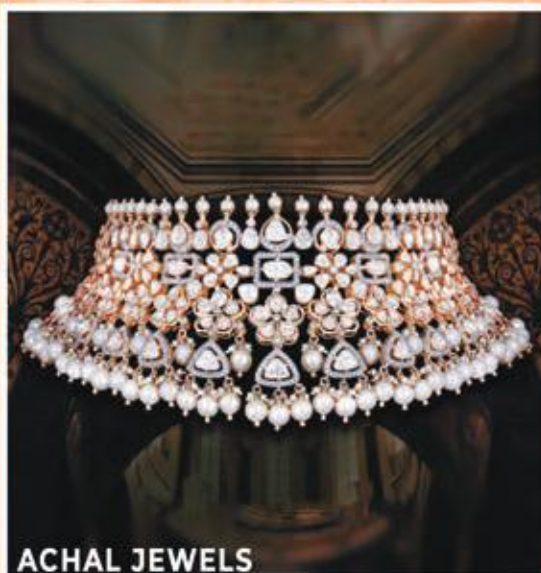


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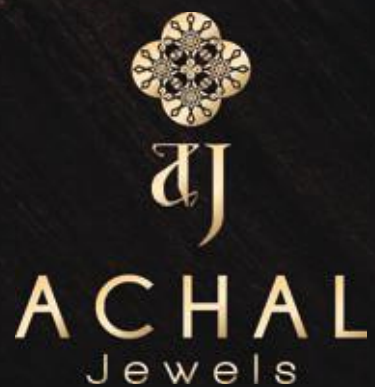
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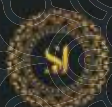
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A feeling of warm happiness, much like the golden glow of the desert and the shimmering colors of the sun in cold evenings, waives through anyone who thinks about Jaipur, the capital of Rajasthan. The crest of the state of forts and yellow sandstone has its own identity—one inscribed in the limestone bar of pink.

The Pink City as it is called, Jaipur comes with an identity that is unmatched and difficult to compare with. A centre of tradition and heritage, it gives one plenty of reasons to fall in love with it. Consistent with a rich history in its forts and palaces, which have now been turned into high-end hotels, the city welcomes everyone with the reality that is at the core of its being.

Home to a multitude of fairs and festivals, Jaipur is a connoisseur's haven. But, other than the historical

embellishment that the city celebrates, it is also one of the prime destinations for jewellery in the country—starting from multi-storied shops, to tiny stalls in the back-lane markets.

A connoisseur in architecture

The land of the Rajputs has many cultural and architectural wonders. It is the land of the Amer Fort, the City Palace, the Jai Mahal, the Nahargarh Fort and the Hawa Mahal. A city with that kind of beauty ingrained into its DNA can only be expected to be a leader in the jewellery space. Rightfully so, as it is also the largest gem and jewellery hub in the country. The artisans of Jaipur are a class apart and keep churning out piece after piece of the most stunning pieces that one could set their eyes on.

They say, every precious to semi-precious stone makes its way through the temples of the Pink

"Prioritise customer satisfaction by ensuring high end engineering at greatest possible value while keeping up the tradition of creating latest trends."

Rohit Kothari
Director, Achal Jewels

Vikas Mehta
Director, Achal Jewels

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1. Near 100% handmade Silver 925
2. Product Specialty: Clean setting, High Jewelry, traditional jewelry with modern twist in design
3. 100% handmade: The work is made using a set percentage of our profits for supporting the education of children.
4. Free consultation for 2020: Designing traditional lightweight, trendy and fashionable jewelry.

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Incredible **JAIPUR 2020** | BUYING LIST



