

THE Retail Jeweller
THE FAVOURITE BUSINESS MAGAZINE OF RETAIL JEWELLERS

Market

SEPTEMBER-OCTOBER 2021



An exclusive **AR** brand



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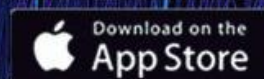
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ILJS SIGNATURE 2022 MOVES TO THE NEW-AGE JIO WORLD CONVENTION CENTER



“Due to the stupendous success of ILJS Premiere in Bengaluru, our sector has already

achieved nearly half of the USD 41.66 billion G&J exports target set by the government. ILJS Signature would help to keep up the momentum and reach our export target for the fiscal year.”

Colin Shah,
Chairman,
GJEPC



“We are happy to announce the 14th edition of ILJS Signature to be held from 6-9

January 2022 at JIO World Convention Centre. This is the best exhibition space in the entire country, and we're thrilled that ILJS Signature will go down in history as a debut event of JWCC, a future landmark of the financial capital of India, Mumbai.”

Shailesh Sangani,
Convener, National Exhibitions,
GJEPC

JEWELLERY BRANDS EXCITE CUSTOMERS BY EXPANDING POST-PANDEMIC RETAIL FOOTPRINT ACROSS THE COUNTRY

Apart from a digital push, many jewellers across the country are expanding their retail operations by opening new stores to serve customers with a renewed vigour.

The upcoming wedding season is putting the jewellery industry on a pedestal for steep growth. Sensing high demand from everywhere, retail brands are allocating resources to expand and diversify catchment areas across the country. Here's a look at the different approaches the brands are taking.

EXPANSION FOR BETTER REACH

Arundhati Jewellers, Odisha, have taken a novel approach to target both the existing customers of Odisha and new customers

from Andhra Pradesh by setting up a 12,000 sqft store at Berhampur. The region is close to the Andhra Pradesh border and thus allows the jeweller to target both the clientele. Presenting a grand appearance, the brand has set up a 3-storey building with architecture resembling a 6-storey structure. Pandemic strictures have proved to be a blessing in disguise as the showroom as inaugurated during Durga Puja and Navratri as opposed to a June-July slot earlier. The store now appeals to clients from the Berhampur area who used to visit the

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Retailers share their thoughts about the market as well as the store opening

Looking forward to excellent business



We are very optimistic about the festive season. There is a pandemic fatigue in people, for which we see positive signs of consumer buying behaviour. We are out of the second wave of Covid and vaccination is going on very well. So, we are looking forward to excellent business. We have become very cautious about stock and are very closely

looking at the ongoing requirement and market activities. Our planning is restricted to two months. We are micro-managing stock requirements.

Ravi Chokshi, Owner, R Narayan Jewellers, Vadodara

Good demand for kundan polki and studded diamond jewellery



The current jewellery market is largely driven by the bridal jewellery segment. The footfalls have been very good since the past few months and I see a further increase because of the ongoing festive season. There is a good demand for kundan polki and studded diamond jewellery. However, the demand of antique jewellery has gone down a bit.

We have also launched various promotional offers during this time.

Anand Prakash, Director, Abhushan Gold and Diamonds, Agra

People spending their disposable income on jewellery



The upcoming festive season will be extraordinary for the jewellery business. The situation is a lot better than the last year and people feel that the worst is over. Although there are apprehensions about the arrival of the third wave, but with majority of the population taking at least one dose of the vaccine, the fear has left. There is a sizeable

population of government workers in my area who didn't face salary deductions like the private section. With almost no major travel in the last 1.5 years, they have a disposable income which will be spent during this year's festive season.

Achyutananda Meher,

Director, Arundhati Jewellers, Bhubaneswar

Good demand for diamond jewellery



The new location will allow us the brand to give the best service and convenience of shopping to their customers. The development ratio of Latur city is increasing day by day, making it a very promising market for us to be in. We are very bullish about doing great business during this festive season, especially from our tier 2 locations. Diamond jewellery demand has bounced back for this Diwali as well. At the same

time, there is strong demand for bullion purchases for investment purposes.

