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JULY-AUGUST 2021



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JEWELLERY SHOW

PREMIERE 2021

15th - 19th SEPTEMBER

BIEC, BENGALURU



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IIJS 2021 TO BE A GRAND SUCCESS



“We are glad that Bangalore International Exhibition Centre stepped up to help us organise it. I

extend my sincere gratitude to the Government of Karnataka for extending their support towards organising the first physical trade show post-pandemic. The event will be organised following all COVID-19 protocols to ensure safety.”

Colin Shah,
Chairman, GJEPC



“We have finalised Bengaluru as our destination to host IIJS Premiere this year, owing

to the venue constraints in Mumbai. Shifting the venue has not affected the participants' enthusiasm, as evident from the applications received from 1275 companies for 2444 stalls. As always, Safety and Security will be our utmost priority at the show.”

Shailesh Sangani,
Convener, Exhibitions, GJEPC

INDUSTRY LAUDS THE COMEBACK OF PHYSICAL IIJS IN BENGALURU

The Gem and Jewellery Export Promotion Council's (GJEPC) flagship trade show, the India International Jewellery Show (IIJS) Premiere 2021, is being organised in physical form for the first time amidst ongoing Covid-19 pandemic from September 15 to 19.

It will also be the first time that the show will be held outside Mumbai, in Bengaluru at the Bangalore International Exhibition Centre (BIEC). The launch event, which was held in Bengaluru, was followed by a series of roadshows in cities such as Mumbai, Hyderabad, Lucknow, Kolkata, and Delhi to increase participation from smaller towns across the country. The purpose of such roadshows is to lead to stronger trade relationships and larger volumes of business transactions.

BIEC, the venue, has 5 exhibition halls with a total of 77,220 square meters of covered exhibition space with a parking facility for about 6,000+ vehicles. All registrations for the latest edition was processed online. Since this is the first in-person IIJS after the lockdown, it will follow all Covid-19 protocols to ensure safety. All event attendees would be required to follow Covid safety protocols as per the Karnataka government norms.

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Retailers upbeat for first physical IIJS post Covid

We are going with no expectation



We are looking at long-term, multi-purpose jewellery for our clients, something they could wear more often. Our clients have been from diverse backgrounds. So, we are looking for polki, jadau, temple jewellery and rose gold lightweight jewellery. IIJS always used to happen in August, unlike this year, when it's going to happen in

September. We want to be well-prepared for our brides in December, so we don't have any expectations. It's a clean slate. We would love to understand the jewellery trends and cater to that indeed.

Tanvi Singhi, Marketing Head, Konika Jewellery, Chennai

IIJS is happening at the right time



I think IIJS is happening at the right time as the festive season is around the corner. Around 8 people from my company would be visiting the show and we are planning to visit for the first two days, as the majority of the buying usually happens during this period. This time, we would be focusing more on lightweight jewellery as the lesser weight items

and design-oriented jewellery have become more popular with customers nowadays. Apart from lightweight, our focus will also be on kundan, jadau and plain gold jewellery. We will also work with new vendors if they have good quality products. Otherwise, the majority of dealings would happen with the existing vendors.

Vastupal Ranka, Director, Ranka Jewellers, Pune

Will try to order maximum stock in gold segment



There have been two jewellery shows recently in the country and I believe that these shows will have some kind of effect on the overall participation at IIJS. Also looking at the current situation where Covid is still present, I believe that the exhibitors may not go with their full potential stock which they used to keep during the previous IIJS editions

as no one knows what kind of turnout will be at the show. As a buyer, I will try to get the maximum stock particularly from the gold segment. However, for diamond buyers, I feel that the timing of the show is wrong because whatever order they will give, it will be difficult to reach the showrooms in a month.

Ankit Agrawal, Partner, Agrawal Jewellers, Bhopal

Buying will pickup from IIJS



I am happy that IIJS is happening physically after a gap of almost two years as it is a good sign for the industry. I feel that buying will pick up from IIJS as many jewellers were eagerly waiting for IIJS to replenish their stock for the upcoming festive season. As IIJS is happening in South India for the

first time, we will also be able to see more South Indian designs in gold jewellery which we generally don't get to witness.

