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THE FAVOURITE BUSINESS MAGAZINE OF RETAIL JEWELLERS

Market

SEPTEMBER-OCTOBER 2022



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VIPUL SHAH AND KIRIT BHANSALI GOT ELECTED AS CHAIRMAN AND VICE CHAIRMAN OF GJEPC



“I feel privileged and energised to return to the role of GJEPC Chairman in these exciting times! The Indian gem and jewellery industry is at the start of yet another growth phase and is

set to achieve the Government's export target for our sector, of US\$ 45.7 billion in FY 2022-23. There are tremendous opportunities for growth ahead of us. The landmark trade agreements signed with the UAE (CEPA) and Australia (ECTA) have provided competitive edge to the plain gold jewellery exporters in the UAE. In addition, the forthcoming DESH Act will give a boost to the SEZ ecosystem and drive up the export numbers. I take this opportunity to thank the Govt. for the continued support to the industry through a series of trade friendly measures.

Vipul Shah
Chairman, GJEPC

“I am honoured to get the opportunity to serve the industry as Vice Chairman of this great organisation built with years of toil by my predecessors. We have put the turbulent two years



behind us, and as we emerge into the new era post the pandemic, GJEPC, through its continued leadership, will help take this industry into a new phase of growth, dynamism, and prosperity. The steadfast Government support towards infrastructure development projects like the state-of-the-art Mega CFC in SEEPZ and the upcoming world-class India Jewellery Park Mumbai will nurture an export-friendly ecosystem that underpins the industry's growth ambitions.

Kirit Bhansali
Vice Chairman, GJEPC

TRENDS AND EXPECTATIONS 2022: WHAT JEWELLERS ACROSS INDIA SAY

Here at last, a festive season that truly deserves celebration. Two years of pandemic trouble shrink in the rear-view mirror as the view ahead swells and ripens. We sample the optimism in the air, and bring you the headline trends

Festive season 2022 is telling jewellers to look back to 2019 — but with satisfaction rather than yearning. That was the last good year before the sustained turmoil of the COVID-19 pandemic. Therefore, 2019 is a good base from which to measure the remarkable growth of 2022!

This year jewellers, without exception, look forward to bumper sales. How bumper? As much as 30 per cent above pre-pandemic sales, says Aadhar Manglik, Director, Bhagat Jewellers, Meerut, UP. Other jewellers speak of 10–20 per cent — still an impressive prospect.

“For the first time since 2019, we will witness a COVID-free season, so the demand for wedding jewellery will be at an all-time high,” says Abhishek Haritwal, Founder, Symetree, Jaipur, Rajasthan.

Seasonal demand will receive an extra boost with the arrival of overseas tourists and non-resident Indians (NRIs) this winter, no longer deterred by pandemic risk.

“We are expecting better sales as compared to 2019, as if COVID is gone,” says Sahil Mahajan, Owner, Rakesh Jewellers, Jammu. “Customers are freely visiting the store. I feel that we will witness good business till the end of financial year 2022–23.”

TRADITIONAL WEDS MILLENNIAL

Gold and diamonds still top the charts for Antony Prince, Director, Prince Jewellery, Chennai. “We will see gold jewellery purchases happening in the next six months, if prices remain firm and not volatile,” he says. “While purchases for weddings will be steady, we would also see demand for lightweight budget jewellery.” In the latter category, Prince has launched Tia, a dailywear collection.

But millennial tastes are gaining ground in 2022, Prince says. “We are seeing increased

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Jewellers across the country speak about the recent trends and expectations from the season ahead

Diamonds, antique and jadau jewellery is in demand for the festive season



Nowadays, temple jewellery, antique, and Italian jewellery are in trend. The sales depend upon the requirement of customers. Otherwise, gold jewellery is so dear to Indian women for auspicious occasions that it gives a booming benefit to the festive season sales. So, I feel that we'll have good business till this FY 22-23.

