

**THE Retail Jeweller**  
THE FAVOURITE BUSINESS MAGAZINE OF RETAIL JEWELLERS

# Market

JULY-AUGUST 2020



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## GEARED UP FOR IIJS VIRTUAL 2020



“What a delight to launch the first edition of India International Jewellery Show Virtual 2020. I am indeed proud of

the Gem & Jewellery Export Promotion Council (GJEPC), who have shown resilience in these testing times when the world is suffering the adverse effects of the pandemic, to showcase intrinsically and beautifully created pieces of art through the medium of technology.”

**Piyush Goyal**

Union Minister, Commerce & Industry and Railways



“GJEPC has adapted well to the changing lifestyle. Today, we are going to showcase our jewellery

tradition to the whole world virtually. I congratulate GJEPC in leading the way. When you embrace change, that's when you make progress. Let's work together, to make the Indian Gem and Jewellery sector the number one in the world.”

**Uddhav Thackeray**

Chief Minister, Maharashtra.

## Preparations for FESTIVE PROMOTIONS Continue Amid Muted Demand Outlook

*Undaunted by the pandemic, jewellers remain upbeat about the upcoming festive season. While many have promotional ideas that focus on ease of purchase, others are bringing in 'phy-gital' versions of their seasonal events.*

After coronavirus washed out the first quarter of the year completely, the second quarter saw a slow comeback. The sector is steadying up slowly, and retailers remain hopeful of making up for a large part of the lost business in the upcoming festive season. To better the third quarter sales, retailers are gearing up with new promotional ideas to bring back the old in a manner that is well suited to post-Covid needs.

Malabar Gold and Diamonds kickstarted the season with the Studs and Drops festival, offering a wide collection of captivating studs,

drops and earrings across its showrooms. The lack of liquidity in the market has forced customers to cut down on expenditure, and many want to exchange their old jewellery. To enable such people to make a buy, the retailer is offering 0% deduction on 22 karat gold exchanges, no matter where it comes from. The offer is available across all showrooms.

Besides new promotions, retailers are not shying away from their annual festive promotions that have proved successful. PNG Jewellers recently conducted their annual 'Magalsutra Mahotsav' to kickstart their festive season.



While taking the 'My big day' message forward, the 8th edition of 'Brides of India' campaign has launched awe-inspiring jewellery collections inspired by the elegance of brides.





We are optimistic about the consumer coming back. Demand will increase in the coming months. Every year, we launch new collections with attractive discounts during this period. However, this time will be different as promotions will happen partly virtual and partly in-store.

**Varda Goenka**, Founder and Creative Director, Varda Goenka - Fine Jewels by DIAGOLD, Kolkata



The effects of the pandemic are wearing out and the market is expected to bounce back. So, we have decided to go ahead with our annual promotions. Since traditional advertising means are facing a crisis, we are promoting the event on social media. Radio jingles are also being made.

**Daxesh Soni Parasmani**, owner of Parasmani Gems Pvt Ltd, Ahmedabad



Despite the pandemic, demand will be strong in the upcoming season. We will promote the second edition of our 'Golden Bond' campaign, which will be launched during Diwali, without any changes. We are actually going bigger this year, with almost 120 outdoor hoardings instead of last year's 50. The campaign is a celebration of the beautiful bond between our customers and us.

**Akshay Verma**, Managing Director, Verma Jewellers, Himachal Pradesh



I am very positive about the upcoming season because gold rates have settled and customers will want to cash in before prices go up. Many weddings will happen this season, so we already have people buying jewellery.

**Mehul Oswal**, director of Mahendra Jewellers, Kolhapur

cover story - continued from page 1

Malabar Gold and Diamonds launched the eighth season of their 'Brides of India' campaign. Aware of the gold price fluctuation and lack of disposable cash, they are offering an advance booking facility on 10% payment. This is topped with a gold price protection plan, which allows customers to buy gold at a pre-booked or prevailing market price at the time of purchase, whichever is lower.

The offers make it easier for customers to plan their purchases even if they do not have immediate cash to take a delivery --- a likely situation during the pandemic.