Meenu Paul Khanna, Le Khanna Jewellers, Ludhiana

Looking for Code of Origin jewellery in diamond segment



Since it is the first exhibition post-pandemic after a gap of almost two years, we are anticipating that the manufacturers have worked hard on their designs and created something unique, especially for the upcoming season. I am looking forward to buying 'Code of Origin' diamond jewellery and

Italian jewellery collection in IIJS. Post-Covid, the kind of inventory the buyers would be looking for in IIJS, versus what they used to buy pre-Covid, has completely changed. The customers are now demanding more value-for-money items and lightweight products.

Sanjay Kalsi, Founder and MD, JD Solitaire, New Delhi

Response would be similar to the pre-Covid time



With the last IIJS show in February 2020, I strongly believe that the response would be similar to the pre-Covid times and may even be better. Although there will be a limitation on the participation due to existing Covid protocols, the buyer would be more this time as compared to the previous occasions. I believe that the infrastructure is better in Bengaluru

as compared to Mumbai, as the exhibition area has more space with better parking facilities. Our focus will be on wedding-related diamond jewellery.

Kishan Surana,

Partner, Sri Krishna Diamonds, Bengaluru

Personally meeting vendors would be on priority



First and foremost, I am very excited to go to IIJS as I will be able to personally meet my industry friends as well as suppliers and dealers, something which I have missed doing since February of last year. As all the big names from the industry will be under one roof, IIJS will help me to understand the post-Covid scenario and what has really changed in the

last two years. It's always good to visit IIJS and find out the latest innovations and industry trends. As far as buying is concerned, I would go with a planned mind.

Pramod Bamalwa,

Partner, Nemichand Bamalwa and Sons, Kolkata

Physical IIJS was the need of the hour



IIJS is something that I have always looked upon. I still feel that the show could have been organized a bit early before the Ganesh festival. However, it's good news that IIJS is finally happening in the physical format. We had two virtual IIJS events previously but the response was not that good and the physical show was desperately needed. I have

always visited IIJS for new designs. This year too, I am expecting to witness new and unique designs from the manufacturers.

Vikram Verlekar, Director, Ulhas Jewellers, Goa



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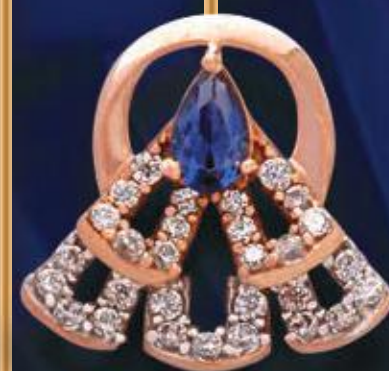
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cover story - continued from page 1

IIJS generally witnesses the industry's biggest gathering of domestic and international buyers, and serves as the primary platform for Indian jewellery manufacturers to network with retailers, enabling both segments to gain insight into product design and demand trends. After the cancellation of the physical IIJS last year due to Covid-19, GJEPC had conducted two editions of virtual IIJS. The first one was held in October and the second exhibition was held in January 2021. However, both the virtual exhibitions had failed to elicit response as strong as the physical format.

The industry insiders believe that it is difficult to replace the physical format of IIJS with the virtual format as there are many factors behind this reason. One of the prominent factors is the touch and feel of the jewellery, which is not available during the virtual show. Although the show used to happen during the second week of August every year, the show has been postponed to September due to the pandemic and lockdown measures taken by various states and other countries. GJEPC, after due consultation with the Indian government as well as various other states, have enlisted out stringent safety norms to ensure that business returns to normal.

Industry upbeat for in-person trade

Since the announcement of the physical format of IIJS, the industry is expecting that the jewellery business would come back to normal. The jewellers are happy that IIJS is



happening in a physical format after a gap of almost two years and that it is a good sign for the industry. The industry feels that buying will pick up from IIJS as the festive season

on the designs during the global pandemic, and thus, will surely come up with something unique, especially for the upcoming season. Many buyers are excited to visit as it will

happening in South India for the first time.

The visitors are also hoping to buy the maximum stock possible, especially from the gold segment, as the festive season starts in October and the wedding season will also start after that. The retailers feel that there is a lot of positivity in the market due to the Covid vaccine drive and the customers are looking forward to the festive season to buy jewellery without fear. A lot of weddings, which got postponed due to Covid restrictions, are scheduled at the end of the year.

Speaking at the launch event, Colin Shah, Chairman of GJEPC said that the council is delighted to announce the 37th edition of IIJS Premiere 2021. "GJEPC is looking forward to the show and hoping to meet the sourcing needs of buyers for the upcoming festive season," Shah said.

IIJS

INDIA
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is around the corner and many of them are eagerly waiting for IIJS to replenish their stocks.