Sahil Mahajan

Owner, Rakesh Jewellers, Jammu

Colour stones in polki and temple jewellery are trending



For the ongoing festive season, I have observed that customers are looking for fusion jewellery pieces. For example, there is a good demand for polki jewellery and temple jewellery in colour stones, such as rubies and tanzanites. Although the movement of lightweight jewellery is a bit slow, the demand for heavyweight jewellery above 150-200 grams has increased in recent times due to the wedding season. If we compare the ongoing festive season with the pre-covid festive season, I think the sales will be more than 10-15% this time.

Abhishek Kapoor

Director, Solitaire Diamond Boutique, Kanpur

Chokers are an all-time favourite in Polki jewellery



As far as the trend in Polki jewellery is concerned, chokers are all-time favourites. For the bridals this year, layered necklaces were in high demand, as it makes up for the need to wear two neckpieces for a bridal look. Single solitaire earrings and rings of uncut diamonds are classic pieces that forever add charm to their muse.

Jatin Soni, Owner, The Polki Closet, New Delhi

Expecting an increase of at least 15% compared with 2019



For the last 3-4 months, I have observed that the customers are now going for antique jewellery with colour stones. Previously, there was a demand for kundan in antique jewellery. Due to the pandemic, customers were not purchasing heavyweight jewellery both in gold and diamonds. However, in the last couple of months, the demand for heavyweight jewellery in both categories has increased, and the demand is as good as it was in the pre-covid times. As far as my current inventory is concerned, 15-20% is in heavyweight jewellery, 40-45% is in the midweight category, and the rest comprises of lightweight jewellery. I'm expecting an increase of at least 15% in the ongoing season as compared to 2019.

Rakesh Aggarwal, Director, Raghunandan Jewellers, Meerut

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cover story - continued from page 1

interest in platinum jewellery among younger audiences, both men and women. That's why, after the launch of our wedding collection in diamond and gold, a new platinum collection is on the cards."

Rakesh Jewellers is betting on gold and diamond jewellery. Mahajan expects traditional and classically inspired temple, antique and Italian jewellery, in gold, to be on trend.

Fusion jewellery is in, says Abhishek Kapoor, Director, Solitaire Diamond Boutique, Kanpur, UP. "For example, there is good demand for polki and temple jewellery in colour gemstones such as ruby and tanzanite." Fusion appeals to traditional as well as millennial buyers, as can be seen from the fact that, he says, the demand for heavyweight pieces of 150-200gm and above, typically for weddings, is quite robust.

Polki is a style that comfortably accommodates traditional as well as millennial designs, so is well suited to the jewellery consumer of 2022. "Modern innovations in polki involve more than just the un-cut technique, which has made it popular in India and beyond," says Jatin Soni,

Owner, Polki Closet, Delhi. "Rubies, emeralds and pearls have been included, and enhance the overall look."

Chokers are an "all-time favourite" in polki, says Soni. "For brides this year layered necklaces are much in demand, as one large polki piece can play the role of the two neckpieces typically required for the 'bridal' look." Single solitaire earrings and rings of uncut diamonds, he adds, are classic designs that continue to draw customers.

"NRI customers go for Indian-style uncut diamond jewellery, which they don't find outside the country, followed by Western-style jewellery for everyday use," says Haritwal. "Our Indian customers, conversely, are more interested in Western-style and Indo-Western jewellery." Symetree is focusing on jadau pieces. "We see a trend of rising demand for jadau jewellery," he says, and not just among bridal shoppers. "Our



millennial customers, too, appreciate jadau jewellery in uncut diamonds."

Rakesh Aggarwal, Director, Raghunandan Jewellers, Meerut, UP, confirms two trends that he has seen developing over the past few months: consumer interest in antique jewellery with colour gemstones, and in heavyweight jewellery. He has prepared his season's stock accordingly.

LIGHT DAWNS, NUMBERS SING

Manglik expects strong demand for lightweight jewellery this year. "Recently we launched a collection for gifting purposes, called Muskan, focusing on kids' jewellery in 18K and 22K gold, including rings, pendants, chains, bracelets, nazariyas, etc.," he says.