Saurabh Gadgil,

Chairman and Managing Director, PNG Jewellers



Will open at least 100 stores by FY22

We have expanded rapidly, and despite 2 lockdowns in the last 18 months, we have opened 34 stores with another 20 lined up for the next few months. We will be exiting FY22 with 100 stores and a 1000 crore revenue run-

rate. Our store roll-out plan was pre-decided and we have in fact executed ahead of our original plan given the resounding success of our earlier cohort of stores. We have seen a 50% year-on-year jump from the first year itself in almost all our stores. The improved market sentiment has just bolstered our confidence in rolling out stores at an even faster rate.

Gaurav Singh Kushwaha, Founder & CEO, BlueStone

Consumers have started to come out of the houses



Last year, the month of October was not good because of the Covid scenario. However, the situation has improved much this year, which further motivated us to launch a new store during this time. The Covid cases have drastically reduced and people have started to come out of the houses. So, I am hoping to witness a positive buying this time.

Ravi Kapoor, Managing Director, Kays Jewels, Kanpur

Wanted to take the jewellery experience in India a notch higher



"We are extremely delighted to launch Ruani and bring passionate designers while broadening the horizons for the jewellery lovers. It will be our constant endeavour to provide customers with unique yet unmatched quality jewellery pieces, each telling you a story of its own. We aim at

taking the jewelry experience in India a notch higher and give our customers the true 'Joy of Adorning'."

Varuna D Jani,

Founder and Creative Director, Ruani Jewellery Collective

Wanted to give our customers an experience of both online and offline



"It is a moment of great joy for us as we expand our experience centre presence pan India. It was natural for us to have our centre in Mumbai given how women in the city are dynamic and fashionable and the stores are also new age. We wanted to give them access to both the physical and online experience.

We are on our way to becoming the largest lightweight and fine gold jewellery company in India."

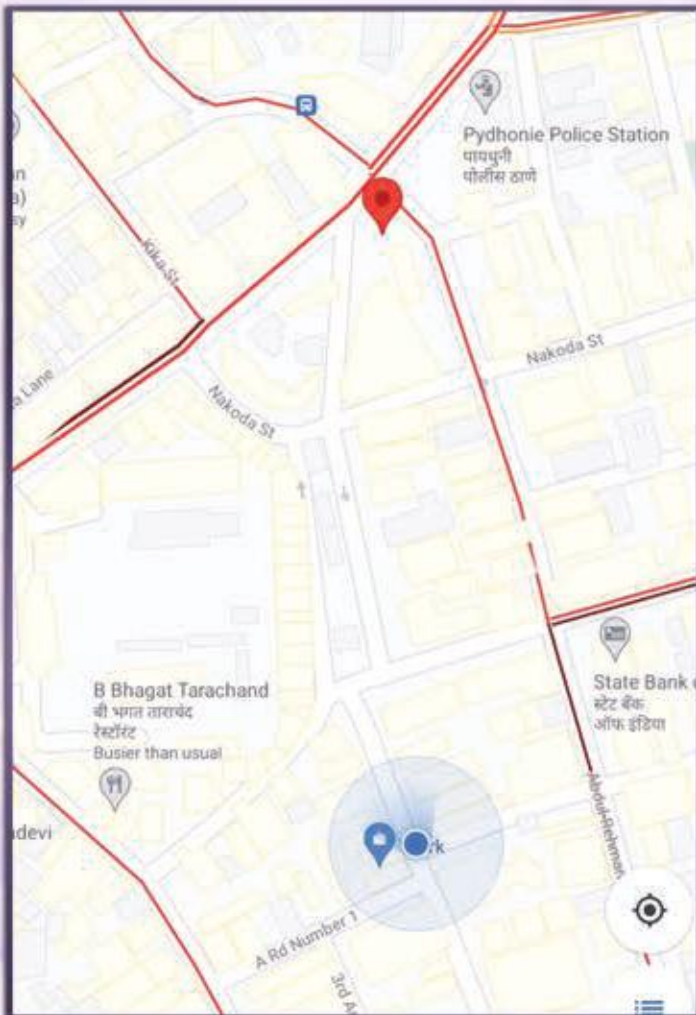
Saroja Yeramilli, Founder and CEO, Melorra



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brand's Bhubaneshwar store.