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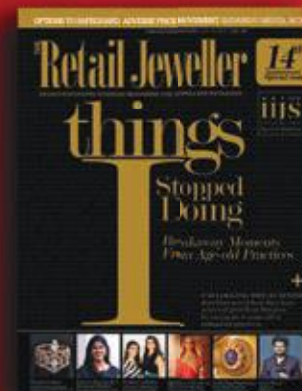
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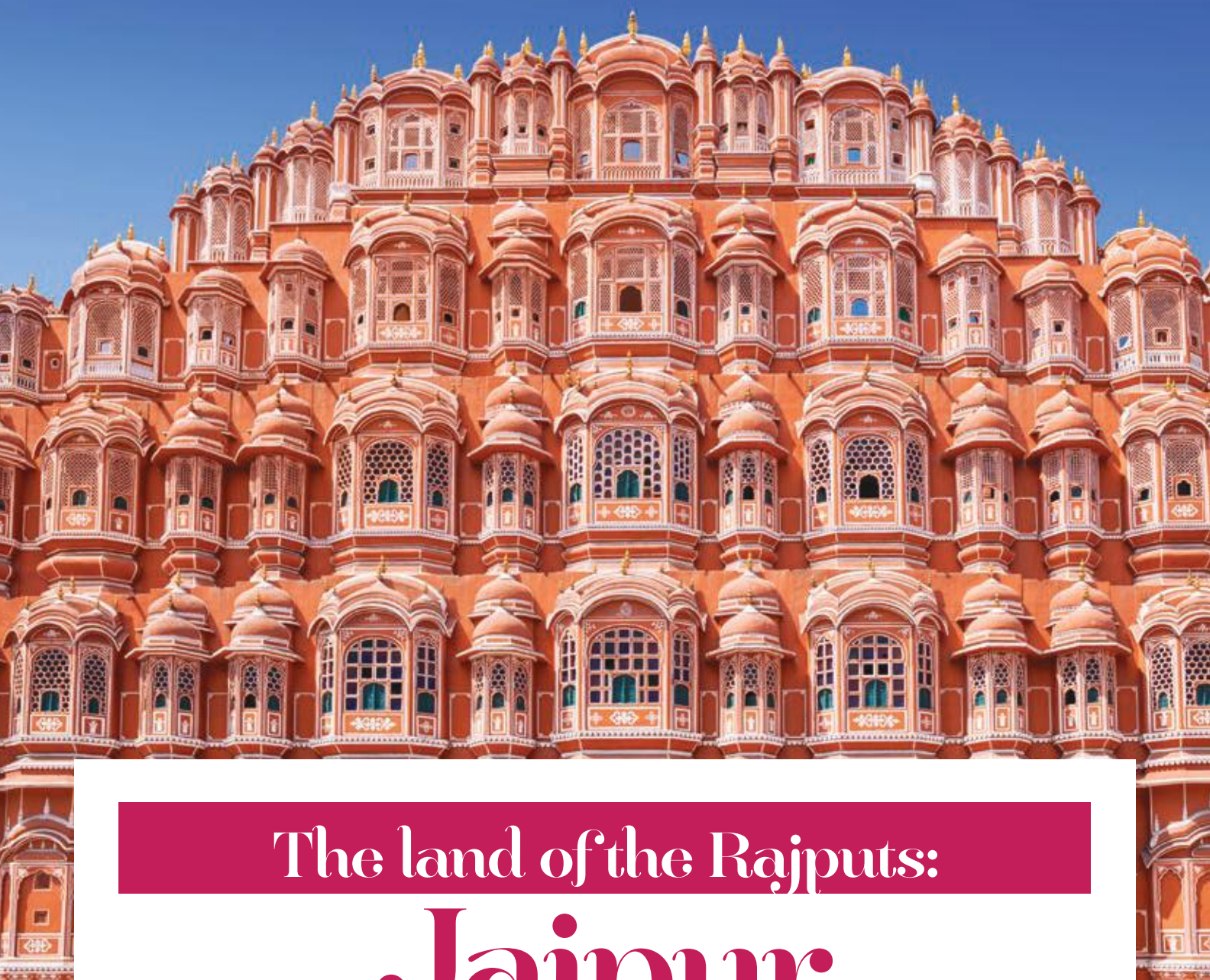
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The land of the Rajputs:

Jaipur

delivers a feast for the
jewellery connoisseur

The Pink City thrives on the throes of history that was sewn into its being by the Mughals and the Rajputs. With traditions that still run deep in people, the jewellery sector draws from the nectar that the floral essence weaves into Jaipur

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Home to a multitude of fairs and festivals, Jaipur is a cornerstone for tourists. But, other than the historical

exuberance that the city celebrates, it is also one of the prime destinations for jewellery in the country---starting from multi-storied shops, to tiny stalls in the back-lane markets.

A wonder in architecture

The land of the Rajputs has many cultural and architectural wonders. It is the land of the Amer Fort, the City Palace, the Jal Mahal, the Nahargarh Fort and the Hawa Mahal. A city with that kind of beauty ingrained into its fibre can only be expected to be a leader in the jewellery space. Rightfully so, as it is also the largest gems and jewellery hub in the country. The artisans of Jaipur are a class apart and keep churning out piece after piece of the most stunning pieces that one could set their eyes on.

