes cues from palm leaves, sea shells, petunias, and other beach elements. Lightweight and affordable, the first ever gold collection by Candere starts from ₹3,900 onwards.



Wristy Treat

Birdhichand Ghanshyamdas, a leading luxury jewellery brand from Jaipur, is known for glorifying the rich diversity of Indian art and regal cultural heritage. The new collection of broad bracelets features luxurious pearls – topped with gemmy motifs peppered with polkis. Indulge yourself this season with jewels that are timeless, and upgrade your style instantly.





Spinning Tales

Zoya, The Luxury Diamond Boutique from the House of Tata, presents a stunning collection titled A Treasury of Tales. Infused with bright and mellow colours, the bejewelled collection of jewels finds its muse in the rich tapestry of folk tales from around the world. Stylised with its own design signature, these timeless treasures are finely crafted and are worthy of being cherished for a lifetime. The telling tales are spun with diamonds and gold, and embellished with precious stones, and transformed into a bold and versatile collection.



Back To The Roots

Sangeeta Boochra, head designer of Silver Centre, Jaipur, unveils a collection of ear studs and earrings that mix old and new elements in a trendy way. The hand-painted earrings in gold-plated silver feature multicoloured paintings of Lord Ganesha and Lord Krishna and his consort, Radha, with a surround of pearl fringes or multiple orbs. The arty earrings can be paired with traditional Indian or Indo-Western outfits.



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Mughal Splendour

Senco Gold & Diamonds, one of the largest jewellery retail chains of India and headquartered in Kolkata, presented the Noor-e-Jashn collection on the festive occasion of Eid. The striking collection consists of necklaces, pendants, earrings crafted in gold and encrusted with pearls and precious colour gemstones. Each motif incorporated in this jewellery collection gives a nod to the Mughal era. Starting from ₹55,000 onwards, the collection is a collectible for jewellery connoisseurs.



Green Glamour

Jewellery designer Falguni Mehta's recent Exquisite Emeralds collection comprises magnificent necklaces, chokers and earrings. The range is inspired by the Mughal era and India's rich cultural heritage. A melange of emeralds, rare Basra pearls, and uncut diamonds set in gold enhance the beauty of the jadau pieces. Evoking timeless grandeur, the pieces are absolute head-turners.



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