TRADE EXPECTATIONS FROM IIJS

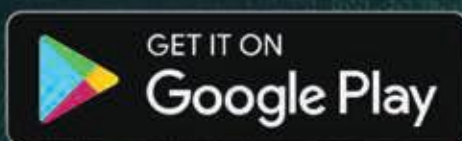
Many jewellers are anticipating that the manufacturers have got a lot of time to work hard

allow them to personally meet their peers/friends from the industry as well as suppliers and dealers something they have missed doing since February 2020. Besides the usual expectations, many visitors are also hoping to see a lot of South India-centric designs as IIJS is



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at Bengaluru International
Exhibition Centre

**Hall number 3A
Ground Level**

**Stall No.
3M039 | 3L040
3M037 | 3L038**



Rathod



Rathod Jewellery Manufacturing Pvt.Ltd

Manufacturing Unit : E-13 Shirol

MIDC, Kolhapur 416122

Mob. Nb. - 0230-2460701, 9158414333, 9960282005

Email - into@rathodjewellery.in, gold@rathodjewellery.in



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IIJS Premiere, 2021

BIEC Bengaluru

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3N067, 3N068, 3N069, 3N070



Rathod

De Beers and National Geographic partner to protect a natural wonder



De Beers and National Geographic recently announced the launch of Okavango Eternal, a strategic partnership to address one of the most critical conservation challenges in Africa: protecting the source waters of the Okavango Delta and the lives and livelihoods they support. The five-year

commitment, which will help protect Africa's endangered species, ensure water and food security for more than one million people and develop livelihood opportunities for 10,000 people, represents critical inward investment to underpin the resilience and long-term recovery of the region in the years ahead.



Ana de Armas stars in Natural Diamond Council's campaign

MUMBAI: The Natural Diamond Council announces the launch of its second global "For Moments Like No Other" advertising campaign inspired by the "Love Life" thought. The campaign stars the actress and NDC Global Ambassador, Ana de Armas.

De Armas radiates throughout the Mallorca, Spain-shot campaign, fully embodying "Love Life" as an inspirational call to action, and

rejoicing in various social settings as natural diamonds help generate new memories. De Armas was approached for the sophomore "For Moments Like No Other" campaign as she radiantly captures a zest for life alongside a deep appreciation of natural diamonds. Gregarious, confident, talented, and worldly, she is a fitting ambassador for the Natural Diamond Council's unique, international mission.

Her Story's new campaign celebrates strong bonds between successful women



Her Story has always been a brand that has focused on inner reflection. Keeping true to the sensibility the brand strives to offer to its customers, it gave a different flavour to the bond celebrated by Raksha Bandhan, in association with Harper's Bazaar. A video shows two women sitting close together on a couch and sporting Her Story's minimalistic diamond pieces. These are modern, self-made women who run their own company and believe in running the world in their own terms. What Her Story has done is bring forward the stories of these successful women, who are sisters, celebrating their bond through jewellery.

Another video shows the kinship between two work buddies. Mitali Sagar Patel and Summiyya Patni Shah speak about their sisterly bond as they celebrate Raksha Bandhan with Her Story jewels.

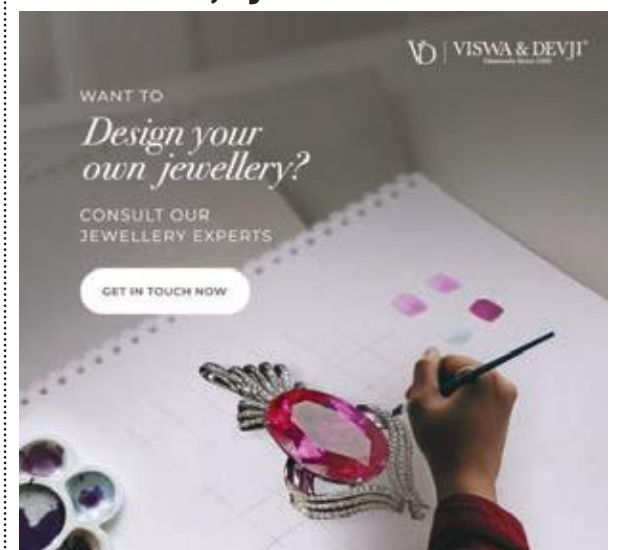


Narayan Jewellers launches resplendence with The Royal Trove at the FDCI India Couture Week

Conceptualised by designers Falguni and Shane Peacock, a film shot in the backdrop of the Taj brings out the beauty and royalty of Narayan Jewellers', a bespoke jewellery brand from Vadodra, newest collection, turning heads at the FDCI India Couture Week, one of the top fashion platforms globally.