Lightweight Italian-style jewellery such as

cover story - contd to page 4

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Jewellers across the country speak about the recent trends and expectations from the season ahead

cover story - continued from page 2

The demand for lightweight jewellery has increased considerably



Observing the last market trends closely, I believe that the demand for lightweight jewellery has increased considerably. For example, customers are looking for lightweight Italian style jewellery such as bracelets, chains, etc. In bridal jewellery, along with heavyweight jewellery, customers are also buying lightweight jewellery. So looking at the current trends, we have introduced a sizeable amount of lightweight jewellery in the bridal as well as non-bridal category.

Aadhar Manglik, Director, Bhagat Jewellers, Meerut



Unique millennial jadau jewellery in uncut diamonds is in demand

As far as trends are concerned, we have seen good demand for jadau jewellery. As millennial customers are entering the market, we have started doing millennial jadau jewellery in uncut diamonds. I think, for the first time after 2019, we will witness a covid-free wedding, so the demand for wedding jewellery will remain at an all-time high.

Abhishek Haritwal, Founder, Symmetry, Jaipur



Expecting 20% increase compared with 2019 sales

Post-Covid, the average ticket price has gone down from Rs 50,000-60,000 to Rs 35,000-40,000. However, the silver lining is that although the ticket size has decreased, the number of customers has increased. Talking from a design point of view, the customer is

more focused on lightweight jewellery due to the advent of

the millennial generation. Our 14K diamond rings now start from Rs 14,000, which is quite popular. Previously, we had to mix copper or silver in order to make 18K or 14K jewellery. However, with the introduction of alloys, it has become easier to make 14K and 18K jewellery. The colour of the jewellery also does not change in the long run.

Ankur Rawat, Partner, Ambajee Jewellers, Gorakhpur

Our lucky draw contest was the main hit during the season



We have organized a lucky draw contest in the ongoing festive season, wherein, we give coupons to the customers on purchase jewellery worth Rs 5,000. So, customers who have made a purchase worth Rs 1,00,000 will get 20 coupons. More than 5000 customers have participated in the contest and on the main event day, we are planning to invite almost 2000-3000 customers. For the upcoming wedding season, we are planning to launch a gold jewellery collection consisting of the entire wedding trousseau.

Sourav Prasad, Owner, Prasad Jewellers, Rourkela

We are expecting a 10% increase compared with 2019



With the festive season upon us, we see purchases ranging from rings to gold wedding sets. We foresee strong demand in gold jewellery sales in the next six months if prices remain firm. While investments for weddings will be steady, we will also see demand for lightweight budget jewellery. We expect a 10% increase this year, as compared to 2019, during ongoing festive season and going ahead until the end of the financial year.

Antony Prince, Director, Prince Jewellery, Chennai

cover story - continued from page 2

bracelets and chains, Manglik says, is doing well. He makes the profitable observation that bridal shoppers seeking heavyweight jewellery are also buying lightweight jewellery at the same time. "Looking at the trend," he says, "we have introduced a sizeable amount of lightweight jewellery in the bridal category as well."

A different kind of trend is highlighted by Ankur Rawat, Partner, Ambajee Jewellers, Gorakhpur, UP. In the aftermath of COVID-19, he says, the value of per-ticket purchases by walk-in customers has gone down from Rs50,000-60,000 to Rs35,000-40,000. There is a silver lining. Although the ticket size has decreased, the number of customers has increased.

Echoing other jewellers, Rawat says that customers are showing more interest in lightweight jewellery. "Our 14K diamond rings now start from Rs14,000, which is quite popular. Previously, we had to mix in copper or silver to make 18K or 14K jewellery. With the introduction of alloys, it has become easier to make 14K and 18K jewellery, and the colour of the jewellery also does not change in the long run." He is expecting a significant boost in sales this season.

TWO STEPS TO SAFETY

With COVID-19 on the way out, the general atmosphere of uncertainty is easing. To reinforce customer confidence, Prasad Jewellers of Rourkela has taken the smart step of launching a jewellery insurance scheme.

"Often, the customer is worried about the safety of the jewellery after they leave the showroom," says Sourav Prasad, Owner. "To allay their fears, we have launched a special insurance scheme valid on all types of jewellery purchases. The plan covers jewellery theft and natural calamity." Prasad also runs an awareness campaign to educate customers in how to identify jewellery that is properly hallmarked.