Kolkata-based Shyam Sundar Co Jewellers

has also decided to continue with its 19-year-old annual promotional event called 'Swarna Shombar'. The retailer remains confident that consumers will continue with the daily draws at his store, like in the previous editions. However, unlike the previous editions, the offer period has been extended by another week this time.

Verma Jewellers from Shimla is planning the second edition of their 'Golden Bond' campaign, which was launched during Navratri last year. The campaign was a success and the jeweller is planning to make it grander this time, by putting almost 120 outdoor hoardings as compared to 50 in 2019.

The annual promotional event called 'Swarna Shombar' by Shyam Sundar Co Jewellers is into its 19th year this time.

PNG Jewellers aims to celebrate the 'Pure emotions of Shravan' through its offerings around the Mangalsutra Mahotsav, Rakshabandhan and other festive occasions.

The Studs and Drops festival by Malabar offers a wide collection of captivating studs, drops and earrings.





Verma Jewellers 'Golden Bond' campaign, is grander this time as the jeweller is putting almost 120 outdoor hoardings.

Another set of jewellers is keeping up with the new digital trend in retail, and introducing a unique version of their annual promotions.

Varda Goenka, founder and creative director of Varda Goenka - Fine Jewels by DIAGOLD, is planning the virtual edition of their 20th 'Diwali Exhibition'. This year's will be a 'phy-gital' version.

Krishna Jewellers from New Delhi started a grand in-store exhibition last year. But this year, the jeweller is introducing a virtual

look-book with product details for customers to view from the confines of their home. Those interested can visit the store to finalize the purchase.

Although sales are slow because the demand is weak, marketing budgets are the first to get adjusted in a rather silent market. Those who take the plunge may get higher returns and, this clique of progressive jewellers is doing just that.

— **Manoj Chakraborty**



The virtual look-book by Krishna Jewellers will have product details for customers to view from the confines of their home.



We are bringing back our annual 'Bridal Story' promotion, which is a mega-show of bridal pieces from all over India. However, this year, everything will happen on social media. We

hired four influencers --- a beautician, two lifestyle bloggers and a celebrity. We are also doing paid social media campaigns. The number of pieces on display will be 30% fewer than last year as we are scared of overstocking.

**Archit Zinzuwadia**, Director of Panchratna Jewellers, Ahmedabad



The pandemic has not deterred us. We will go ahead with our annual promotions the same way as before. As part of our daily draw contest, every customer will get a coupon on

any purchase and at the end of the day, we will announce 5 winners for gold coins. There will be 5 winners for two-wheelers. People have been holding themselves back for the past few months. But with the festivities coming up, I am sure their fear will be overcome by the high spirit of the pujas.

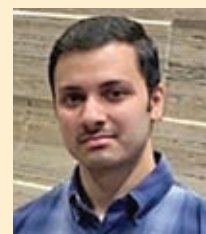
**Rupak Saha**, owner, Shyam Sundar Co Jewellers, Kolkata



Jewellers who stock attractive designs will gain the most this season because people will only visit a couple of stores before buying jewellery. Quality inventory is crucial.

We have decided to target the modern woman with budget collection in light weight.

**Mahiman Rathi**, Founder of FACETS, Kota



Instead of our annual in-store exhibition, we are releasing a digital look-book this year, with all necessary information. Customers will be able to select the designs and we can send them

home. They can also visit us to collect the order.

**Ekansh Aggarwal**, owner of Krishna Jewellers, Delhi



## Kalyan Jewellers' celebrates Mahalaya with Ritabhari Chakraborty



Kalyan Jewellers brand ambassador Ritabhari Chakraborty's is seen in an all-new avatar, portraying the three very distinct personifications of Durga Maa.

**C**HENNAI: To mark the auspicious occasion of Mahalaya, Kalyan Jewellers brand ambassador Ritabhari Chakraborty is seen in an all new avatar, portraying the three very distinct personifications of Durga Maa. As Goddess Sati, Maa Parvati and Mahishasura Mardini, Ritabhari adorns exquisite, handcrafted traditional jewellery from Kalyan Jewellers' various collection.

