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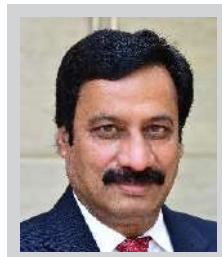
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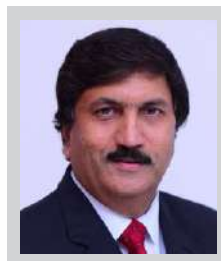
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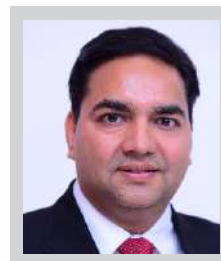
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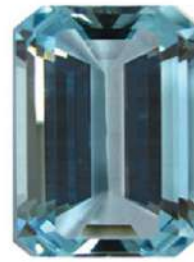
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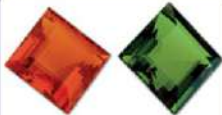
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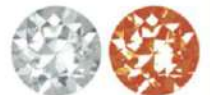
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JAGS
 JEWELLERS ASSOCIATION
 GEMSTONE SHOW

show may become a 2-day event soon



Mr Gaurav Jain, President, Sitapura Gems & Jewellery Association, Jaipur and Mr Nikhil Jain, Director, Vinayak Jewellers India Pvt Ltd, inaugurated the show.

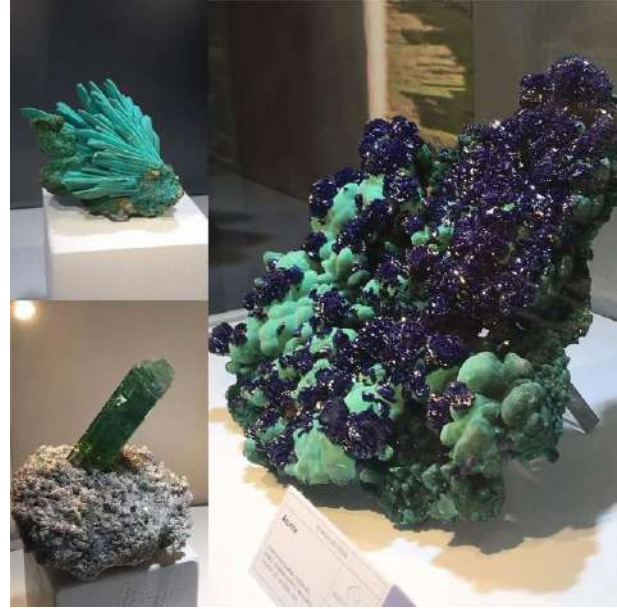
The Jewellers Association Gemstone Show (JAGS) was held on October 23, 2021 at Janupyogi Bhawan, Jaipur. The show is an iconic event for trade elevation and business improvement and is organised by the Jewellers Association Jaipur.

JAGS is slowly establishing itself as an exclusive gemstone trade show for procurement of coloured gemstones. It gives huge opportunity to small and medium manufacturers and traders to connect to buyers from across the country.

“The response to the rough and cut stone show has been tremendously encouraging and the feedback we've received from all segments is making us consider hosting the show for at least two days instead of one. There were 60 booths in this edition and the business has been very encouraging. We've had buyers from different cities in India as well as international buyers. The purchasing at the show has been great. The participants – be it exhibitors or buyers – have been very happy with the business and interaction between both the parties.”

Mukesh Vijay
 Convenor, JAGS





THE MUNICH SHOW

UNDERSTANDING GLOBAL TRADE SENTIMENTS

The much anticipated annual trade event, the Munich Show was held in Munich on 22-24 October, 2021. We interviewed Mr Christian Weinz, an exhibitor in the show as well as a trade expert about the expectations and realities of the show.

Q1. The Munich show was the most awaited show. How is the response in this edition?

In general, a 60% result compared to the previous Corona period was assumed in a first overall summary. For us, however, the fair was a great success and the shopping mood can be rated as positive.

This year, the fair was even expanded to include exhibitors in the colour stone segment in order to offer a substitute for the well-known Inhorgenta Fair.

Q2. Is this the first show after the Covid pandemic? What were your expectations from the show?