TOPSY-TURVY AND HEADING UP

Heavyweight strong, lightweight rising, traditional and millennial buyers eyeing similar products, confidence increasing and being built, a healthy and long-awaited dose of optimism — this is shaping up to be a season of serious promise.

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Kalyan Jewellers strengthens brand footprint in Delhi NCR with a new showroom

NEW DELHI: Kalyan Jewellers recently launched its brand new showroom at Rajouri Garden in New Delhi. This is the brand's 12th showroom in the Delhi-NCR region, while its 162nd showroom globally. Ramesh Kalyanaraman, Executive Director, Kalyan Jewellers said, "With around 10% showrooms of our total brand footprint located in Delhi-NCR region, we are committed to offering patrons a best-in-class, service-backed shopping experience. The new investment is in line with the company's strategy to make the brand more accessible to customers in the region."



Kamal Jewellers opens grand showroom in the spiritual city of Haridwar



HARIDWAR: The next stop for Kamal Jewellers is Haridwar. The brand has inaugurated its fourth grand showroom in the busy and spiritual city of Haridwar. Spread across 3000 square feet of space in gold, diamond, and silver jewellery, this is an extension of the brand's trust since its inception in 1970. In-store customers will get to experience a perfect blend between modern aesthetics and the quintessential traditional décor of jewellery brands in the fourth showroom by Kamal Jewellers.

Malabar Gold & Diamonds relaunches its Mumbai's Andheri showroom

MUMBAI: Malabar Gold and Diamonds recently relaunched its Andheri showroom. The renovated store, offering a luxurious atmosphere, provides a large collection of designs at fair prices. The store offers a wide range of gold, diamond, precious gemstone jewellery including the latest collections by the brand, Viraa royal polki jewellery, Zoul lifestyle jewellery, and specially curated traditional and contemporary bridal collections.



Reliance Jewels unveils their 11th showroom in Delhi NCR



NEW DELHI: Reliance Jewels has launched its 11th showroom in Delhi NCR at Najafgarh, New Delhi. The 4272 square feet showroom with its stylish interiors & enthralling display of gold & diamond jewellery is geared to elevate the jewellery shopping experience of the customers. The exclusive traditional and contemporary collection of gold & diamond jewellery can be experienced at the showroom with its unique lighting and eye-catching display complemented by delightful customer service.

Aishshpra Gems & Jewels announces the first Franchise in Ayodhya



NOIDA: Aishshpra Gems & Jewels announces first franchise in Ayodhya in Uttar Pradesh. Spread across 3500 sq. ft., the outlet will be officially launched in 2023 under the leadership of Mahesh Agarwal, Franchisor, Aishshpra Gems & Jewels. Ayodhya franchise outlet will be operated under the FOFO business model. Aishshpra will support the franchise in setting up the store, sales training of the staff, marketing and collaterals, guidance on technical aspects for smooth functioning, essential inventory management and software, etc.

PMJ Jewels opens its first small format mall store in Hyderabad



HYDERABAD: PMJ Jewellers launched its first small format mall store, at Sarath City Capital Mall, Kondapur. This is PMJ's 1st store in the new format and the 27th store in South India, the 6th store in Hyderabad. The new store will effuse a distinctive aesthetic, balancing timeless tradition and fresh, contemporary design. The collection of exquisitely handcrafted pieces with diamond and other precious gemstones including rubies, emeralds, and sapphires, as well as exotic gems will be handset in 18kt and 22kt gold. On display will be bracelets, pendants, necklaces, earrings, and more, ranging from lightweight everyday wear, ideal gifting solutions, and stunning one-of-a-kind statement pieces.

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Manohar Lal Jewellers (Defence Colony/Preet Vihar) assimilates Indian diversity via Anaek campaign

Anaek, as the name sounds, is Manohar Lal Jewellers (Defence Colony/Preet Vihar) trump card to showcase mastery over national jewellery fashion. The campaign brings the best of regional exclusivities under one ambit and is targeted to tantalise jewellery lovers of Delhi who seek the best of the exotic designs from every corner of the country.