Ritabhari was dressed in Korial lal paar sari and gold jewellery from Kalyan jewellers bringing in the Sati avatar. Ritabhari was also seen sporting the bold third-eye look, accessorizing it with the dome shaped 'sonar mukut. The Panch Noli haar is a five-layered gold necklace that adds to the beauty of the look. Dressed in a pink-and-white saree, her Parvathy look is completed with gold temple design jewellery.

Speaking on the auspicious occasion of Mahalaya, Kalyan Jewellers' regional brand ambassador, Ritabhari Chakraborty said, "It is believed that on this day Maa Durga comes back to her father's house with her children on earth from heaven. For the Bengalis, Durga Puja is the biggest festival and this day marks the beginning of the festive season. For years, Maa Durga's triumph over Asura has been depicted on radio,

television and plays, popularly called as 'Mahisasurmardini'. In any idol of Maa Durga it is quite evident that the adornment of jewelry is from head to toe. It's an honor for me to portray Maa Durga in collaboration with Kalyan Jewellers and Anandabazar Patrika. It is all the more special because it gives out a very important message that if Maa Durga symbolizes women power then why don't we respect and worship our women equally. The physical violence on women in our country has increased rapidly in the last few years. So this is our simple way of reminding people that every woman has a goddess within them and to respect them."

## NDC introduces new campaign to make natural diamonds aspirational

**M**UMBAI: Natural Diamond Council (NDC) is set to launch their first ever celebrity-led TVC campaign, 'For Moments Like No Other', with the gorgeous Hollywood actress Ana de Armas.

It is the first celebrity-fronted campaign for a diamond group (brand agnostic), and also the first campaign dedicated to NDC's 'Only Natural Diamonds' platform, and the first marketing initiative to showcase such a diverse roster of jewellery designers that work with natural diamonds in exceptionally modern ways.

Ana De Armas shines in the multi-part campaign, which was developed to celebrate the myriad connections that lead to natural diamonds being worn or exchanged. The campaign's 30-second hero spot airing at the - IPL will be complemented by a series of shorter video segments, spotlighting the various relationships portrayed from the clip.

The campaign which was lensed in coastal Portugal, directed by Manu Cossu and photographed by Camilla Åkrans will have a global presence, running in India, the United States of America, United Kingdom and China. In India, it will be launched

of personal connections with natural diamonds. We are excited to have Ana De Armas as the new face of natural diamonds and certain that the campaign will resonate with the new age customers. We hope that the trade will continue to support us and grateful to everyone for making the rebranding a success for us."

The campaign which was lensed in coastal Portugal, directed by Manu Cossu and photographed by Camilla Åkrans will have a global presence, running in India, the United States of America, United Kingdom and China. In India, it will be launched with a digital first strategy on OTT platforms starting 19th September to target the affluent, informed luxury consumer and will release on television on leading premium Hindi & English channels. The Natural Diamond Council will also distribute campaign materials through its owned channels, including its website, which will feature behind-the-scenes footage and an interview element with Ms. de Armas, as well as comprehensive information about the brands and designers that are seen. For an enhanced connect with the local consumers & retail trade,



The TVC campaign, 'For Moments Like No Other', is the first campaign dedicated to NDC's 'Only Natural Diamonds' platform, and the first marketing initiative to showcase such a diverse roster of jewellery designers that work with natural diamonds.

with a digital first strategy on OTT platforms starting 19th September to target the affluent, informed luxury consumer and will release on television on leading premium Hindi and English channels.

Richa Singh, Managing Director, NDC, India, said: "We are thrilled to introduce yet another milestone in our journey to accomplish to make the natural diamond dream come true in India. The campaign adds to our endeavor and is perfectly timed as it redefines traditional diamond moments while cherishing a variety

there will be a section dedicated to similar jewellery designs that are available in India.