The Show had been the first big Show since Covid. Expectations for this event were unclear for a long time, because due to the possible government restrictions, it was difficult to assess whether the fair would take place and would it be frequented until the end. With a good concept, the show could then take place in compliance with the 3G rules. Our cautiously optimistic expectation was more than fulfilled.

Q3. What kind of change/growth do you foresee post Munich show?

Despite the global shortage of transport capacities, we were able to present our customers with an extensive range of goods and were certainly able to score points. This can also lead to long-term relationships with new customers whom we have been able to convince.

Q4. The show gets participants and visitors from all across the world. Which countries are your prominent participants and visitors from this year?

Because of the uncertain political decision-making situation, there were unfortunately not as many customers from outside Europe as in other years. However, we were able to welcome a large number of our European customers, and that made us very happy.

Q5. How would you compare this show to the previous shows held before the pandemic?

There weren't as many exhibitors, sellers or customers as they used to be before the pandemic but everyone was happy about a slice of normalcy and hence, enjoyed the show.

Q6. How deeply affected has the trade been due to the pandemic?

For sure, trade had been affected due to the pandemic because sales were closed, and borders were shut. The



impact on trade has been an unprecedented situation in the global age and is still ongoing as transportation is still a long way from recovering. Everything is still very fragile with regard to the increasing number of illnesses.

Q7. Do you see any changes in buying/selling patterns in this edition of the show?

The focus on higher quality items increased. The Influencers mingled at the show and business sentiment was cautiously optimistic.

Q8. In your opinion, what are the trends expected in the coming year ahead?

Trends indicate towards high quality material and execution, besides nice minerals and standard items. We are not much influenced by actual trends as we don't work in fashion lines or jewellery. Our assessment of that question may not be as accurate.

Q9. As an exhibitor, how has your personal experience been?

For us the fair was successful and the shopping mood can be rated as positive.

Q10. What are the key highlights of the show this year?

The main highlight had been that a show could take place at all. Further on there had been a lot of highlights - the Munich Show were posting special items through multi-media channels and to visit them was very interesting.





THE DUBAI SHOW

INDIAN JEWELLERY SHINES AT THE DUBAI SHOW



Mr Colin Shah, Chairman, GJEPC (L) welcoming
Mr Pavan Kapoor, Ambassador of India to UAE (R)

The Gems and Jewellery Export Promotion Council successfully hosted the three-day jewellery show amidst much enthusiasm and zealous participation. The International Gems & Jewellery Show 2021 (IGJS) was the first ever international show organised that saw physical participation from jewellers from across the world.

The Dubai edition of IGJS is supported by Dubai Gold and Jewellery Group and co-sponsored by International Gemmological Institute Pvt Ltd. The much anticipated international show was a breakthrough after the pandemic to boost business activity and international trade to further improve overall trade circumstances in the pre-festival period.

IGJS 2021 was host to more than seventy Indian manufacturers and an encouraging number of more than five hundred and fifty international buyers across different segments. An elaborate profile of buyers who were manufacturers, retailers and importers from all sectors of the worldwide jewellery industry visited the show and contributed in making IGJS a huge success. Design houses, jewellery manufacturers sourcing diamonds and gemstones and independent retailers also visited the show.

The much awaited trade event, IGJS 2021, enjoyed a wide global participation from various parts of the world. Buyers came from Russia, India, Saudi Arabia, Bahrain, Iran,





Lebanon, Uzbekistan, UAE, USA, Nepal, Sri Lanka, UK, Pakistan, Egypt, France, Italy, Kuwait and Oman, among other countries.

The show was inaugurated by Mr Pavan Kapoor, Ambassador of India to UAE. He said that “India contributes 27% to global gem and jewellery industry. We should try and create more opportunities to increase this share going forward. This is one of the fastest growing sectors in the Indian economy with an annual growth rate of approximately 16%.”

Mr Chandu Siroya, Vice-chairman, Dubai Gold and Jewellery Group, Mr Colin Shah, Chairman, GJEPC, Mr Dilip Shah, Convener, International

Exhibitions, GJEPC, and Mr Sabyasachi Ray, Executive Director, GJEPC, were also present at the opening ceremony of the Show.