On that note, the creative assets have definitely struck gold with their



on-point portrayal of Indian regional culture. Silhouettes of models adorned in Hyderabad pearl, ruby, and emerald jewellery give a monochromatic glimpse of the historical city itself. On the other hand, another commercial showcases a woman adorned in Kolkata jewellery, opening the doors of her home as the Rabindrasangeet 'Jokhon Porbe Na Mor' being played at the backdrop. Certainly, the brand captures the essence in this unifying campaign.

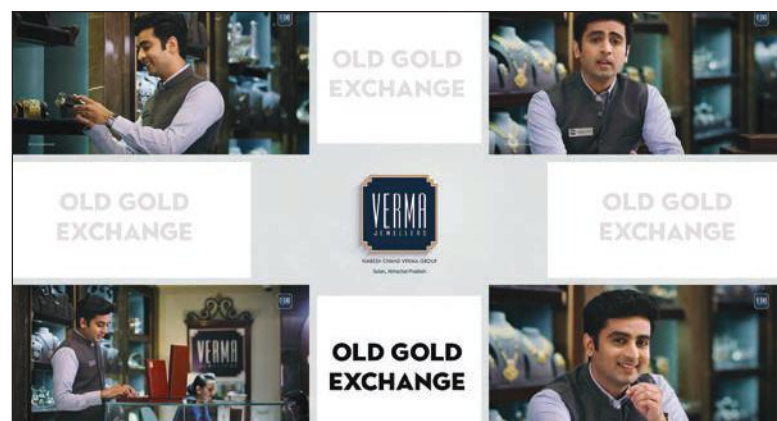
Rare Jewels ties up with The Style Planner and Pallod for ravishing in-store wedding styling event



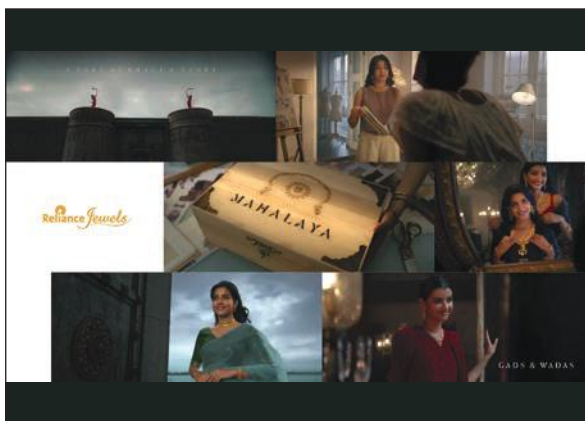
Wedding styling just got grand with Rare Jewels, a Ranka legacy. A brainchild of Sheetal Ranka, co-founder, Ranka Jewellers, Pune, this association with Pallod and The Style Planner has become a triple bonanza for influential families of Pune who want to get a total lowdown on everything glitz and glam on the D-day, all under one roof. The grooming event was held on 21st September at the Rare Jewels boutique store in Pune. A total of 40 select women, their grooms, and three family members were given this breathtaking pamper session headed by international bridal stylist Sejal Pagariya Agarwal.

Verma Jewellers surprises industry with excellent ad on gold exchange policy

Verma Jewellers came up with a new ad campaign to promote its gold exchange policy. The campaign walks the audience through the journey of a customer trying to exchange her old gold jewellery to buy new ones for her daughters' wedding. The immersive storytelling of the one-shot commercial focuses on the actor, enacting the role of a sales executive.



Reliance Jewels continues amplifying regional heritage, launches Mahalaya collection as an ode to Maharashtra



Reliance Jewels have come up with the Mahalaya collection, inspired by the glory and grace of Maharashtra during this wedding season. This regal line of necklace sets, pendant sets, mangalsutras, earrings, rings, bracelets, and bangles crafted in 22kt gold and internationally certified diamonds draw inspiration from unmissable old-world elements. The gold collection lines up some audacious choker sets along with longer and intricate necklaces that are statement pieces and can be used as bridal jewellery.