The NDC's focus will be to become the go-to digital publisher for innovative content, covering all that's new and exciting in the industry. It wants to position natural diamonds as aspirational and a luxury, making them perfect for celebrating life's real moments and bonds. To take this effort forward, NDC recently launched a trade portal and an e-learning platform for the Indian retail community and the retail sales force respectively.





The 5000 sq ft store was recently opened in Kolkata.

## Anjali Jewellers new store in Kolkata

**K**OLKATA: Anjali Jewellers have recently opened a new store in the VIP road, Kolkata. The 5000 sq ft store has exquisite collections of gold and diamond jewellery.

Speaking about the store opening, Annargha Uttiyya Chowdhury, Director, Anjali Jewellers said, "Expansion of stores don't happen suddenly as it's a well-planned move and of strategic importance and goes well with our business plan to penetrate the market. The main challenge was to get the staff to the work place and that was carefully worked out with providing them proper assistance with their travel to the store and back home."

## PNG Jewellers back in expansion mode with new store launch

**A**URANGABAD: PNG Jewellers inaugurated their second store in Aurangabad recently. This new store takes up its global store tally to 39 stores. The new store will offer a wide range of PNG's signature gold, silver and diamond jewellery in a 2600 sq. ft state of the art facility. The spacious store offers some of the most classic yet contemporary jewellery designs for new age women.

PNG Jewellers has also unveiled a special launch offer which will enable customers to avail up to 50% discount on making charges on diamond jewellery and up to 15% discount on making charges on gold jewellery.



The new Aurangabad store by PNG Jewellers takes up its global store tally to 39 stores.



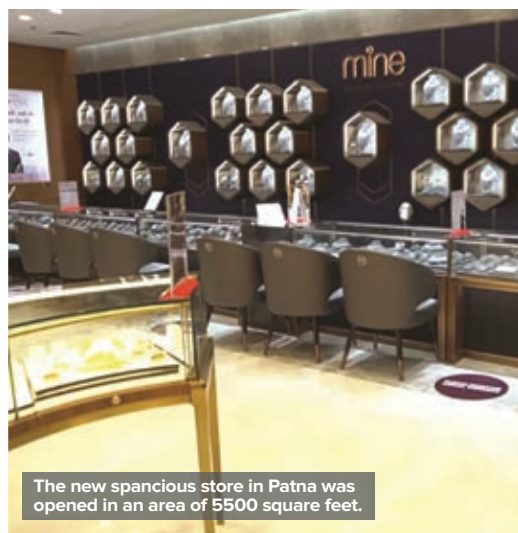
The showrooms were inaugurated by the Chairman, Joy Alukkas, in the presence of other dignitaries.

## Joyalukkas opens in Kerala

**K**OCHI: Expanding its operations in Kerala, Joyalukkas has recently opened two new showrooms in the state. One of the stores was opened in Kochi, whereas the other one was opened in Thrissur. The showrooms were inaugurated by the Chairman, Joy Alukkas, in the presence of other dignitaries.

Both the new showrooms feature a range of lightweight jewellery, offers large discounts on wedding purchases, is equipped with an advance booking facility and furthermore, provides the lowest making charges on all ornaments.

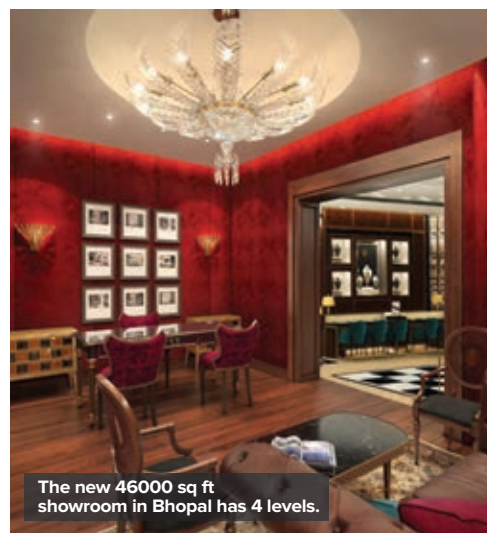
## Malabar Gold & Diamonds launches 3 new stores



The new spacious store in Patna was opened in an area of 5500 square feet.