Mr Colin Shah, Chairman, GJEPC, also said that “India has always been the key player in the Middle East region contributing around 40% of jewellery exports from India.”

Trade shows and exhibitions happening in the post-pandemic era are building positive sentiments for global trade growth. The deep impacts of the pandemic are gradually being addressed in full vigour by the entire gems and jewellery trade community. The success of Dubai show is yet another boost to psychological, financial and business aspects of trade. May these encouraging graphs continue to rise.



Transit of Precious Metal Smoothened for SEZs

In a landmark clarification, the Ministry of Commerce & Industry, Government of India has now permitted the transit of precious metals and other goods from the nominated agencies in one SEZ to different SEZs all over the country. This comes as a huge relief for all nominated agencies as well as gold and



silver manufacturers because not just the transit has smoothened, the cost of transit will be significantly reduced.

GJEPC has been cognizant of the hassles faced by both the channels and hence pursued the government for ease of manufacturing for the entire jewellery trade in India.

IIJS Bengaluru Thrusts Trade Growth

IIJS PREMIERE 2021 CREATES GENEROUS BUSINESS OPPORTUNITIES FOR ALL

Unleashing infinite business opportunities, the 37th edition of IIJS Premiere 2021, the flagship trade show by the Gems and Jewellery Export Promotion Council (GJEPC) was held in Bengaluru. The show is believed to have benefited not only the gems and jewellery sector but also the peripheral sectors that are associated with organising the show including logistics, hospitality, retail and eateries.

For last 30 years, the Show was held at the grand Bombay Exhibition Centre, Mumbai but needed to be relocated this year due to covid

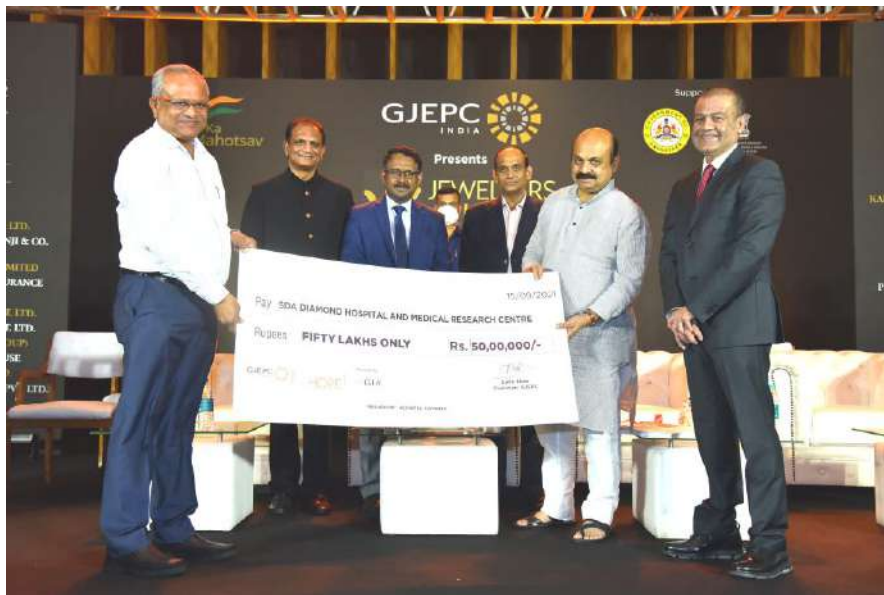


restrictions and protocols. The Karnataka Government offered the Bengaluru International Exhibition Centre (BIEC) and created a bio-bubble to ensure safety of all attendees.

IIJS 2021 was also the world's first

largest physical-only show held since Covid, and the show saw an overwhelming participation of 1,300+ exhibitors and over 21,000 visitors, including more than 300 international buyers. The five-day Show, has generated an estimated business worth USD 6.75 Billion! The success of IIJS Premiere 2021





clearly indicates that the gem and jewellery industry has now surfaced from the deep impacts of the pandemic and the sector is now growing and moving ahead towards prosperity.

The five-day show was attended by several dignitaries like Ms. Anupriya Patel, Hon'ble Minister of State for Commerce & Industry, Ministry of Commerce & Industry (through video conference), who hailed the industry for being the world leader in diamond cutting and manufacturing, and one of the largest exporters of gems and jewellery.