That's not all, as the brand has also launched a saree collection at the showroom. The jeweller has dedicated an entire floor to Pata, premium handloom Sambhalpuri silk sarees, from Western Odisha. The sarees are priced in the range of Rs 9,000-Rs 50,000. According to Achutananda Meher, director, Arundhati Jewellers, the sarees-with-jewellery concept is a pilot project under a sub-brand called 'Arundhati Bandhakala', and the brand is planning to come up with similar stores outside Odisha in Chhattisgarh, Madhya Pradesh, Bihar, Jharkhand, Andhra Pradesh, and West Bengal.

BK Saraf Jewellers, Lucknow, has embarked on a similar initiative with luxury clothing brand Hunar and is tasting success. As per the collaboration, the jeweller has given a separate space of almost 1000 sqft on the second floor of the its existing 4-storied showroom. The brand has bare minimum control on the operation of Hunar and is thus providing a transparent and unparalleled customer experience in Lucknow by providing luxurious jewellery and occasional wear under the same roof.

ONLINE-FIRST BRANDS EXPAND PHYSICALLY

Online jewellery major BlueStone, which is going aggressive on its retail expansion, has opened its 50th store in Mumbai. The 600 sqft-wide store houses the most innovative collections and designs across different categories of earrings, rings, necklaces, mangalsutras, bangles etc. for women, men and children.

The exclusive feature of the store is its solitaire lounge with the most impeccable designs, and highly qualified store staff to help one pick the best BlueStone design. The brand have expanded rapidly and despite 2 lockdowns in the last 18 months, they have opened 34 stores with another 20 lined up for the next few months.

BlueStone is not alone in this shift, as Melorra has also announced the launch of its first experience centre in Mumbai. The store was launched by the brand's

ambassador, actor and influencer, Shraddha Kapoor at Phoenix Mall, Lower Parel. The launch takes Melorra's experience centre count to 8 and the brand will be opening 350 more in the years ahead. The experience centres provide a seamless selection and buying experience including the touch, feel and trial of Melorra jewellery.



SEGREGATING MASS AND CLASS

Customers today demand a touch of luxury at every point of sale, and multiple jewellers are offering a premium experience that refresh customers walking in. R Narayan Jewellers from Vadodara took the same direction with their new 5,000 sq feet store. The two-storey showroom is well segregated in terms of different customer positioning. The ground floor has a traditional

appeal for the mass consumers with medium, low and medium-high ticket inventory. The first floor is devoted to the elite, discerning buyers with segments dedicated to diamond, gold, polki, antique and bridal segments. This segregation is closely monitored by the brand's in-store micro-managing stock plan, which changes every 2 months and thus, keeps the brand updated about changing demand patterns.

Kays Jewels has also opened a 6,000 sq. ft store dedicated to premium jewellery collectors. Located at Emerald Garden, Kanpur, the brand's second store has premium jewellery collections in gold and diamond, exclusive to this store only. Solving a hassle of Kanpur's car parking issues, the brand has allotted two underground parking areas in the basement of the showroom, providing comfort and adding to the experience of jewellery shopping.

Expanding its retail outreach in the tier-2 cities, PNG Jewellers has opened a 2000sqft two storied store which also happens to be its second store in Latur. The new store is situated in the centre of the main market which would help the brand to increase footfall

in the store. Also, the jewellery market is very close to our store which will be convenient for customers.