Specialising in every trinket one can think of, especially bridal, the brand was associated at the top global fashion platform for the third year in a row. The brand collaborated with designers Falguni Peacock and Shane Peacock to bring to light absolutely stunning pieces from the brand's newest bridal collection: The Royal Trove. Resplendent in diamonds, the collection features necklaces, chokers, bangles and mangtikas, among others in pastel shades of green, red and pink.

Viswa and Devji Diamonds launch direct design facility for customers, by customers



If you dream it, we can make it. That's the tagline for Viswa and Devji Diamonds' latest initiative called 'Design Your Own Jewellery'. As the name suggests, the facility allows customers to create personalized designs by consulting the jewellery experts of the brand. Launched in July, the concept allows customers to get their ideas on paper by booking a video call appointment on the number shared on the brand's social media profiles. The video call gets the user in touch with a Viswa and Devji expert jewellery designer, who helps create one-of-a-kind designs from the scratch.

Aisshpra Gems and Jewels #Rakhicontest

On the occasion of Raksha bandhan, Aisshpra Gems and Jewels had organized an online contest wherein the participants were asked to share a picture of their most memorable rakhi moment. One of the lucky participants had won an exciting prize from the jeweller.



Bharti Jewellers #Favouritewedding tradition

Indian weddings are best known for its grandeur and fun atmosphere alongside with its ritual and traditions. From Mehendi to sangeet to saat pheras, there are numerous traditions associated with weddings. So, in order to relive the traditions during weddings, Bharti Jewellers had asked the participants to tell their favourite wedding tradition.



OM Jewellers #ShiningGanesh Contest

As per the contest, the contestants had to follow the official Instagram page of OM Jewellers and also join the jeweller's Facebook page by mentioning their city in the comment section of the post. Few lucky participants stand a chance to win exciting prizes from OM Jewellers.

PNG Jewellers #Mangalsutracontest

PNG Jewellers through the contest had the participants share their first selfie after marriage featuring a mangalsutra by the jeweller. The best entry won a mangalsutra from the jeweller, whereas, the second best entry won a gift voucher.



Reliance Jewels #RishtonKa Dhaagacontest

Celebrating the special bond of brother and sister, Reliance Jewels had come up with an online contest wherein the contestants had to share the special moments that make them feel grateful for their sibling. Best entries won exciting prizes from Reliance Jewels.

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IIJS Premiere 2021 to help achieve gem & jewellery export target of USD 42 billion in FY 2022

NEW DELHI: The Gem & Jewellery Export Promotion Council in association with World Gold Council, organised the IIJS Premiere 2021 road show at New Delhi. It witnessed the participation of leading jewellery Retailers, Manufacturers and trade associations from Delhi and neighbouring areas. IIJS Premiere 2021, one of Asia's leading Gem & Jewellery trade exhibitions, will be held at Bangalore International Exhibition Centre from 15th-19th September, 2021. It is the first time that the show is held outside Mumbai, in Bengaluru at the Bangalore International Exhibition Centre (BIEC).

The roadshow was attended by Suresh Kumar, Jt. Secretary,

Ministry of Commerce & Industry; Colin Shah, Chairman, GJEPC; Somasundaram PR, Regional CEO, World Gold Council; Ashok Seth, Regional Chairman, Northern region, GJEPC; and Mansukh Kothari, Convener, Events,



GJEPC. The objective of the roadshow was to increase participation from smaller towns across the country which will lead to stronger trade

relationships and larger volumes of business transacted.

On this occasion, World Gold Council, the associate partner of GJEPC for organizing the road show, launched 'Swarna Adarsh Abhiyaan' inspired by The Retail Gold Investment Principles (RGIPs).

GJEPC suggests introduction of repair policy, cut in import duty to boost growth

MUMBAI: The Gems and Jewellery Export Promotion Council (GJEPC) has suggested for introduction of a repair policy; cut in import duty on gold and silver; and the abolition of equalisation levy of 2 per cent for purchase of rough diamonds with a view to promoting the growth of the sector. These issues among others were raised during an interactive session with members of GJEPC and Commerce Secretary B V R Subrahmanyam in Mumbai on September 4. Colin Shah, Chairman, GJEPC expressed confidence that with the support of the government, the sector will achieve its target of USD 70 billion in the coming years.

