

# THE DAILY

DAY 4

Monday 8th February, 2016

BROUGHT TO YOU BY SOLITAIRE INTERNATIONAL FOR THE GJEPC

## Feather-light Jewels Top the Charts



Sanskriti Jewels

Manufacturers across the board have sized down their scale of form to present gold and studded jewellery that is under Rs.2 lakh. One, such jewellery does not require PAN card details and second, it is extremely wearable. Adapting quickly to changing scenarios is an art that has been mastered by manufacturers.

Gold rings weighing as less as 2 gm and pendants with high design quotient starting from 6 gm are hot sellers at the show.

Sudeep Sethi, owner, Intergem Exports, Indore, commented, "As per market demands, we have scaled down our signature collections to introduce smaller, lighter diamond-studded jewellery in rose gold." Known for their spectacular fancy-diamond jewellery collections, Intergem has also included a smattering of fancy colour diamonds in lightweight items so consumers can get a taste of their high-end design aesthetics in their pieces.

Nickunj Jain, owner of Sundaram Chains, Mumbai, informed that though they met their regular buyers at the show, their orders were 30-40% less in volume than usual. "This is because retailers feel that gold prices may fall in the near future," said Jain. "This year we have introduced casted rings from 2-7 gm which has received a good response at the show. We have also introduced dress watches for women and designer bracelets apart from pearl and casted chains that start from as low as 10 gm."

Abhineet Boochra, business development head at Silver Centre, the company behind Sangeeta Boochra's Silver Centre, is exhibiting at Signature for the first time. "This is a different experience for us because we are used to the retail format. We have met many buyers from southern India, especially those who have multiple stores. Tribal and traditional gold-plated silver jewellery with a design element is being appreciated at the show. We also have a special meena and silver jhumki collection on display," said Boochra. "Typically, our jewellery is popular for those attending destination weddings abroad as our jewellery is plated with 18-karat or 22-karat

(continued on page 2)

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(continued from page 1)

gold, and the finish is superior. The affordable designer jewellery can be carried anywhere in the world without attracting customs attention."

Jignesh Shah, partner of RR Jewellers, Rajkot, said that he was very happy with the response for their U'no collection that consists of 18-karat and 22-karat gold with satin finish, mirror finish and diamond textures. The delicate, lightweight, laser-cut collection is trendy and starts from just Rs.2,000 up to Rs.90,000, ranging from 600 mg to 30 gm. At this show, we have introduced L'or, a new collection consisting of gold beads weighing from 6 gm to 150 gm. We are booking orders and by February end we will be introducing over 150 designs in this collection."



RR Jewellers

Pankaj Kodnani, director, Crown Jewels, Mumbai, said that the show was exceptional this year. He has met a number of clients, who warmed up to his latest 22-karat gold collections with fusion themes. The laser-cut bangles with rotating diamond-cut gold beads are the flavour of the season. Laser-cut jaali work is another feature that buyers are looking out for as the jewellery in such cases looks voluminous but is feather-light. "We have incorporated Turkish, Italian and Indian techniques to create one-off jewellery." Openwork pendant sets start from as low as 15 gm up to 30 gm. Gold sheet pendant sets with matte finish are another popular item

at his booth. "We are trying to create modern Indian jewellery which appeals equally to the young and old. We are happy with the visitor turnout as the buyers are serious, and most of the multi-chain stores are engaged in buying at the show.

Krishnaraj Jewels Pvt. Ltd. showcased 22-karat lightweight chains and necklaces at the show. Rajneesh Swadas, owner of the firm, informed that lightweight earrings in the range of 3-5 gm and plain gold antique necklaces are doing well. They received new buyers from Delhi, Punjab and Chennai. "Although customers are buying less, we are satisfied with the response at Signature."

Nirav Soni, owner of Soni Bachubhai Jivabhai from Ahmedabad, said, "We specialise in antique jewellery and currently, there is good demand for traditional jewellery between 50 gm and 300 gm. We received 2-3 new buyers from Ludhiana."

Deepesh Pithva, sales manager of Shubham Motiwala, informed that lightweight chains of 5-10 gm and earrings between 2 and 7 gm are the fastest moving items at the show. Known for their khaka pearl jewellery, the company received potential buyers from Gujarat and other parts of India.

Modi Creations has been participating in Signature for the last three years. Prachi Bindal of the brand informed that they have seen a jump in sales since last year. "We specialise in kundan-meena jewellery. We met with new buyers from southern India who were looking for rings and earrings."