Focusing on design distinction and exclusivity is Ruani Jewellery Collective, which has marked its entry into the modern retail jewellery segment with the crème-de-la-crème of Indian jewellery designers. With the launch of its flagship store in Mumbai, Ruani offers ranges from 3 promising international and 10 renowned Indian designers such as Suhani Pittie, Varuna D Jani, Shachee Shah, Aditi Amin, Sonal Sawansukha, Sankesh Surana, Latika Khanna, Chayya Jain, Akshat Ghiya, Marie Cabirou, Mike Saatji and Anabela Chan respectively.

Abhushan Diamonds and Gold, on the other hand, is providing an unprecedented luxurious experience to mass jewellery buyers through their new 3,500 sqft store in Agra. The store, launched to celebrate the 25th anniversary of the brand's retail operations, has bridal jewellery inventory in particular, under the Rs 10 lakh bracket, for average bridal jewellery buyers.

Shaaj by Tanishq elicits emotional applause from Bengalis with heartwarming commercial



Kolkata: Tanishq has joined the excitement of Durga Pujo with their regional campaign #ShaajbyTanishq promoting the Shaaj collection.

Meaning adornment in Bengali, the campaign was inaugurated by Tollywood actress and MP Mimi Chakraborty on September 21. Ranging from chur, sitahaar to rotonchur and Lohori, the range wraps the Bengali woman with marvels of traditional embellishments for all ages. The commercial got over 7.8K views on Instagram within four days of upload.

Kanak Jewellers helps women clientele scorch the ramp with latest kundan-polki range

New Delhi: Kanak Jewellers had recently held a fashion show titled 'True Jewellery True Models' wherein it launched a new bridal collection in kundan and polki. During the event, the jeweller invited almost 70 existing



women customers who walked the ramp wearing the jewellery from the collection alongside 30 professional models.

Speaking about the event, Deepak Chauhan, Owner, Kanak Jewellers, said, "Through this initiative, we have tried to send across a message that our clients can carry our jewellery collections equally well as professional models do."



Tanishq promotes responsible celebration with Utsaah campaign

The presence is the key to happiness and reality. That is the philosophy which Tanishq embodied with their latest Utsaah collection and campaign, launched on September 30 via a virtual press conference. The video campaign gave a very relaxing and positive impression. From showing women sharing the bill for a Diwali-special dine-out to couples nudging their friends to stop leaving Diwali gifts at doorstep like last year, the campaign evoked the zeal to forget the vagaries of pandemic and live fearlessly by celebrating every occasion responsibly.



Kasturi Jewellers honours women achievers in-store on the occasion of Teej

Patna: This year, jewellery-loving women residing in the Bakarganj region of Patna got to celebrate a different kind of Teej, courtesy Kasturi Jewellers. Ten women from all walks of life were invited by Kasturi Jewellers owner Rishu Kumar Gupta in-store for a felicitation programme.

The hours-long event was all about cherishing the achievements of women besides supporting family. Gupta had ensured that the invitation doesn't have an underlining motive of conversion, which made the participation totally unconditional and more involving.

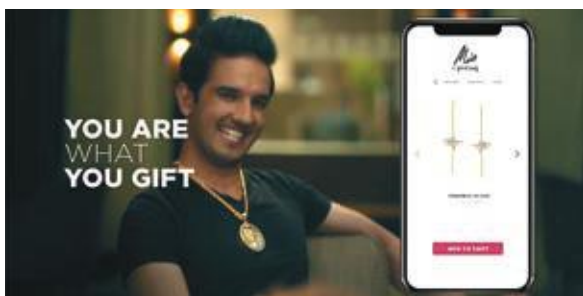
Reliance Jewels' Daughter's day range creates new moment of gifting by mothers

Mumbai: Reliance Jewels' latest campaign started before Daughter's Day with the hashtag #LightOfYourLife. The campaign consisted of a contest for social media



followers, in which the participants were asked to share an image of themselves with their daughters with the hashtag. Along with that, participants had to also

mention how and why their daughters have been the 'light of their lives' by tagging and following the brand's Instagram handle.