Mr. Murugesh Nirani, Hon'ble Minister of Large and Medium Industries, Govt. of Karnataka; Mr. Ramana Reddy, Additional Chief Secretary, Department of Commerce & Industries, Govt. of Karnataka; Mr. S. Suresh Kumar, Joint Secretary, Department of Commerce, Ministry of Commerce & Industry, were also a part of the opening ceremony on the first day.

Expressing delight about the show being hosted in Karnataka, Mr. Nirani, said, "Karnataka is the only state which produces gold from the Hutti Gold Mines and the Kolar Gold fields. We are aiming to increase the production from 1,700kg to 5,000kg. We will be opening jewellery retail stores to promote gold and sell gold coins; we're

hoping to partner with private jewellers."

The highlight of IIJS Premiere 2021 was an Interactive Session featuring Mr. Piyush Goyal, Hon'ble Minister for Commerce & Industry, Textile, Consumer Affairs, Food and Public Distribution, Govt. of India along with Mr. Colin Shah, Chairman, GJEPC; Mr. Mahendra Tayal, Regional Chairman-

Southern Region, GJEPC; Mr. Shailesh Sangani, and Mr. Sabyasachi Ray, Executive Director, GJEPC.

Prior to the session, the Commerce Minister visited all the five expo halls and spent nearly two hours interacting with the exhibitors. Mr. Goyal said, "It is a pleasure to be at IIJS Premiere 2021 that has shown all the hard work and dedication put forth by multiple retailers, exhibitors of the gems and jewellery sector in India. The current Government policies have been formulated keeping in mind all the concerns and aspirations while encouraging them to venture past the government initiatives at present. The creation of a 'Credit Guarantee Fund' could help manufacturers overcome financing issues and facilitate smoother trade."

More than 100 leading manufacturers, retailers, exporters, trade associations, international buyers participating at IIJS shared new advancements, initiatives, and other industry-related issues directly with Mr. Piyush Goyal. At the event, the Minister unveiled the Cluster Mapping Report by The National Council of Applied Economic Research (NCAER) and GJEPC, which has enabled the industry to identify clusters for gem and jewellery manufacturing to boost exports.

NJA's 10th Edition ...and the Winners Are



NATIONAL JEWELLERY AWARDS

National Jewellery Awards (NJA), the most prestigious awards in jewellery industry, successfully concluded the finale of their 10th edition at Taj

Resorts & Convention Centre, Goa on 20th October 2021. An initiative by All India Gem & Jewellery Domestic Council (GJC), the NJA 2020-21 received overwhelming response with thousands of entries.

Mr. Ashish Pethe (Chairman, GJC), Mr. Nilesh Shobhawat (Convener, NJA), and other

dignitaries from the jewellery industry were present at the grand event. Famous bollywood actress, Sangeeta Bijlani, was the chief guest. Singer, host and actresses Sophie Choudry along with popular film actress, Kimi Katkar were present to felicitate the winners. The show was a combination of entertainment and felicitation and was anchored by Indian television actor Hussain Kuwajerwala.

The 10th edition of NJA had 9 award segments which were further sub-divided into 36 sub-categories that covered awards for all the segments of the jewellery industry starting from students, designers, artisans, jewellery, store, women entrepreneur, advertising campaign and various special awards. NJA was conceptualised to recognise and felicitate creativity and talent in the industry and it envelopes all sections of the jewellery trade including various precious metals, stones, ornaments and artifacts. GJC has aimed to stimulate growth and nurture talent in the industry by creating a huge platform like NJA for individuals and companies to highlight their aptitude.