Shenaz Amarnani of Mirella Jewellery was extremely happy to have met a new buyer from Zurich. She said, "I mainly focus on the export market and I was looking out for international buyers at Signature. The buyer from Zurich was sourcing for hallmarked lightweight jewellery with a good finish. I also received buyers from Mumbai and other parts of India. Detachable jewellery, charm bracelets and pendants with few diamonds are doing well."

## Loose stones

Footfalls in the loose stone section were visibly low compared with other segments.

Anil Punjabi, owner of Tahilram Tirthdas Jewellers informed that pink and yellow sapphires and tsavorites are moving well especially in star and melee sizes.

"Freshwater khakha pearls and South Sea pearls are also in demand, while tanzanite is evergreen," said Punjabi.

M.S. Kundan Creations from Amritsar showcased their 24-karat gold foil beads, pearls, earrings and necklaces studded with natural stones at the show. "We have been participating in Signature for the last 3-4 years," commented Sujit Singh of the brand. "We have introduced hand paintings on natural pearls at Signature," added Singh. "We are known for our designer beads in all shapes and sizes. Jewellery makers seek out our items and incorporate them as fillers in their collections. We are very happy with the response."

Kamal Daga, co-owner of Dhandia Gems, said that the overall market for loose gemstones has been slow since Diwali 2014, and this sentiment is reflected at the show as well.



International exhibitor U.M.E. Co.'s spokesperson Rashi Banthia informed that this is their first year at Signature and they haven't seen too many footfalls. Buyers are either opting for melee diamonds or 1 carat and above with mixed demand in terms of colour and clarity.

A spokesperson of Akshay Gems, which specialises in cubic zirconia, lamented that the show was slow for the loose stone section.

Jainik Shah, sales executive of H. Dipak, feels that there is a greater demand for finished jewellery at Signature. "Currently buyers are not interested in picking up loose diamonds and gemstones. Perhaps February is too early to gauge demand before the buying season begins. Overall, there is a demand for diamonds above 1 carat, although the clarity preferences are region-based."



Silver Centre

## VISITOR VOICE



**NITIN KHANDELWAL**, owner of Khandelwal Jewellers, Akola

This year at Signature, I am looking out for gold jewellery below Rs.2 lakh for my three showrooms in Akola. The central government's mandate to make PAN cards compulsory for jewellery purchases over Rs.2 lakh has definitely impacted business. People are either discouraged by this diktat or prefer buying from unorganised jewellers. We have planned a token strike on February 10th to protest against this requirement.



**RAJ KAMAL**, director, Ministry Of Commerce & Industry

The show looks good and I laud the efforts of the GJEPC to set up a show of this stature. There is an urgent need to have a top-class convention centre in Mumbai and our department led by commerce secretary Rita Teatota has been working towards bringing this project to fruition. We have already earmarked Rs.200 crore for a 45-acre plot of land near Mulund for the convention centre. I am confident that within two years we will see a lot of progress on this front. The present government is giving a lot of thrust to the gem and jewellery sector and maybe within a year, we will set up the Common Facility Centres in Gujarat.



**SREEDHAR G.V.**, chairman, GJF

At Signature one sees serious buyers. It is less crowded too. Everybody seems to be in a positive mood. The GJF is aligning with the GJEPC to tackle some serious industry issues. We are working on procuring CVD screening machines and making it accessible to retailers.

We are working on the PAN card requirement demanded by the government for purchases over Rs.2 lakh. In trying to fight black money this way, it will only create a grey market for customers who cannot furnish or do not own PAN cards. They are defeating their own purpose in creating such a rule.



**FARAZ JAVAHERI AMIN** of Fazel Jewellery, Iran

This year, I have brought a delegation of nine people from Iran. Some of them are here to source loose stones, especially rose cuts and emeralds. A few buyers are also planning to source diamond jewellery as Indian designs are popular in Iran. Iran manufactures gold jewellery and imports diamond jewellery mainly through Dubai.

**RAMESH VORA**, owner, Bafleh Jewellery, Dubai

The show this time has an impressive spread of jewellery designs. I have placed orders for bangles and gold jewellery. I'm looking forward to spending time in the diamond jewellery section.



**Ankit Lodha**, owner and creative head of GIE Gold Creations, celebrates the multifarious city of Jaipur – its textiles, architecture and flora and fauna through his unique designs.