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Rohit Kothari
Director, Achal Jewels



Vikas Mehta
Director, Achal Jewels

Achal Jewels

1. Year of Establishment: Since 1985
2. Product Speciality: Open-Setting Polki Jewellery and Diamond Jewellery with expertise in Illusion Setting
3. CSR Initiatives: We work towards using a set percentage of our profits for sponsoring the education of Children.
4. New Innovation for 2021: Designing traditional Lightweight, Trendy and Price Point Jewellery

“Agarwal & Company’s vision is to serve its customers with impeccable designs and great quality products. To make masterpieces that pass on for generations.”



Narain Lal Agarwal
Director, Agarwal & Company



Vipul Agarwal
Director, Agarwal & Company

Agarwal & Company

1. Product Speciality: Kundan meena polki and antique gold jewellery
2. CSR Initiatives: Continous contribution in Akshay Patra foundation for Mid day meal program. Distributed food during lockdown in local areas for 200 people daily
3. New initiatives 2021- kundan polki jewellery with use of carving colour stones, unique antique work in gold jewellery. And outstanding Light weight kundan jewellery.

City. The jewellery that out of the workshops incorporates the creativity of the state. “Jaipur is essentially a traditional city. The trends that people follow are thus deep-rooted in age-old heritage. During winter, we work on stone jewellery that is light and in pastel shades. In winter, people go more into the deeper hues that pop out,” says Vikas Mehta, director of Achal Jewels.

The designs are one-of-a-kind, and mostly sparkle in a brilliance of their own, because this is a city that solely depends on its jewellery sector for bread. “Jaipur runs on the jewellery business. People are dependent on this sector. You will get the greatest number of jewellers in Jaipur,” says Sunil Agarwal of Sunil Jewellers.

Jaipur is known for its romantic pink-hued architecture and the glorious Rajputana history, but more than anything, it’s the jewellery that has garnered the world’s attention. “Although 2020 was a year of work from home, intimate weddings, and Zoom meetings, the fashion industry has found a way. Recently, we have been seeing a lot more coloured-stones like emeralds, corals, turquoises, and opals. These add a pop of colour and edge to the jewellery. Floral motifs have been a timeless part of jewellery design, but a lot of designers have taken inspiration from nature and embraced a colourful palette,” says Amit Singh, director, MRK Jewels Pvt. Ltd.





A study in trends

The multiple colours of gemstones are used to create luxury jewellery ready to make a statement. Although Jaipur is synonymous with heritage jewellery, the rapidly changing taste and aesthetic of consumers has given birth to a new design concept. “The younger consumers of Jaipur are more attracted to minimalist and lightweight jewellery with traditional aesthetics,” he added.

Sunil Agarwal agrees to this. “Fusion is the trend now. With jadau, millennials like open settings with rose-cut and coloured stones. The youth is going for lightweight fusion. It has spread all over the country--from Mumbai to Kolkata and the south. If we look at Gulf countries and USA too, our jewellery forms are widespread,” he said.

It also boils down to art and architecture that pushes many to the brink of creativity. “Art and architecture have a special place in the heart of Jaipur. While heritage jewellery will never go out of style, the rapidly evolving consumer taste and aesthetic embraces the colour

palettes from nature, and go back to basics,” said Abhishek Raniwala of Raniwala 1881.

Rajasthani culture is embossed and imprinted with enchanting handmade jewellery, intricate pottery, and leather goods. Now a hotspot for kundan jewellery, the history of karigari with precious gems can be traced back to almost three centuries ago.

A land washed in history

Historically, Sawai Jai Singh introduced the art of jewellery making with just a handful of artisans who migrated from Delhi to Rajasthan. Till today, artisans of Jaipur have protected the heritage of jewellery making with so much sophistication and beauty that each trinket is a masterpiece.

Very common and a feature in every household---meenakari and jadau work jewellery finds prominence in a chest full of treasures, ready to be passed on from generation to generation. “Meenakari and jadau has come up from Jaipur. Every house has it. Its in our veins



“We aim at focussing on working in a more organised way so that we can continue to provide our clients with products of the best quality.”

Praveen Agarwal
Partner, Geeta Shyam
Jewellers

Geeta Shyam Jewellers

1. Year of Establishment: 1995
2. Product Speciality: Kundan Meena Polki Jadau Jewellery and Kundan Billor Antique jewellery
3. CSR Initiatives: We donate to Cow Shed
4. New Innovation: Focusing in Light weight , Quality, Designing And Cost Effective Jewellery

and blood. This is tradition. The work we do in meenakari can be found in the architectural wonders of India,” said Sunil Agarwal.

Vipul Agarwal of Agarwal and Co finds the wedding industry pushing up the entire sector in Jaipur. “Polki is trending. Brides from all over India come to Jaipur to source their jewellery, so we are also focusing on bridal jewellery, stonework, meenakari, and different kinds of strings.