The Bride's Pride
(Gold Bridal Jewellery of the Year)
Emerald Jewel Industry India Limited



Paramparik Jewellery
An Artisan's Pride
Arjunaa Jewellers



The Bride's Pride
(Jadau Bridal Jewellery of the Year)
Sabine Jewellers



The Bride's Pride
(Diamond Bridal Jewellery of the Year)
Vummidi Bangaru Jewellers



Anmol Ratna Award
Mr. Bachhraj Bamalwa

Honouring the Art of Designing Jewellery

CATEGORY	SUB CATEGORY	NAME OF THE PARTICIPANT
Jewellery Award Excellence Award	Accessory of the Year Advertising Campaign of the Year Audio/ Visual and Print	Silver Emporium Pvt. Ltd. Malabar Gold Pvt. Ltd.
Jewellery Award	All Eyes on Him (Men's Jewellery of the Year)	Aqua Jewellers
Special Award Student Awards Artisan Award	Anmol Ratna Award Arihant Diamond Institute Artisan/ Craftsman	Mr. Bachhraj Bamalwa Anokhi Avnishbhai Mehta Swarup Paul From Vummidi Bangaru Jewellers
Jewellery Award Designer Award Excellence Award Special Award	Bangle/ Bracelet/ Kada of the Year Cad Campaign of the Year - Digital Corporate Social Responsibility Award	Laxmi Jewellery Export Pvt Ltd Mithun Kalipada Jana Raniwala Jewellers Pvt. Ltd. C Krishniah Chetty Group of Jewellers
Jewellery Award	Couture Jewellery of the Year (Gold or Diamond)	Charu Jewels
Jewellery Award Special Award Special Award Special Award Special Award Designer Award Student Awards	Earring of the Year Gem of the Year - East Gem of the Year - North Gem of the Year - South Gem of the Year - West Hand Sketch International Institute of Gemology	Ranka Jewellers Mr. Subir Kumar Sen Mr. Rajan Rastogi Mr. B Ramesh Mr. Fatechand Ranka Pratiksha Gandle RJ Viraj Pandurang Palkar

Special Award	Jewel of the Year	Mr. Zaverilal V. Mandalia
Student Awards	National Institute of Design	Simran Bahmania
Student Awards	National Institute of Fashion Technology	Priyanshi Gusain
Student Awards	National Institute of Fashion Technology	Riya Arora
Student Awards	National Institute of Fashion Technology	Amisha Rai
Student Awards	National Institute of Fashion Technology	Mayank Bhaskar
Student Awards	National Institute of Fashion Technology	Muskan Wadhwa
Jewellery Award	Paramparik Jewellery - An Artisan's Pride	Arjunaa Jewellers
Student Awards	Pearl Academy	Khushboo Ahuja
Jewellery Award	Platinum Jewellery of the Year	Emerald Jewel Industry India Ltd.
Jewellery Award	Ring of the Year	Kirtilal Kalidas Jewellers Pvt. Ltd.
Student Awards	Sawansukha Institute of Gemology and Design	Divya Gupta
Store Award	Single Store of the Year East	Sawansukha Jewellers Pvt. Ltd.
Store Award	Single Store of the Year North	Harsahaimal Shiamlal Jewellers
Store Award	Single Store of the Year South	Viswa and Devji Diamonds Pvt. Ltd.
Store Award	Single Store of the Year West	Kabra Jewels Pvt. Ltd.
Jewellery Award	Sterling Silver Artefacts	Caps Gold Pvt. Ltd.
Jewellery Award	Sterling Silver Jewellery (Silver Jewellery of the Year)	Sri Vasavi Thanga Maaligai
Jewellery Award	The Bride's Pride (Diamond Bridal Jewellery of the Year)	Vummidi Bangaru Jewellers
Jewellery Award	The Bride's Pride (Gold Bridal Jewellery of the Year)	Emerald Jewel Industry India Ltd.
Jewellery Award	The Bride's Pride (Jadau Bridal Jewellery of the Year)	Sabine Jewellers
Jewellery Award	The New-Age Women's Jewellery (9 to 5 Jewellery Â Gold or Diamond)	Bhindi Jewellers
Jewellery Award	The Touch of Color (Colourstone Jewellery of the Year)	Karan Kothari Jewellers Pvt. Ltd.
Jewellery Award	Treasure of Ocean (Pearl Jewellery of the Year)	Kirtilal Kalidas Jewellers Pvt. Ltd.
Special Award	Women Entrepreneur Award	Ms. Shrushti Sharma
Special Award	Yuva Ratna Award	Mr. Deven Satikuvar
Jewellery Award	Zirconia Jewellery of the Year	G. R. Thanga Maligai Firm



