


*Our beautiful client sharing
her experience with
Nippy Jewellers*




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JEWELLERS

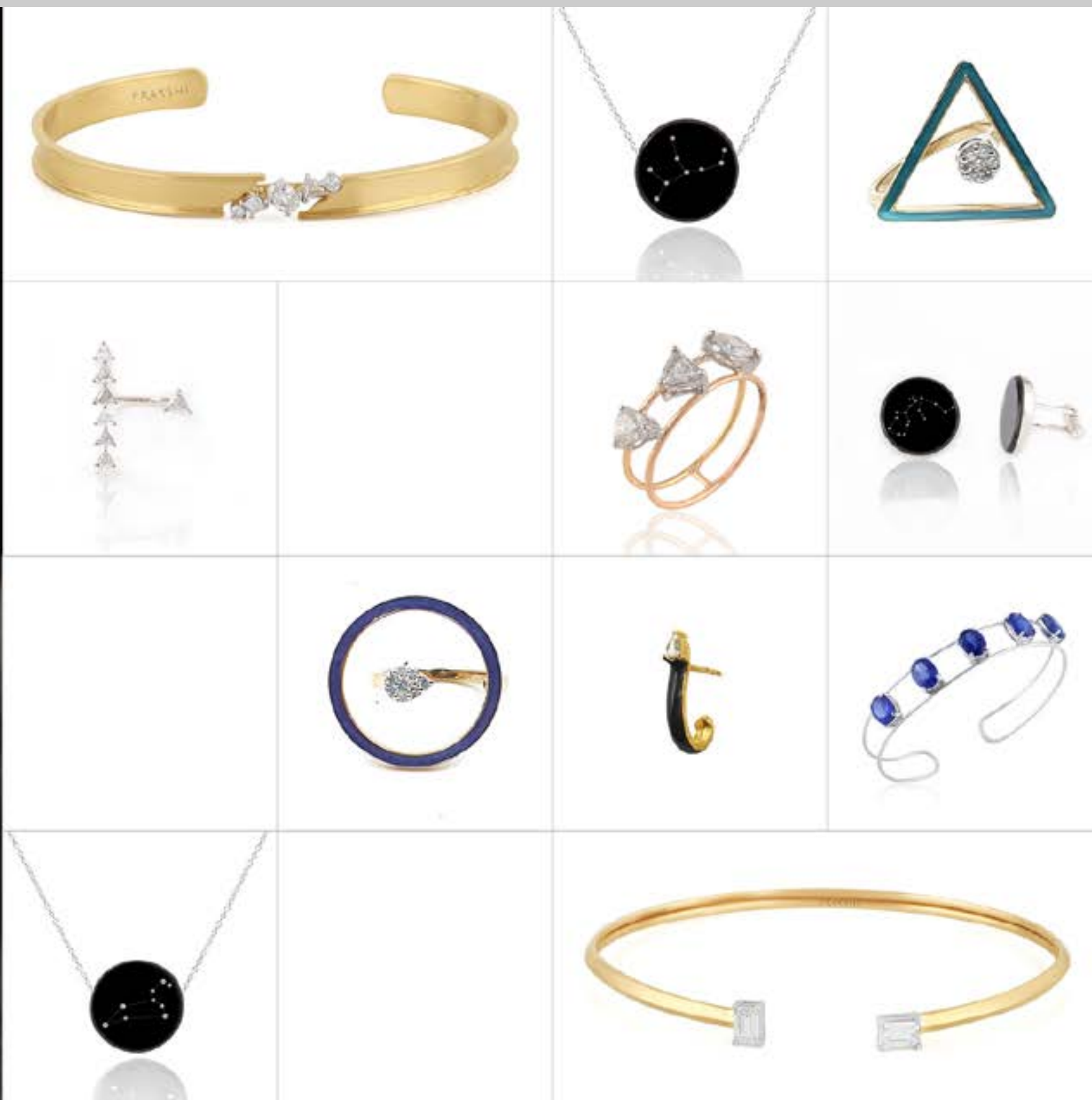
Old customer's detailed testimonial on buying journey earns praise for Nippy Jewellers

In the high-value luxury industry, the stakes are a lot higher when jewellers across the country are investing in in-store and online customer delight. A brilliant example of customer delight has been shared by Nippy Jewellers, where an old, loyal customer has graciously agreed to come on record about the brand's value. The video on Instagram shows a client who started her journey with Nippy Jewellers about 25 years ago when her wedding jewellery was being bought from the brand.