**P**ATNA: Malabar Gold & Diamonds recently inaugurate three new stores across the country. The first store was launched in Punjab, the second store was in Tamil Nadu and the last one was opened in Patna. Due to the current pandemic, the inauguration of all the stores were done virtually. The spacious store in Patna with an area of 5500 square feet offers a safe and hygienic retail environment to its customers by adopting all the necessary precautions and safety measures.

## Anand Jewels expand in Bhopal

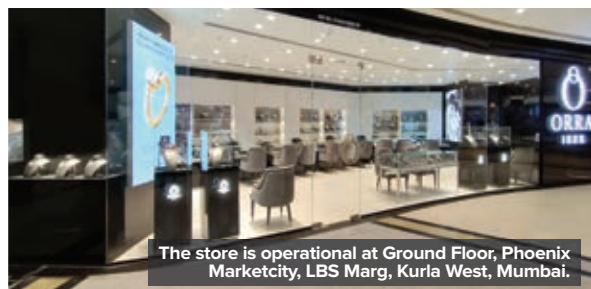


The new 46000 sq ft showroom in Bhopal has 4 levels.

**B**HOPAL: Anand Jewels have recently come up with a new 46000 sq ft showroom in Bhopal. The new store has 4 levels; one level is for ultra-luxury, one level is for bridal jewellery. In one area the elite customers can come and sit in. One area is specifically designed for wedding buyers. There are two large entrances to the store, one is from the front which has occasion-based jewellery and super-elite customers, while the other entry is from inside the mall which has regular jewellery. There is a separate VIP lounge and a bridal lounge inside the new showroom.

## ORRA opens its 40<sup>th</sup> store in India

**M**UMBAI: ORRA has added another jewel to its crown by launching their 40th store in the city. The brand-new store spread across 797 sq. feet, is located at Phoenix Marketcity Kurla, regarded as one of the most popular luxury shopping destinations. Commenting on the store launch, Dipu Mehta, Managing Director, ORRA India said, "I am thrilled to announce the opening of our 9th store in Mumbai at Phoenix Marketcity Kurla. The new store offers a wide collection of traditional and contemporary diamond jewellery ahead of the festive season."



The store is operational at Ground Floor, Phoenix Marketcity, LBS Marg, Kurla West, Mumbai.

## Sham Jewellers expands its retail operations

**C**HANDIGARH: Sham Jewellers have recently opened a 30,000 sq ft of new store in Chandigarh. Apart from gold and diamond jewellery, the store also has a separate space for platinum jewellery. In gold jewellery, we have introduced new collections in antique and Ahmedabadi jewellery.

Gagan Khurana, Owner, Sham Jewellers said, "The previous store was around 8,000 sq ft. We got a good response over there and simultaneously we introduced new varieties. After some time, we realised that we need a big space as customers used to wait for hours before

reaching to the counters and thus, we decided to open a new store. It took almost 2 years to build the store and the inauguration was originally planned in April but

due to the lockdown, it got delayed and finally opened in the first week of August."

Khurana added, "We have good designs of platinum jewellery in the new store. We never had platinum jewellery in our previous store. We have increased statement and fancy collections in diamond and solitaire jewellery. We have Turkish and

lightweight Italian jewellery (made in Italy) and a full range in 18K jewellery."



The 30,000 sq ft new store took almost 2 years to build.



## Recognising the Corona warriors and empowering women

**Heart of Gold**

श्री. ऋषभ मंडलेचा, बी. ए. एम. एस.  
सिल्लोड, जि. औरंगाबाद

वैद्यकीय शिक्षण सुरु असतांनाच कोरोना काळात डॉक्टरांच्या कमतरतेमुळे वैद्यकीय स्वयंसेवक म्हणून दिली सेवा.

**Salute to Real Heroes!**

सौजन्य - **रतनलाल सी. बाफना ज्वेलर्स**  
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आपली अशी काही स्टोरी आमच्याशी शेअर करण्यासाठी 7769888845 वर संपर्क करा.