## Ankit Lodha's Inimitable Art

### Tell us more about your company.

Initially we began as diamond-centric jewellery manufacturing firm, but have now moved into unique jadau and polki jewellery. In fact, although we have been participating in Signature for the last 5 years, this is the first time we are showcasing our new polki collections. Our jewellery reflects the varied dimensions of the culture-rich city of Jaipur.

### Tell us about the jewellery collections that you have brought to Signature.

We are showcasing four collections – Dwarpal,

Bandhej, Rajasi and Mayura. Our Dwarpal collection is inspired by the murals on the fort gates in Jaipur. The collection is characterised by cascading silhouettes ornamented with pearls, diamonds, gold and emeralds.

Our Bandhej collection, which is inspired by tie and dye, is rendered with enamelling and uncut diamonds. Our Rajasi collection takes its cue from the architecture of Jaipur's City Palace. Last but not the least, our Mayura collection embodies the peacock and features carved gemstone-studded rings and earrings.

### Tell us about the techniques that you have used in your Rajasi collection.

We have incorporated a number of techniques in the collection, right from enamelling to kundan-setting to the ancient jewellery techniques of *chittai* and *partash*.

### Which is your most popular collection at the show?

Our Bandhej collection has been a hot-seller. We have sold out pieces from the collection. The response has been amazing!

### Do you sketch the designs yourself?

I conceptualise the designs and the details are sketched by my design team.

### Your jewellery is backed by a lot of research...

I want to create unique designs which no one else can replicate. The entire research, design and manufacturing process can take up to 6 months for a single collection. For our Rajasi collection, we made a number of visits to the City Palace in order to make sure that we got our research correct.

### How often do you come out with new collections?

We focus on one main collection in a year along with 2-3 supporting collections.

### What is the fast-moving at the moment?

Statement rings above Rs.2 lakh are doing extremely well.

### Where are your buyers from?

We have received buyers from metros, tier-1 and tier-2 cities. Everyone is looking for something unique.

### Trend Watch



# Platinum, Perfect For Gentlemen!

Men in India are warming up to this rare, precious metal that spells sophistication.

Men are not new to the idea of using jewellery for accessorising their look, but for a long time this was restricted only to special occasions. Jewellery wasn't an everyday affair unless the man in question was either a rock-star or a royal. The last few years have seen a new trend of men taking to accessorising. Modern men like to make a stylish impression and opt for jewellery that is subtle.

Averse to the sparkle of precious stones, most men prefer platinum. A research by Platinum Guild International (PGI), on the attitude of men towards jewellery and their buying habits indicate that platinum is fast becoming the most sought-after metal for discerning men looking to incorporate jewellery into their wardrobe.

More and more men are experimenting with designs that work equally well in the office or at a party. From rings in classic patterns to slightly more adventurous chains and bracelets, men today know how to balance modernity with traditions.

According to the Retail Trade Barometer published by PGI, the men's jewellery segment is expected to be the future growth driver and already stands at 21% of the product split. On the ground, retailers have seen a steady rise in the demand for men's jewellery in platinum, and are consistently seeing a lot of new purchases and enquiries.

### Editorial, Design and Production



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Bathsheba Grossman for Bathsheba Sculpture LLC,  
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**Kamlesh Parekh**, director at *Imaginarium (I) Pvt. Ltd.*, highlights the benefits of 3D printing in jewellery manufacturing, especially the *Direct Metal Laser Sintering* technique.



Designed by BCU/JIIC. Manufactured by Cooksongold.

# The Versatile Future Of Jewellery Manufacturing

At the threshold of the next industrial revolution, it wouldn't be an exaggeration to say that technology offers substantial support to all the activities of a goldsmith. What was once a task, has been simplified by just a click of a button.

With the changes in demand came the need for technology that would meet the requirements of the jewellery industry. 3D printing, or additive manufacturing, is the industry's answer to the challenges that come with jewellery manufacturing.

The advent of 3D printing brought in a new era of jewellery manufacturing. What was once complicated, time-consuming and expensive could now be achieved in a matter of hours making it economical and cost-efficient.

Unlike in traditional manufacturing procedures where the cost of a product depends mostly on the

complexity, in 3D printing, the cost of the product solely depends on the size of the product and the volume of material being used.

Earlier, one needed to make patterns on melted metal which later moved to hand pouring, and then to creating prototypes using digital light processing (DLP), stereolithography (SLA) or multi-jet modelling (MJM) and casting precious metal using the lost wax method. Today, one can directly manufacture a part with the required metal. The next step forward in additive manufacturing for jewellery is the Direct Metal Laser Sintering (DMLS) process which will lessen the gap between digital design and the finished product-in-hand. Compressing the long process of investment casting that involves a series of procedures such as tree making and furnace blasting, to just digital design and finished product-

in-hand, technology has helped reduce the time, manpower and the need for hard core technical skills required for the jewellery manufacturing process.