(RJ Exclusive)

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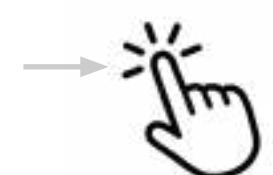


Prakshi Fine Jewellery aces gender fluidity, self-love with 'I Love Me' range

Prakshi Fine Jewellery has recently launched its gender-fluid collection called 'I Love Me'. The collection includes the most feminine, masculine and neuter nuances from every collection released by the brand till now. From the scattered Citylights spread into ear jackets and bracelets, wings of freedom from 'Be Free' in the form of sliders, dreamy cuts from Escape, the 'I Love Me' collection encapsulates every emotion perfectly.

(RJ Exclusive)

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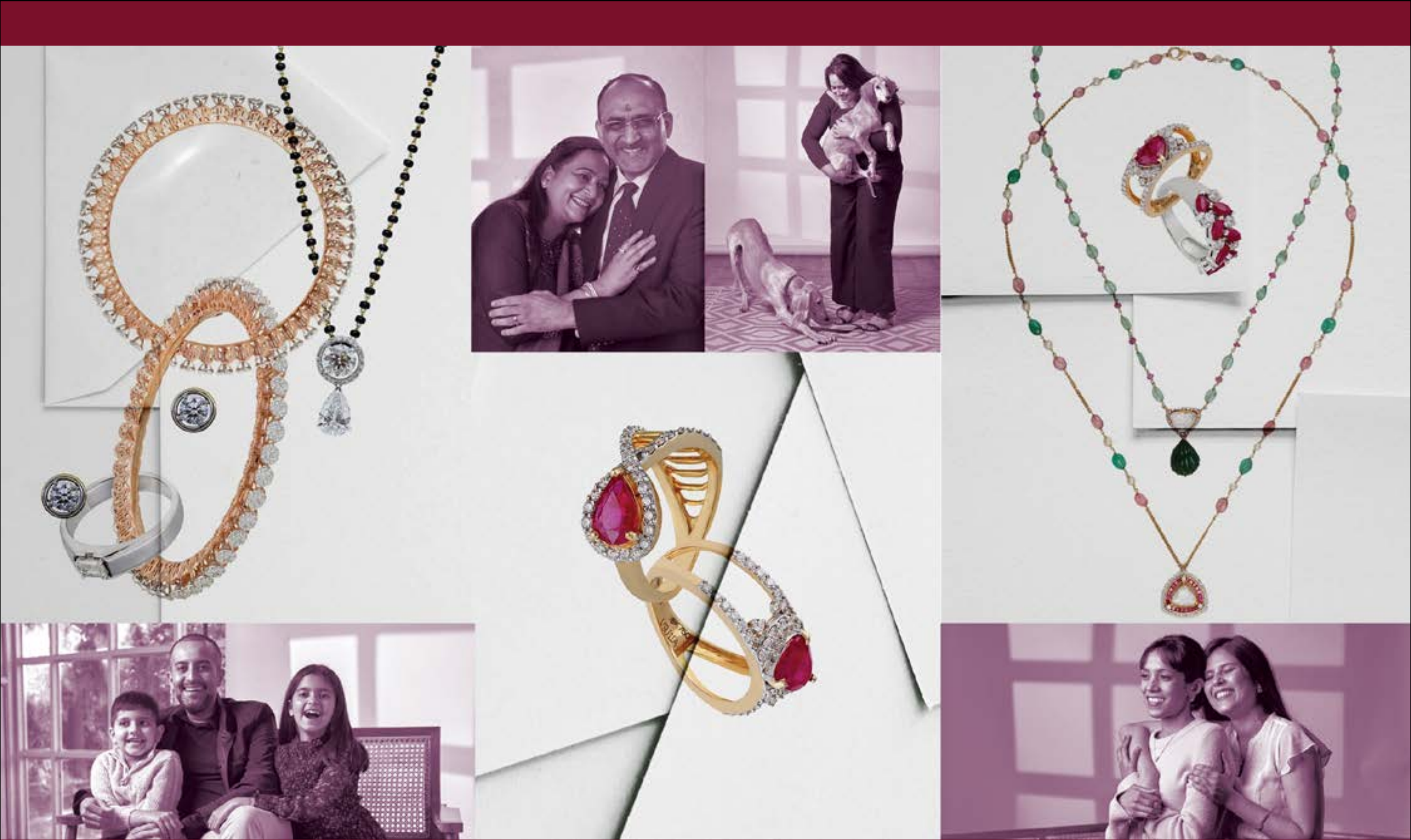
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‘Love is Love’ campaign by Manoharlal Jewellers explores the emotion beyond societal stereotypes