Mia leaves Instagram in splits with Gift Smart videos

Mia by Tanishq came up with a tongue-in-cheek campaign that presents clarity over gifting expectations of women. With the tagline 'You are what you gift', the brand uploaded two videos on September 24. The first video shows a couple getting comfortable at a posh restaurant and the lady opens the box in anticipation of a lovely present, however, she didn't get a gift of her expectations. The video is rightfully captioned: if she means the world to you, don't gift her a globe.

The House of Rose unlocks 5th 'C' of understanding diamonds



Biren Vaidya is making precious jewellery promotion increasingly interesting and fun-filled through his 'Master class by BeeVee'. The latest Instagram reel of this segment by The House of Rose featured creative director Vaidya, who spoke about the 5 C's to be kept in mind before buying diamond jewellery. Indeed, there has been an insightful addition.

Although every one of us knows that there are only 4 C's, Mr Vaidya introduced a 5th C called 'Concept', an addition by The House of Rose.

N Gopaldaas Jewellers #GOLUCONTEST

To celebrate the onset of Navaratri in South India with figurine display, N Gopaldaas Jewellers took the Golu doll display practice online along with Forevermark with the 'GOLU online contest' 2021. As part of the contest, the jeweller had asked the participants to send their golu doll or figurine pictures. The lucky participants won exciting prizes.



Khazana Jewellery #MyLittleKhazana

Khazana Jewellery gave a golden opportunity to the participants to get featured on their official social media handle via an interesting social media contest. The participants had to follow @khazanajewellery, post a picture wearing their favourite Khazana jewellery and share their experience in the description by using the hashtag #MyLittleKhazana.



Shyam Sundar Co Jewellers #SharadSundari2021

Shyam Sundar Jewellers had organized a special online contest as part of its hunt for the most festive face during Durga Puja. It asked the participants to visit sharadsundari.com and tap on the 'Participate Now' button. They were then asked to share their details such as name, contact number, address details and more than four photographs on Whatsapp to participate.

Reliance Jewels #LightOfYourLife

On the occasion of International Daughters' Day, Reliance Jewels had asked the participants to share a picture with their daughters and write briefly on social media, explaining how their daughter has been the light of their lives. Three winners were announced at the end of the contest, with their pictures shared on the brand's official social media handle.



OM Jewels #ShiningGanesha

OM Jewels came up with a new contest called #ShiningGanesha. As per the contest, the participants had to follow the Instagram page of OM Jewels and join the brand's Facebook page by clicking a link. They then had to mention the name of their cities in the comments section to win exciting prizes from the jeweller.

PROMOTIONS

retailjewellerindia.com

Melorra makes the day of every daughter special with #Oneofakind campaign

As part of the campaign, Melorra has made a series of posts on its Instagram account and in one of the posts, it asked the customers to complete a sentence "As Sweet As _____" that truly defines their daughter. In the next post, it asked the parents to share in the comment box about a piece of advice they would like to give to their little lady when she grows up.



Konika Jewellery sensitizes about gold jewellery investment via Insta reel

Chennai: Konika Jewellery came up with an Instagram reel featuring Konika Jewellery Marketing head Tanvi Singhi herself. The seconds-long reel hooked viewers in by pointing out the various myths associated with investment in gold. Pointing at the top of the screen, Singhi mentioned how gold has been sidelined from investment often because of its high price and luxurious nature. She also underlined how the notion of investment in gold is much beyond than the affordability of the 'rich'.

Shyam Sundar Co Jewellers revives love for Bengali films among schoolkids



Kolkata: The brand has undertaken a virtual screening of best feature films starring the late Tollywood superstar Soumitra Chatterjee. From Sonar Kella to Joy Baba Felunath, schoolchildren are getting a nice trip down every Bengali's nostalgia at times when excess emphasis on English curriculum is keeping parents with no other option but to put Bengali language and culture in the backburner.

IIJS Signature 2022 to be organized at JIO World Convention Centre

Mumbai: After the tremendous success of IIJS Premiere in Bengaluru in September 2021, the Gem & Jewellery Export Promotion Council (GJEPC) announces the dates and venue for the 14th edition of IIJS Signature. The show will be held from 6th to 9th January 2022 at JIO World Convention Centre (JWCC), a prestigious new exhibition space in Mumbai.