Konika Jewellery creates regal campaign featuring trans model

Beauty has never been just skin-deep. It's the popular notions that have got us to associating adornment with physical features. If you delve deeper into the soul, you unlock boundless dimensions. That is what Konika Jewellery did with their latest brand recall campaign featuring trans model Meera. The initial impressions of the campaign look nothing short of regal. We see Meera along with two other models turn back time to 16th-century India, immersed in the personas of three sakhis. Glimpses released on social media show the trio decked up in full bridal jewellery with two distinct photoshoots – one inside a temple and another in a stable. It's a saga



of friendship and exploration of feminine beauty that the campaign underscores with its storytelling.

Talking about the campaign, Tanvi Singhi, marketing head, Konika Jewellery, said,

"It was a nice coincidence. A production house approached us with the outline of this campaign featuring a trans personality, which aligned with our own plan of creating a full-fledged campaign that breaks societal norms of beauty once and for all. Supporting the fictional script and its individual backdrops, we provided various types of bridal jewellery. We are still to release various other exciting glimpses of the campaign. The character build-up has inspired us to continue this campaign with a new set up altogether during Diwali." She added that consumer activities regarding this campaign will continue in full force during Diwali as the next leg of this communication unfurls.



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Senco Gold & Diamonds launches new brand campaign to promote Everlite lightweight jewellery



KOLKATA: Senco Gold & Diamonds launched a new Durga collection – a lightweight gold and diamond jewellery collection under its Everlite brand to celebrate the spirit of India's biggest festival 'Durga Puja' and Navratri. This Everlite Durga collection inspired from nature and elements surrounding this festival has on offer beautifully crafted rings, earrings, pendants and bracelets for the discerning choices of today's independent woman, starting at a price of Rs 15,000 only. On this occasion, a music video with an extremely peppy number was also released in Bengali and Hindi languages.

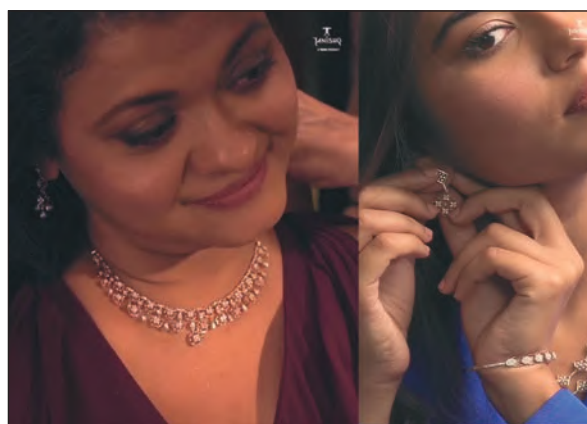
Raj Diamonds wishes Navratri to people in a unique way

BANGALORE: In keeping with the festive spirit of Navratri, Raj Diamonds, a renowned diamond jewellery brand wished people through an aircraft/ airplane message hovering over the city. It was marvellous to see the message written large across the sky.

Eshwar Surana, MD, Raj Diamonds said, "No matter what the occasion is, an airplane message is always special. Such a unique initiative could be used to communicate to people in targeted locations and is an extremely impactful medium to build brand visibility and also generate a high level of recall."



Tanishq provides glimpses of true Indian changemakers via diamond jewellery campaign



Every woman is a diamond. That's the tagline of Tanishq's latest campaign that effortlessly enhances how an individual achieves recognition because of sheer grit and hard work. The campaign equates the formation of a diamond under extreme pressure, underneath the earth's crust, to that of personalities people look up to. Such changemakers are hard to be, but not tough to find in our surroundings. Through this campaign, the chain store giant provides glimpses of entrepreneurs, activists and stars we often fail to spot in the hustle and bustle of life.

Aishpra Gems & Jewels partners with De Beers Forevermark to launch Forevermark



GORAKHPUR: Aishpra Gems and Jewels, has joined hands with De Beers Forevermark, the world's leading and trusted diamond jewellery brand, to launch Forevermark for the first time in Gorakhpur. The store will showcase a selection of the brand's exquisite jewellery designs, including the Forevermark Icon, the Avanti Collection, Forevermark Setting, the Twogether Collection and the Encordia collection in an array of rings, earrings, pendants and bracelets.