In the jewellery industry, love has for long been confined between couples for the sake of advertising. Manoharlal Jewellers has broken that mould with one of their most evocative campaigns so far, named ‘Love is Love’. One get awestruck when they see rings doubling up as neckpieces for pets on one of the videos and different still images of the campaign. One of the videos showcase people of different generations coming together and discussing what love means to each one of them.

(RJ Exclusive)

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From masculine heirloom pieces to trinkets for babies, men's jewellery is observing a fashion upheaval

Men's fashion has come a long way and fine jewellery is something they are revisiting to add zing to their looks for grand gatherings, milestones or private meetings. Orra Fine Jewellery has launched bracelets and chains under the Shaurya range. Manohar Lal Jewellers is harnessing their manufacturing prowess straight from Indonesia to make a difference to the brand's men's jewellery range. Rajwarah Jewellers on the other hand has kept the legacy of the Maharajas of Nizam alive through their jewellery.

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India showcases its gems and jewellery prowess through IIJS Signature: Piyush Goyal

MUMBAI

Chief Guest Commerce and Industry Minister Piyush Goyal through a video conference inaugurated the 14th edition of IIJS Signature 2022 today. The show is witnessing more than 950 exhibitors occupying 1,470 booths. There are more than 14000 + pre-registered visitors, including 400 international visitors and delegations from USA, UAE, Egypt, Nepal, Uzbekistan, and Bangladesh.

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India -UAE FTA to boost India's jewellery exports to USD 10 billion to UAE

MUMBAI

Among the top 10 gem and jewellery export destinations, UAE has witnessed the highest fall of 41.50% followed by Belgium 15.81%, Japan 12.20%, and Hong Kong 3.06% during April 2021 – January 2022 as compared to April 2019- January 2020. GJEPC is expecting that the imminent Foreign Trade Agreement with UAE would help the industry to take a bigger leap in exports of plain gold and Gold studded jewellery which was hit badly during the pandemic.

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BIS scales up-regulation of gold hallmarking

The Bureau of Indian Standards, Chennai region, has increased the drawing of market samples to check the conformity to mandatory hallmarking of gold ornaments and Hallmark Unique ID in jewellery. BIS officials said on average, nearly 150 market samples are being lifted from registered jewellers in Chennai and its neighbouring districts and Puducherry every month and tested. The samples are tested at the BIS lab in the city, and hallmarking and assaying centres are pulled up as well if violations are detected.

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Over 50% hike in diamond prices puts jewellers in a fix

SURAT

Manufacturers of diamond jewellery are facing a tough time owing to a steady hike in diamond prices daily. Industry experts claim that the prices have soared over 50 per cent in the past month. Manufacturers complain that there has been a five per cent rise in prices every week. Over 50 to 75 per cent price rise has been witnessed in rough and cut polished diamonds. The exact hike depends upon the quality and category of the stone.

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Hari Krishna Group

Blood Donation Drive



Hari Krishna Exports celebrates its 9th anniversary with a blood donation drive

MUMBAI

Hari Krishna Group, following their tradition, has organized a blood donation drive on the occasion of HK's 9th anniversary at The Capital Building in BKC. It was an open-for-all event for people to participate in a noble cause and motivate others by understanding and spreading the importance of each blood drop. A total of 12155 units of blood have been collected to date from all the Blood Donation drives hosted by HK Group.

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Khimji Jewellers announces winners of ‘Lovestruck 2022’ contest

BHUBANESWAR

Khimji Jewellers announced winners of its ‘Lovestruck 2022’ contests which were held to add sparkle to this Valentine’s Week. To celebrate the festival of love, Khimji Jewellers had launched its Valentine’s collection – ‘Lovestruck 2022’ an exclusive collection of affordable diamond jewellery themed on the heart. The exquisite collection included diamond-studded gold pendants, rings, bracelets, and ear-studs available in all the six stores at Odisha.