The jeweller has so far shared 25 heroic stories who came from various walks of life and have done something to help during this pandemic.

**JALGAON:** Recognising the work done by people during Covid 19, Ratanlal C Bafna Jewellers recently organised 'Heart of Gold' campaign. As part of the campaign, the jeweller shared the heroic work done by the citizens who came from various walks of life who have done something to help during this pandemic. The campaign is still ongoing and till now, they have shared close to 25 stories on their official Facebook page.

In the meantime, the jeweller also organised a talk show on women empowerment called 'Jilo Jindagi' where it invited 4 eminent ladies of Kolhapur who talked about the various issues faced by the woman. The one-day event which was held in the Kolhapur store was recorded and it then uploaded across the social media pages.

टॉक शो च्या माध्यमातून स्त्री स्वातंत्र्याची, आनंदमय यात्रा...

**रतनलाल सी. बाफना ज्वेलर्स**

**जिलो जिंदगी**  
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आयोजक  
**Kolhapur 360**

The talk show which was done in the local language was graced by women namely, Priyanka More, Dr Shubhada Diwan, RJ Ayesha and Dr Kaveri Chougule discussed topics like 'women empowerment and development, how to live a happy family life, optimism in life and women's mental health.



## Pandit Jewellers showed gratitude to the traffic police

**BULANDSHAHR:** In order to help the police force who, work day and night to protect the citizens, Pandit Jewellers sponsored a new police booth in the Janpath area of Bulandshahr which was inaugurated on 14th August by Senior Superintendent of Police Santosh Kumar Singh in the presence of many eminent personalities.

Speaking about the initiative, Gaurav Gaur, Director, Pandit Jewellers said, "There is a main crossing in the area which is 6 way and thus lot of traffic personnel is deputed to oversee the traffic. They stand for long hours under the scorching sun for their duty

but there is no police chowky nearby where they can sit and take rest. During monsoons, they used to stand under a tree and during the lunch time, they used to sit in the nearby stores and eat their food. Due to the pandemic, the workload of the traffic personnel has increased as they have to check whether everyone has worn face masks or not so, we felt the need to make a room for them which can act as a traffic chowky"

It took almost one and half months to construct the room and can accommodate 10-15 people. The room has all the basic necessities, such as light, fan, chair etc.



The new traffic police room can easily accommodate 10-15 people.



## GJEPC's flagship show IIJS takes virtual leap

Mumbai: IIJS Virtual, the digital edition of GJEPC's flagship August show, is scheduled in October, this year. In spite of the pandemic that has crippled India's economy, IIJS Virtual show has already created a buzz among industry circles, with initial exhibitors' interest exceeding expectations.

Like many industries, the jewellery industry too has been impacted due to a long list of cancelled or postponed events, shows, exhibitions, and weddings for the next few months. However, the perseverance and hard work of GJEPC has resulted in large numbers of exhibitors showing a keen interest in taking part in the virtual show. The show is expected to see the participation of approximately 500 exhibitors and 10,000 buyers through this online platform.

The show will have dedicated 5 Halls each for Gold Jewellery, Diamond/Colour Stone Jewellery, Couture/Bridal Jewellery, Loose Diamonds/Colour Stones/Pearls, and Silver/Costume Fashion Jewellery. With the use of latest technology, the platform is seamlessly integrated with physical aspects. It has well-equipped digital architecture and ensures exhibitors can have one-to-one meetings with the buyers. Both the buyer and exhibitor experience will be enhanced with 2D and 3D Stalls, Dashboards for Buyers & Sellers, and an appealing Meeting Interface with live product profiling. GJEPC will also conduct Knowledge Seminars during the show.

All visitors to the virtual show will get free entry and they can browse through an exhibitor's limited product listing starting seven days prior to the opening of the show. Visitors can also add products to their individual wish list and pre-schedule meetings as per the 5-day calendar of each exhibitor.