Where does the inspiration come from? The city’s architectural marvels

"Your jewellery introduces you before you even speak."



Amit Singh
Director, MRK Jewellers

MRK Jewellers

1. Year of Establishment: 2016
2. Product Speciality: We basically deal in open polki jewellery with the use of precious stones with excellent designing. In diamond we have a wide Range of light weight jewellery with the use of beads and precious stones and Many Motives.
3. New Innovation: With a overwhelming response of our clients our team is trying to create more better designs as per clients specifications, as working with pan India network we have a wide range of concepts of long earrings and sets.



and its rich historical topography make for most of its motifs. "We take inspiration from the Amer palace and City palace. We take their karigari like paintings and pillars and replicate them in our jewellery from time to time," said Mehta.

For Shubham Khandelwal of Geeta Shyam Jewellers, the key is heritage. "Heritage patterns like elephant and peacocks find constant reflection in our pieces. We use temple patterns. We take inspiration from the window patterns of forts and replicate it," he said.

Vipul Agarwal echoes the

sentiment. "We use a lot of colours and meenakari work. We use pink stones as this is the Pink City and it must bear a signature in what it does. Culturally, we swear by the colours green and red. Jaipur has one of the biggest emerald-cutting industries. We use carved emeralds a lot. The karigari in minars and intricate jaali work is our style," he added.

From the magnificent Hawa Mahal to the glorious Amer fort, walking on the streets of the Pink City is always an exhilarating experience. This city has served as an inspiration to many talented artists, photographers, and

jewellery designers. More than that, it is home to thousands of skilled karigars who have mastered the art of kundan, polki, meenakari, silver, and thewa jewellery. "It may be the pull of the affordable silver jewellery that brings you to jaipur, but be assured, there is something for everyone. If Jaipur is more passionate about anything other than jewellery, it is festivals and weddings. It is an ideal destination for bridal shopping, with its variety, ranging from contemporary to traditional designs. The epitome of beauty and elegance --- kundan and meenakari jewellery

--- reflects the royal essence of the Pink City,” said Singh. Considered as one of the oldest forms of jewellery in India, these styles date back to the Mughal and royal era. Polki pays homage to the ancient Rajasthani culture. “In Jaipur, every occasion is commemorated by creating a piece of customized jewellery, combining traditional and modern aesthetics. From earrings and bracelets to necklaces and rings, there is an endless range highlighting the dazzling stones along with intricate meenakari, beautifully set in the framework of diamond and gold,” he added.

For Raniwala, the fact that Jaipur forms a crucial part of the Mughal and Rajput kingdoms, and has a prominent legacy of rich heritage and architecture, plays an important role. “The Mughal and Rajput rulers used to invite skilled artists and craftsmen from India and abroad to display and share their abilities with the people of Jaipur. Many of them settled here, leading to the development of Jaipur as the haven of rich art and culture,” he added.

This city witnesses various fairs and festivals at different time of the year. Some of the festivals are Gangaur and Teej- when it is very



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Sunil Agarwal
Director, Sunil Jewellers

Sunil Jewellers

1. Year of Establishment: 1996
2. Product Speciality: Diamond studded Colour Stone Jewellery, Kundan, Meena, Jadau, Polki and Fusion Jewellery
3. New Innovation: Light weighted Jadau Jewellery embraced with pastel colour Jaipuri Meenakari and beads.

auspicious to buy jewellery. Most bridal buys happen during this time.

An incredible geography, a traditional bounty

What makes Jaipur incredible? For most jewellers, it is a two-pronged beauty that replenishes most of them with the elixir of craftsmanship.

“Jaipur is creative. You find design, production and availability of stones in one place. Then there is the talent that brings all these elements together

*“Go more digital,
celebrate the art and craft
of Rajasthan and the
Raniwala legacy.”*



**Abhishek & Abhiyant
Raniwala**
Directors,
Raniwala Jewellers

Raniwala Jewellers

1. Year of Establishment: 2007
2. Product Speciality: Jadau Jewellery.
3. New innovation for 2021:
Handcrafted jadau jewels for every
occasion; redefining the jadau
craft for the millennial generation.



in one beautiful framework. The entire world expects great things from Jaipur--- the only place for polki or coloured stones, karigari and design,” said Mehta.

For Sunil Agarwal, it is all about the bridal sector. “Whenever retailers think bridal jewellery, they turn to Jaipur, as they rightly should,” he said.