"I am confident that most of the sectoral issues raised today will be resolved when we meet the

Commerce Secretary again after six months," he said. During the interaction, a range of points were covered including GST, issues related to the RBI and customs. "With regards to the jewellery, the concerns raised by the exporters included the introduction of repair



policy in foreign trade policy; duty drawback rates to be at par with prevailing import duty; a hand-carriage of gems and jewellery to be allowed in other ports like Mumbai, Kolkata; reduction in import duty on gold and silver," the council said.

IGI debuts Designer Appraisal Report

NEW YORK: The International Gemological Institute (IGI) working in tandem with Lindsey Scoggins Studio, now offers a Designer Jewelry Appraisal Report, which provides clientele assurance of

provide these independent reports.

The Institute screens millions of carats of small diamonds, separating natural from lab grown on behalf of industry leading brands. As natural miners and producers continue to launch their own

lab grown factories, IGI's screening is even more critical to prevent inadvertent crossover and use in finished jewelry.

"While experienced gemologists may detect some lab grown indicators at low colors and clarities, the Institute's sophisticated laboratory equipment will effectively confirm whether any diamond is lab grown or natural," explained IGI North American President Avi Levy.

"As the world leader in gemological grading, when 'natural' or 'lab grown' is printed on the official IGI Designer Appraisal Report, consumers can be absolutely confident in their purchases."



the value of their fine jewelry. With more insurance companies requiring third-party appraisals for pieces of higher value, it is an important time for designers to have the capability to

IGI inaugurates its new facility at BDB in Mumbai

MUMBAI: The International Gemological Institute-IGI, inaugurated its facility at Tower 2 CC at the Bharat Diamond Bourse-BDB on Monday, September 6, 2021.

The space will continue to provide with IGI's full-fledged sorting and screening facility as it was at the facility at Tower F. The newly shifted space will be able to accommodate more parcels for certification. Trade personnel may drop their parcels and collect them post the completion of the certification process.

"The newly inaugurated facility is designed to ensure swifter certification processes in large numbers. With a dedicated team on board, we are happy to announce that we are now well equipped to assist the trade in faster operation cycles. With technical advancements, we believe the gem and jewelry industry is growing towards a brilliant future and a more confident customer base," said Tehmasp Printer, President and Managing Director -IGI.



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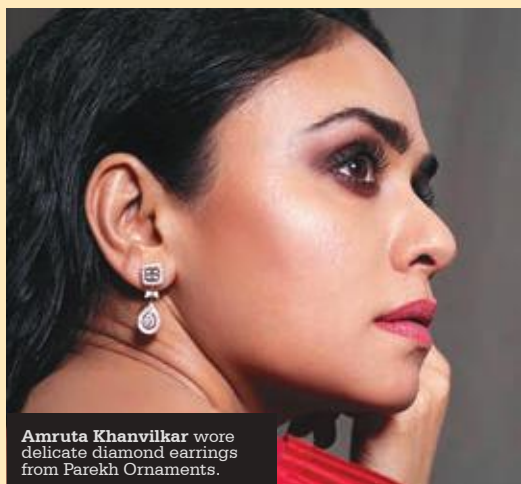
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My GOLD
Gold Art





Amruta Khanvilkar wore delicate diamond earrings from Parekh Ornaments.



Waluscha D. Souza sports Diamond Riviera dangles by Amaris by Perna Rajpal.



Niharika Konidela wore an ornate and heavy-set emerald and tanzanite pachi choker from Vithaldas zaveri Jewellers.

Who's Wearing what



Ansuya Bharadwaj was sported in superbly embellished gold and diamond earrings from Hyderabad's Sri Ratnaraj Jewellers.



Radhika Apte was sported in ruby mesh shoulder dusters from Jewel Saga Jaipur.



Akriti Kakar wore gold foil-inspired studs from Jewel Saga Jaipur.



Vidya Balan wore a pair of stunning floral polki studs with pearl drop detailing from Tvisha Jewlz.



Anjini Dhawan looked like a Gen-Z bridesmaid with her stunning jadau tukda choker by Tyaani Fine Jewellery.



Masoom Minawala looked pretty in two distinctly silhouetted necklaces from Mangatrai Jewels.



Gauahar Khan chooses the chicest, understated rose gold rings by Avama Jewellers with her dramatic, tulle Supria Munjal gown.

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