Overwhelmed by the response received, Colin Shah, Chairman, GJEPC, says, "A large and



comprehensive virtual jewellery trade fair, IIJS Virtual will be an opportunity for our exhibitors and buyers to connect, talk business and place orders from the comfort of their offices or homes. Although we missed out on the August show, we couldn't let another opportunity go by. Bolstered by the midstream's confidence in a pick-up in festive and wedding demand, the Council went into high gear to organise IIJS Virtual in record time, to ensure that the IIJS lives up to its earned reputation as the backbone of the Indian industry's growth."

Shailesh Sangani, GJEPC Convener, Exhibitions

says, "We as an industry are a die-hard breed and our comeback is always stronger than the setback. The pandemic has impacted businesses across the globe, but the Council, as always, leads the way. IIJS Virtual has been slated for October this year, which promises to replicate a life-like experience. I would like to express my gratitude to the members for their overwhelming response to IIJS Virtual. GJEPC's new and dynamic virtual show will have features like appointment scheduler, live chats, product catalogues, meeting rooms, seminars, and more. Perhaps the pandemic has forced us to reinvent ourselves for the better."

## GJEPC's first plain gold jewellery VBSM gets overwhelming response

MUMBAI: GJEPC organised its first plain gold jewellery Virtual Buyer Seller Meet (VBSM) from 21st to 24th September, which featured 9 Indian sellers and 17 international buyers, nearly three-fourths of whom were from Middle Eastern countries such as UAE, Kuwait, Bahrain and Qatar, while a handful are from the UK and New Zealand.

The nine Indian participating exhibitors were, Shineshilpi Jewellers Pvt. Ltd., Mumbai; Jewel India Pvt. Ltd., Kolkata; Durga Chain, Mumbai; RK Jewels, Mumbai; Unique Chains Pvt. Ltd., Mumbai; AB Jewels Private Limited, Kolkata; Senco Gold Limited, Kolkata;

Chokshi Vachhraj Makanji & Co. (CVM), Junagadh; and Hasamukh Parekh Jewellers, Kolkata.

The 17 international buyers participating in the First Plain Gold VBSM

include: Damas Jewellery LLC, UAE; Malabar Gold And Diamonds, UAE; Joyalukkas Jewellery LLC, UAE; Kalyan Jewellers LLC, UAE; Siroya Jewellers LLC, UAE; Jawhara Jewellery, UAE; Bafleh Jewellery, UAE; Chittilappilly Jewellers LLC, UAE; Pure Zara Jewellery LLC, UAE; Swar Jewels, UAE; Diwan Jewellers, Bahrain; Al Sulaiman Jewellers, Qatar; Riyal Smart Jewellery, Kuwait; Punjab Jewellers, UK; Pure Jewels, UK; PBL Jewellers, UK; Sona Sansar, New Zealand.





## VOICE lent a glittering shine to global jewellery industry



**V**ICENZA: The COVID 19 pandemic affected most industries across the globe and the jewellery industry was no exception. In countries like India, with weddings and big events getting cancelled, it suffered a major setback.

As lockdowns eased gradually and the industry started eyeing revival, the Italian Exhibition Group (IEG), as organizer of Vicenzaoro – among other shows – announced an extraordinary event titled VOICE that was held at the Vicenza Expo Centre from Saturday 12th to 14th September.

VOICE, that preceded a trade show re-boot with Vicenzaoro in January 2021, aimed to bring together the gold and jewellery sector to relaunch businesses and export activities around the world. The event was curated by IEG in collaboration with the Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency and specifically focused on innovating, organizing and acting responsibly. More importantly, given the situation, the event took place with full health protection of companies and visitors in compliance with IEG's #SAFE BUSINESS project (<https://www.iegexpo.it/it/safebusiness>), that has provided over 50 guidelines. These include digitalization of tickets and payments, temperature controls, sanitization route etc. IEG also chose the GBAC STARTM program to reach the international standard of sanitation for the Vicenza exhibition center. VOICE was specially presented in a unique format with

“phygital” -- physical and virtual -- realities coming together as it set out to usher the industry's global re-start.

The event drew to a close with 370 exhibitors who were content about the business generated through the first-ever hybrid trade show experience. The novel ideas at this year's VOICE have strengthened IEG's shows even further encouraging the concepts of re-think, innovate and collaborate to overcome uncertainties while looking to the future with optimism.