Antara Jewellery makes a big splash with passionate men's collection

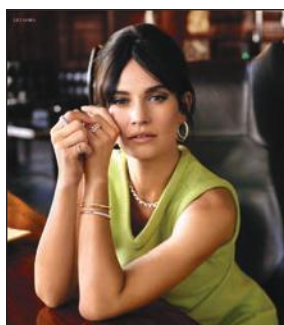


The identifying factor of this collection is its strong motifs of elephants, tigers and everything that's predominantly masculine and fits well with a 25-year-old and a 55-year-old easily. From rings, chains, pendants, bracelets, cufflinks to kurta buttons, this range is an amalgamation of adrenaline rush for 'guys' who think jewellery is 'in' and men who have always wanted to sport a gold chain. It's also friendly from the price-point perspective, starting from Rs 25,000.

The video commercial of the range on Instagram even has a popular F.R.I.E.N.D.S reference with the trademark Joey pick-up line "How you doin'!" That instils confidence for the customer base, which in this case, is the untapped reserve of men in jewellery.

Natural Diamond Council names new celebrity ambassador, Lily James and unveils next global advertising campaign

MUMBAI: The Natural Diamond Council announces the imminent launch of its global advertising campaign with the sentiment: "To Treasure, Now and Forever" featuring the freshly appointed British actor, Lily James to Global Ambassador. Lilly James shines in NDC's natural diamond universe, serving as the main inspiration for the 45-second campaign film which captures



a series of scenes relevant to the myriad of roles Ms. James plays on and off camera. Set throughout London, where James resides, the film draws the eye to its heroine from street, to set, and to stage. Each moment, whether big or small, is decorated by life's most meaningful adornments, sparkling pieces of diamond jewellery underscoring the film's manifesto, "To Treasure, Now and Forever."

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Vipul Shah and Kirit Bhansali takes charge as Chairman and Vice Chairman of GJEPC

MUMBAI: GJEPC announced the election results of the new GJEPC board members for the tenure of 2022-2024 on 30th August 2022. Vipul Shah, the Vice Chairman of GJEPC for the tenure 2020-22, took charge as the Chairman of GJEPC for the tenure of September 2022-September 2024. Kirit Bhansali of Smital Gems was elected as the new Vice Chairman of GJEPC.

Talking about his vision for the Indian gem & jewellery industry, Vipul Shah, the new Chairman of the GJEPC, said, "I feel privileged and energised to return to the role of GJEPC Chairman in these exciting times! The Indian gem and jewellery industry is at the start of yet another growth phase and is set to achieve the Government's export target for our sector, of US\$ 45.7 billion in FY 2022-23. There are tremendous opportunities for growth ahead of us. The landmark trade agreements signed with the UAE (CEPA) and Australia (ECTA) have provided competitive edge to the plain

gold jewellery exporters in the UAE. In addition, the forthcoming DESH Act will give a boost to the SEZ ecosystem and drive up export numbers. I take this opportunity to thank the Govt. for continued support



to the industry through a series of trade friendly measures."

Kirit Bhansali, the newly elected Vice Chairman of GJEPC, said, "I am honoured to get the opportunity to serve the industry as Vice Chairman of this great organisation built with years of toil by my predecessors. We have put the turbulent two years behind us, and as we emerge into the new era post the pandemic, GJEPC, through its continued leadership, will help take this industry into a new phase of growth, dynamism, and prosperity."

Orders worth Rs 49,407 crores placed at IIJS Premiere 2022: Hansa Report

MUMBAI: The 38th edition of IIJS Premiere held in Mumbai from 4th to 8th August 2022, was highly successful in driving sales and fulfilling the expectations &

2022, contributed by the quality of services, visitors, facilities & ambience, and machinery display.