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Valentine's Day triggers spike in demand for affordable fine jewellery

In today's time, women are not shying away from gifting themselves and men are also cognizant of this and want to live up to their own expectations as well as those of the women in their lives. One trend that has emerged is that of buying lightweight and trendy gold jewellery. The pandemic has given way to innovation and creativity among online jewellers. Gold jewellery has emerged from the lockers to become a daily wear accessory in a lightweight and trendy avatar.

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“Jewellery Is All,
My Heart Talks About”

La Marque-M launches its online store of fine minimalistic jewellery

La Marque-M is a fine jewellery luxury brand known for its light-weighted diamond jewellery, handcrafted in gold and encrusted with internationally certified diamonds. The online store has launched three collections namely, Queen Bee, Ocean, and Forever You. Each of these collections has a range of rings, earrings, pendants with gold chains, and bracelets. The company is focused on giving the right jewellery with the highest quality at the right price, so it becomes affordable for every girl.

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Platinum jewellery is a major player in any red-carpet look

Awards show season is upon us with platinum jewellery continuing to play a major role in completing any red-carpet look. Last year some of the most famous faces including Rihanna, made a huge impact at events with their one-of-a-kind platinum necklace designs. Platinum Guild International predicts that shorter statement necklaces set in platinum including collar, bib, and multi-layered styles with pendants will remain a popular choice at award shows this year.

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Zoya launches a new line of fine jewellery designed for a woman's personal celebration

Zoya's new line of fine jewellery is a token for her love affair with herself. Every piece in Zoya's gifting collection is imagined as a shining testament to her heroic journey through life, a powerful talisman that helps her spirit ceaselessly unfold, and applauds her as she embraces her essence and all that makes her unique.

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India's gold imports in January were 40.5% lower than the same month in 2021

India's merchandise exports touched \$34.5 billion in January, 25.3% higher than a year ago, while imports grew at a slightly slower pace. Gold imports fell sharply during January to just \$2.4 billion, 40.5% lower than the same month in 2021 and almost half the \$4.72 billion imported in the previous month. The decline in the yellow metal's imports was the biggest factor behind India's import bill dropping to \$51.9 billion in January, 12.7% from lower than December 2021.

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Aulerth collaborates with top designers to launch the country's first ethical jewellery brand for weddings and evening events

NEW DELHI

Over the last decade, fashion connoisseurs have demanded a revolution, favouring labels that prioritise sustainability. Jewellery, on the other hand, receives very little of this attention. To address this issue, the concept of Aulerth was born. It will collaborate with India's top designers to launch the country's first ethical jewellery brand for weddings and evening events. Aulerth has collaborated with Tribe Amrapali, Suneet Varma, and JJ Valaya to create exquisite lines for the modern Indian woman for its launch.

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KISNA launches special diamond jewellery for Valentine’s Day celebrations

KISNA has announced the launch of the exquisite diamond jewellery collection, ‘Celebration’ as part of the Valentine’s Day celebrations. With minimalistic modern designs, Celebration will be available across 450+ stores. Capturing the spirit of love, the new collection offers vibrant rings and pendants in dazzling diamonds set in yellow, white and rose gold. Each piece is carefully curated to capture the spirit of a modern love story.

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Gems and jewellery shine under smuggling cloud

While gems and jewellery exporters are overwhelmed by the measures announced in Union Budget 2022-23, retail industry experts cite the status quo on customs duty of gold imports will cause unabated gold smuggling. It is estimated that one-fifth of the gold that comes to India is through illegal routes, with over 300 tonnes of the yellow being smuggled into the country annually. In 2020, customs had seized a record 540 kilograms of gold from the airports in Kerala.

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GJEPC gives media an IIJS Signature pre-show walk-through

Shailesh Sangani, Convener, National Exhibitions, GJEPC, invited the trade media for a walking tour of the IIJS Signature facilities at NESCO, Goregaon, on 16th February, two days prior to its inauguration. The entire event was planned and executed in 3 weeks flat, and the Convener felt it was necessary to highlight the behind-the-scenes work that has gone into putting up one of the largest jewellery trade shows in Asia.

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