Italy is famous for its handcrafted jewellery that boasts of the “Made in Italy” hallmark and stands testimony for excellence in jewellery craftsmanship. Italy is also an international centre for design, fashion and style and Italian-made jewels are in high demand across the world. The country is a frontrunner too in manufacturing technology for jewellery. An event that came from this rich and diverse heritage promised to be momentous.

For countries like India, VOICE was even more important as an event that instilled a new lease of life in its jewellery business in the background of global issues like surging gold and silver prices, and huge uncertainty across the retail landscape. The jewellery industry in the country suffered enormous damage since mass shopping came to a halt with no footfalls witnessed despite the scheduled peak wedding season.

Besides, there were other challenges too in the form of customs duties and fall in exports. The sudden rise in pricing led to drop-in sales in the past few months and the pandemic meant

bigger losses given that all retail stores were shut during the lockdown. The world's second biggest gold consumer saw demand plummeting as it witnessed the slowest pace of growth in the last decade.

In this situation, platforms like VOICE showed a ray of hope to help the Indian jewellery industry move towards revitalization as lockdowns started easing gradually and markets opened up.

“VOICE” lent a voice to the Indian and international jewellery world, becoming a trend inversion and economic reactivation point. The event included 100 authoritative speakers, over 600 business matching meetings organized by IEG – a third of which were on-line – and an entire programme of events including seminars, conferences and talk shows, produced using film-making techniques that enthralled the international public. There were highly efficient ‘virtual buyers’ rooms where 200 trade deals were closed, along with a huge dissemination of the hall contents which clocked up over 3 and a half million viewings on digital channels.

Over the three days, VOICE was a platform where thought leaders from the international jewellery community Jerome Favier, Vice President and CEO for Gruppo Damiani, Stephen Lussier, CEO for Forevermark at De Beers, Edward Asscher, President of the World Diamond Council, Gaetano Cavaliere, President of Cibjo etc. All national category associations were fully represented including CNA Orafici Nazionali, Confartigianato Orafici,

Confimi Industria Categoria Orafici ed Argentieri, Confindustria Federorafi, Federpreziosi Confcommercio, Assocoral and AFEMO – Italian Association of Jewellery Machinery Manufacturers and Exporters and IGI – Italian Gemmological Institute and jewellery companies, including Bulgari and Pomellato, discussed and deliberated upon various topics including state of the industry and the upcoming challenges. All these associations together, outlined and presented the sector's needs and expectations to the government which were accepted by the Minister of Foreign Affairs, Luigi Di Maio via a video feed.

Jewellery brands and designers also presented their new collections, latest design trends and most contemporary procedures and processing innovations. A stylish yet functional outfitting context welcomed buyers who were physically participating in the event while a Buyer Virtual Room was set up for virtual participants who found it difficult to travel to Italy.

Putting forth his thoughts, Marco Carniello, Group Brand Director Jewellery & Fashion, Italian Exhibition Group said that the event helped augment businesses across the world that are gradually picking up and are looking for revival. He said, “After months of going without live events, VOICE has offered an invigorating platform which was a combination of live and digital. It aimed to provide a voice to stakeholders from the global jewellery industry to present their new collections, latest design trends and contemporary processing innovations. It was an exciting time to see the international jewellery industry converging together after long”

Indian designer Farah Ali Khan who supported the event echoed similar thoughts. “Italy is known for handcrafting jewellery of distinctive beauty. Its celebrated designs, that embody the country's rich traditions while stirring a deep sense of connection, are what makes its famed pieces so exquisite. I am so excited to be associated with VOICE which will be the first live event after so many months to give a platform to the global jewellery industry.”

VOICE showcased an array of exquisite products, with trade contacts readily provided to stakeholders to pursue business opportunities. The summit was a mix of education and insights that aimed to boost future trade and resolve current challenges.





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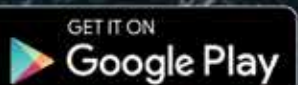


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