IIJS Signature will be the first-ever exhibition to be organised at JWCC. With more than 1400 stalls, IIJS Signature will be held in 2 Halls on two floors with a huge concourse area (Pre-Function area), the pillarless Jasmine Hall measuring 10,000 sq m, and the Pavilion Hall spanning 15,000 sq m. With state-of-the-art facilities and located in the heart of the city, across the street from the Bharat Diamond Bourse, the JWCC will offer a new experience for exhibitors and visitors. Among its amenities are a car parking space for around 5,000 cars, in-house food and beverage facility, and fibre-enabled data services.

The show will have well-defined and simplified product sections which include Gold & Gold CZ Studded Jewellery; Diamond, Gemstone & Other Studded Jewellery; Silver Jewellery, Artifacts & Gifting Items; Loose Stones, and Laboratories & Education.

GJEPC will follow all Government-mandated Covid-19 protocols to ensure safety of all concerned. All attendees will be mandated to



comply with covid safety protocols as per the State Government norms. Entry is open only for visitors with at least one vaccine dose along with a negative RT-PCR report done at least 48 hours prior to their first entry at the show. Double vaccinated attendees are not required to submit an RT-PCR report.

In addition to IIJS SIGNATURE in January 2022, GJEPC will be organising IIJS PREMIERE 2022 from 4th to 8th August 2022 and two more IIJS in the year 2022, one from 24th to 27th March 2022 and another IIJS will be held before Diwali next year. The cities and venues for these shows will be declared shortly.

GJEPC hosts “Vanijya Utsav” Export Conclave in Maharashtra



Mumbai: The Gem & Jewellery Export Promotion Council hosted “Vanijya Utsav”, an export conclave happening on the 21st and 22nd September in Mumbai. The conclave commemorated the 75th Anniversary of Indian Independence with the core focus being

economic growth and promotion of exports in Maharashtra. Panel discussions on exports and bilateral trade opportunities made the state an export hub during the two days. The panellists included important state government and banking officials.

GJSCI open new office in SEEPZ Mumbai



Mumbai: GJSCI has moved into a bigger office space in the same building i.e. Business Facilitation Centre, SEZ, SEEPZ from the 3rd to the 4th floor. GJSCI has been expanding its activities and hence the need for a bigger office space had been felt since sometime. The newly launched Jewellery Artificial Intelligence & Data Science Excellence COE is also part of the new office. JADE would focus on improving effectiveness of the Gems & Jewellery industry by leveraging Machine Learning and Data Science to improve the Hit-ratio and casting issues.



Kangana Ranaut wears a dazzling diamond necklace with oversized, clean-cut emeralds by Latiq.

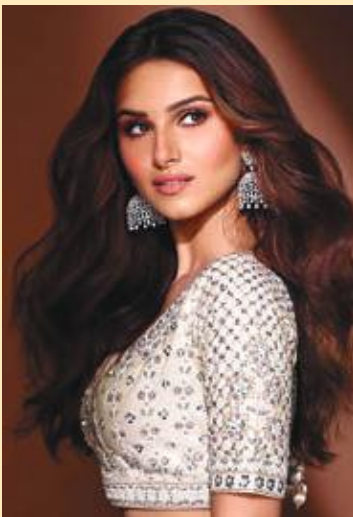


Hina Khan wore a polki choker featuring handcrafted rose-cut diamonds in 18kt gold by Manish Malhotra.



Nushratt Bharuccha was sported in a layered choker by Manish Malhotra featuring Russian emeralds and decorative polki accents.