Every year IIJS Premiere has been attracting 20% new visitors/buyers from all parts

of the country. This year too at IIJS Premiere 2022 there were 13,133 new buyers from 4,820 companies who visited the show. Well-known, big retailers also found new suppliers as there were 400 new



objectives of 1790 exhibitors and 50,000 domestic & international visitors, according to an exhaustive research survey conducted by Hansa Research, a consumer insights and analytics agency, commissioned by GJEPC.

The survey, which measured the world's second-largest show's performance across key touchpoints that impact customer experience, found that 95% of the exhibitors (sample size 948 exhibitors) expressed high satisfaction with overall experience at IIJS Premiere

exhibitors at the show.

Vipul Shah, Chairman, GJEPC said, "A third party report on IIJS Premiere was essential to evaluate our efforts and figure where do we stand as an organizer. As organisers we are elated to know that as per research, IIJS Premiere is instrumental in driving 25% of Annual sales of the industry and nearly Rs. 50,000 crores worth of orders were placed at the world's second largest show. Our efforts will always be to provide the participants a much more fulfilling experience at IIJS Premiere year after year."

Diwali edition of India Gem & Jewellery Show (GJS) secures robust sales orders for this festive Season

MUMBAI: The exhilarating Diwali Edition of the B2B GJS Expo was organised by All India Gem and Jewellery Domestic Council (GJC) and held from 22nd to 25th September at Bombay Exhibition Center (NESCO), Mumbai. The Guest of Honour, Mr. Rajeev Garg, Additional Commissioner of CGST, inaugurated the Expo. Also present at the inauguration was Ashish Pethe, Chairman, GJC, Mr. Saiyam Mehra, Vice Chairman of GJC, and Convener of GJS among other distinguished members from the trade.

More than 450 exhibitors, spanning over an area of 2,00,000+ Sq ft area, showcased their innovative designs. All types of contemporary and fashionable ornaments were in display at this expo which attracted visitors with eye-catchy look. The expo also had interactive educational seminars and workshops on various current and future trends by prominent players from the industry.



The expo has been creating a conducive atmosphere for the retailers to explore various exclusive and trendsetting jewellery from different culture and places. In this edition too, it encouraged and facilitated strong business and commercial relationships catering to the right customers during the onset of this festive season.

Mr. Ashish Pethe, Chairman, GJC added, "The show of this magnitude immediately before the festive season of Diwali is very encouraging. Over 450 exhibitors spread across 850 stalls showcased their products in the show. Exhibitors were enthusiastic to participate in the show as they secured very good orders for the Diwali festival. Exhibitors prepared their festival collections which attracted eye-balls in the show. Visitors participated in this show from all across the world."

Mr. Saiyam Mehra, Vice Chairman of GJC and Convener of GJS, said, "In this new edition of the show, we are happy to fulfil the request of our trade members who have been demanding for an effective B2B show before the start of the festive season. I am pleased that exhibitors and buyers benefited not only by the magnitude of this show but also by the upsurge in demand for gold and jewellery from India and globally, especially after the devastating pandemic and the beginning of the good times."



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Bhagyashree was spotted in an enchanting necklace paired with matching pendants, juxtaposed with emeralds and tanzanite in oval and rose-cut shapes, set with fancy-cut diamonds by The House of Rose, Mumbai.



Bollywood actress Kangana Ranaut turned up the heat with Mahesh Notandass Fine Jewellery's earrings



Hina Khan looked spectacular in long handmade chandali earrings and rings by Razwada Jewels, Mumbai

Who's Wearing what



Mira Kapoor looked graceful in the Narayan Jewellers Diamond Necklace



Sagarika Ghatge appeared in Jet Gems engraved emerald earrings with south sea pearls and diamonds



The Link Diamond Necklace by Anaqa Jewels adorned by Sanya Malhotra makes elegant minimalist statement jewellery



Kiara Ali Advani adorned ANMOL's beautiful uncut diamond earrings



Lisa Haydon looked gorgeous in the Emeralds and diamonds necklace by Tanishq Jewellery, Bengaluru combined with great creativity to flow with beautiful fluidity



Malaika Arora was spotted in Goenka India's delicate emerald necklace



Nora Fatehi sparkled in a classic diamond necklace paired with vintage rose cut diamonds by Diamantina Fine Jewels



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