"This innovative technology allows the production of unique one-off designs and stunning geometries that cannot be produced by other processes. It frees designers from the constraints of conventional manufacturing processes and enables the creation of complex and beautiful parts that are ready to finish in one day," reports *The Goldsmiths Company*, a technical journal based in the UK.

"It offers great potential in terms of design freedom and will surely find a strong business demand, particularly in the up and mid-market sectors as it offers a near-net shape manufacturing process. Whilst it may seem an expensive process, the fact is that the powders on the build platform, not directly used in the sintering process, are reusable and so production scrap should be minimal, unlike conventional processes such as casting and stamping," it adds.

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# Traditional Take

Kanchan Jewellers presents a collection of jewels that follow traditional design codes in gold. Composed in golden hues and studded with colour gemstones, the harmonious compositions relay a distinct old-world charm. The necklace sets, bangles and earrings are embellished with elaborate engravings and gold bead work to depict ethnic paisley and floral patterns.



# Pristine Sparkle

KK Diamonds captures the all-time allure of diamonds in a melange of designs. The pieces use organic and geometric patterns to build a fluid design code. The inclusion of coloured stones adds a spectacular vibrancy to the otherwise pristine creations. The collection includes belts, neckpieces and bangles.



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# द मुंबई ज्वेलरी पार्क



## कारीगरी हमारी धरोहर है

Presentation  
on 7th Feb 2016  
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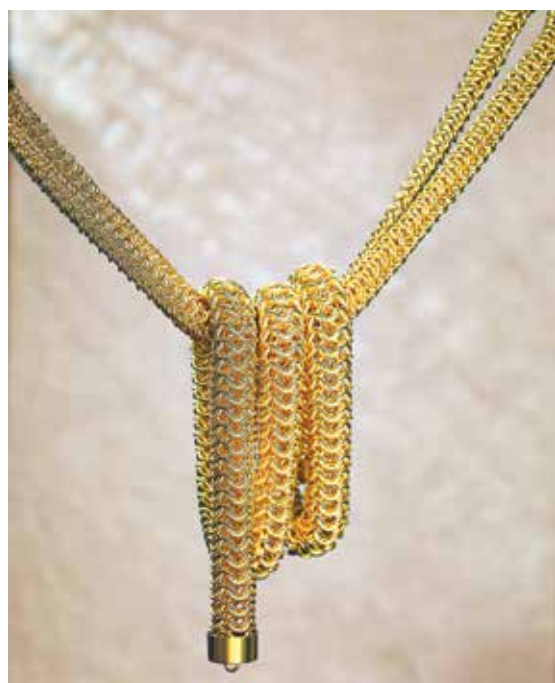
## Blooming Colours

**K**ulthia Jewel Pvt. Ltd. presents a line of handmade designer diamond jewellery that is a combination of traditional and modern design inspirations. The elaborate creations are studded with precious and semi-precious stones adding bright hues to each piece. Floral motifs become the focal point of most of the pieces giving them a fresh and organic appeal.



## Organic Allure

**P**eeyar Jewellery Manufacturers & Exporters highlights the natural glow of yellow gold with its extravagant pieces. The range of neckpieces use gold beading, engraving and minute detailing to bring out classic, floral and organic designs. With over 30 years of experience in the jewellery industry, Peeyar's creations are a perfect companion for traditional ensembles.



## Chain Charm

**R**oyal Chains presents an array of chains in myriad patterns. Featuring various colours and inspirations, the collection has a very wide appeal. The brand offers Indo-Italian slow fast chains, electroforming long chains, machine-made chains, etc. Experience the varied textures and colours on display at Royal Chains.





## Nuptial Glow

Nirmal Jewellers presents a wide range of mangalsutras that retain the traditional charm of the jewel albeit with a few twists. Brides can opt for multi-layered and pendant mangalsutras. The symbolic jewels are intricately decorated with bead work, enamelling, coloured stones and fine engravings in gold to create stunning effects.



## Traditional Treasures

Solid Gold channels the effervescent charm of nature with its collection of golden jewels. Showcasing the latest designs using Bombay-Calcutta fusion work, the brand's creations are wreathed with youthful blooms, swirling leaves and paisley motifs. The ornamental pieces are crafted with bead work and gemstones to add depth and quality.



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