Who's Wearing What



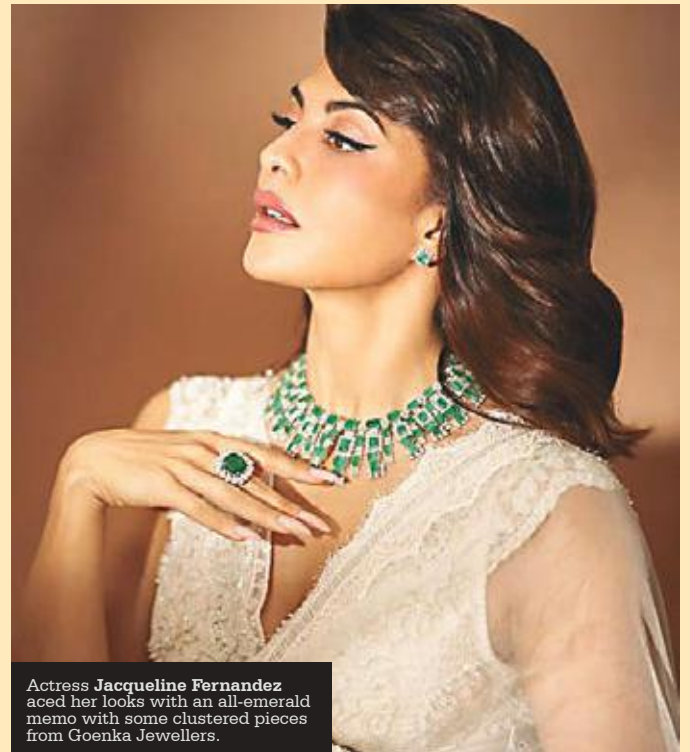
Tara Sutaria was sported in statement diamond jhumkas from Mahesh Notandass Fine Jewellery.



Neha Advik Mahajan wore diamond waterfall earrings by Lala Jugal Kishore Jewellers.



Kriti Sanon was seen in a dynamic emerald and polki choker by Manish Malhotra that has a clean, noteworthy 'patta' silhouette.



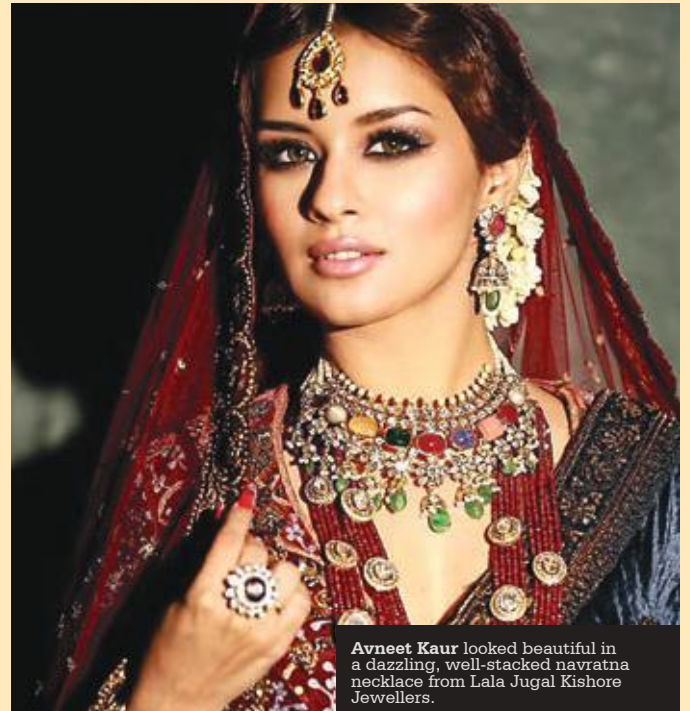
Actress **Jacqueline Fernandez** aced her looks with an all-emerald necklace with some clustered pieces from Goenka Jewellers.



Madhuri Dixit's vibrant earring by Latiq featured modern enamel work with homegrown polkis and South Sea pearls.



Akriti Kakar's ruby jhumkas from Anmol Jewellers were flanked by a hood of diamonds and emerald accents.



Avneet Kaur looked beautiful in a dazzling, well-stacked navratna necklace from Lala Jugal Kishore Jewellers.





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