“Most exports of gemstones, polki and jadau happens from Jaipur, says Khandelwal. “No one works the colours of meenakari like the Jaipur artisans do,” he added.

Vipul Agarwal says the same thing. “The fact that this is where the gemstone industry is based

works in Jaipur’s favour. The rates you find here are impossible elsewhere,” he said.

“In this coming year, I believe the jewellery industry will witness a range of new trends and the revival of some old favourites. Be it an elegant gold choker adorned with meenakari and polki karigari, or multi-layered necklaces with delicate, yet detailed work. I believe in the old classic --- pearl will find their way into jewellery boxes. However, the biggest trend will be the fluctuation from large diamonds to sustainable luxury. In the year 2021, the consumer will be partial

towards brands that narrate a story and use ethical sources for creating luxury jewellery pieces,” said Singh.

For Raniwala, it is the time to celebrate our heritage. “As jewellery is a major part of our culture, with things reviving and people adapting to the pandemic, we look for more need-based buying, but are really confident about people going back-to-basics and celebrating their roots,” he said.

What is Jaipur if not a celebration of all that is old yet vibrant. A touch of the new in an indelible ink of tradition is what makes the Pink City incredible, and truly so.



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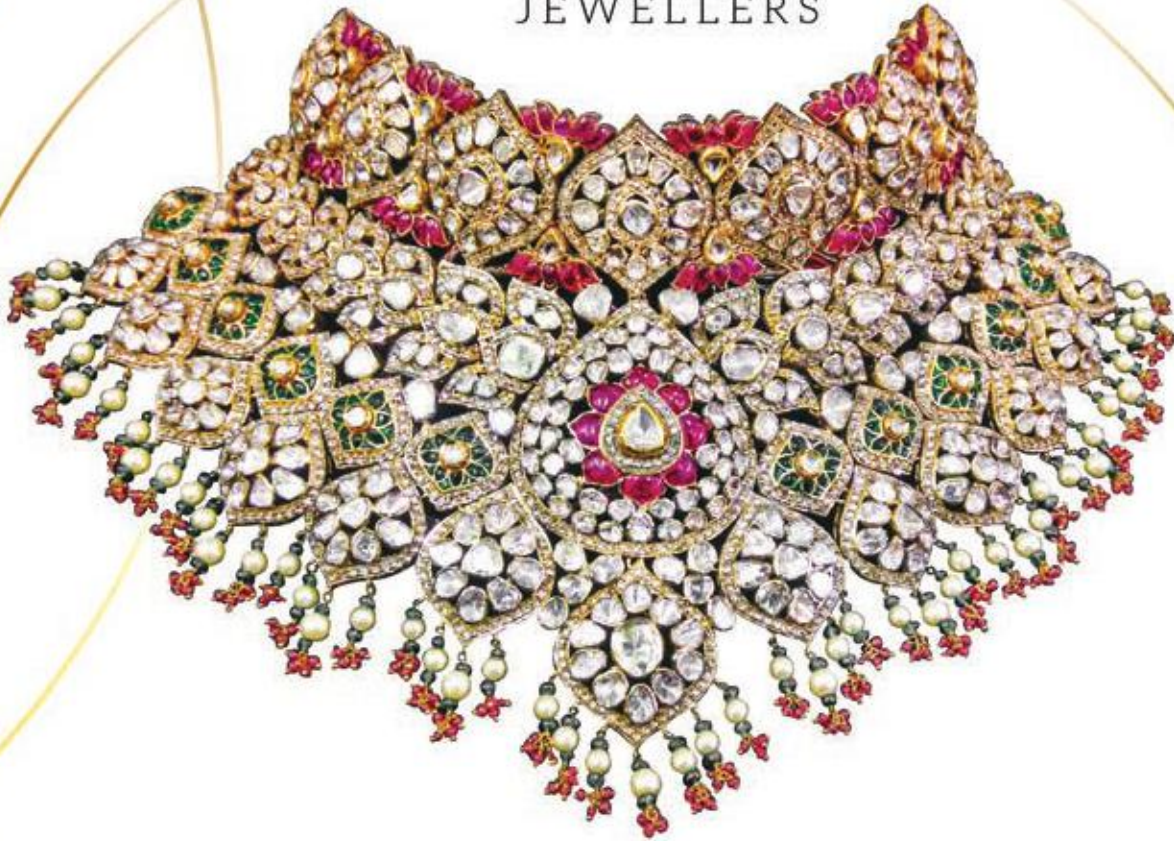
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 Sapphire Tourmaline Pearl



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18K GOLD WT.: 223.66gms
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