India Skills Regional Level Competition Held Successfully



Gem & Jewellery Skill Council of India (GJSCI), under the guidance of NSDC, has been organizing various World Skills Competitions. The events have always showcased the best competitors. In this edition, the India Skills Regional Level Competition was organized in Gandhinagar, Gujarat from 29th October to 1st November 2021. There were 38 skill areas in this competition, for which more than 230 participants from 5 states – Goa, Maharashtra, Gujarat, Madhya Pradesh and Rajasthan – participated. There were 38 skill-categories in the competition, of which jewellery was one of the skills and there were 4 participants in this category. Hirender Prajapati of Jaipur, Rajasthan won the gold medal and Prateek Hingde of

Maharashtra got the silver medal. Partner institutions IJIM Ahmadabad, Goldsmith Academy Coimbatore, VBG Chennai and Lakshmi Diamonds Bengaluru provided great support for the competition. Both the winning candidates will participate in the India Skills 2021 National Competition to be held in Bengaluru in the last week of December 2021.



Adapt. Grow. Succeed.

Change is the only constant. Adaptability is the key to sustainability and growth. We reached out to Mr KK Chudiwala from Shree G K Chudiwalas to know how they have been trading ahead with the craft of Kundan Meena and the demands of the day.



(L-R) Vatsal Mittal, Krishna Kumar Chudiwala, Nikunj Mittal

Krishna Kumar Chudiwala

Shree G K Chudiwalas

Q1. Tell us about the legacy of Chudiwalas.

I founded Shree G K Chudiwalas in 1991 to materialise my love and fondness for coloured stones. Building further on the strong foundation, my sons, Nikunj Mittal and Vatsal Mittal, joined the family business in 2010 and

2016 respectively. While Nikunj travelled all through the country showcasing the brilliance and exclusivity of the brand, Vatsal took a deep dive into the study of gemmology to source, design and offer the most exquisite range of ornate jewellery. Each piece of jewellery from our collection tells a fascinating story and derives inspiration from the rich traditions, culture and heritage of Rajasthan while also infusing it with a touch of modernity.

Q2. You have carved a name in the Kundan-Meena sector. What sets you apart?

We believe to have played a significant role in further glorifying the art of Kundan-Meena by offering it to the audience with a kind of quality they had never experienced before. Shree GK Chudiwalas specialises in bespoke bridal jewellery and the use of big sized Polkis is our signature style. We

believe in designing and manufacturing each product with the brilliance and quality to become a family heirloom one day. Our team consists of extremely skilled artisans who have been practicing the art of jewellery for decades and they handcraft each piece of jewellery with a pristine finesse and unparalleled workmanship.

Q3. How is the market responding post pandemic?

The pandemic has given birth to a culture of smaller and more intimate gatherings which has drastically driven down the budgets spent on food and the event. More number of people are choosing to invest those savings in jewellery, both bridal and trousseau. The choice to make the investment of a lifetime in comparison to using it all up for a single celebration seems to be gaining popularity with the couples set to be married and their families.

Q4. What are the up coming trends in your sector?

There is a growing appreciation for quality as the customer is constantly becoming more and more quality conscious. Earlier, the trend was to use very weak quality Polki for Kundan Meena jewellery but we have been trying to make the customer aware and appreciate high

“Make jewellery more than just a product, make it an experience.”



quality Polkis and are pleased to have been successful in that endeavour. Statement jewellery, bespoke bridal sets and the use of big sized Polkis are in full demand. New accessories that are exponentially trending in our sector are headbands, tiaras and Matha Pattis. These are definitely a hit with the brides and are also gaining popularity as non-bridal jewellery.

Q5. Are there innovations happening in the traditional Kundan-Meena sector?

Traditionally, Kundan Meena jewellery was made using small Polkis only. We are innovating with the use of a variety of coloured gemstones like rubies and emeralds as well as pearls for accentuating the pieces. We are constantly working towards offering something unique with each collection for example, jewellery with heavy puvai for which we use high quality Russian emerald beads and gorgeous south sea pearls that add colour, dimension and uniqueness to our designs.

Q6. What would you like to suggest or advise the tradesmen seeing the current scenario?

Almost every bride wants to be adorned in bespoke Kundan Meena Polki jewellery for her wedding day and there is a huge appreciation for statement diamond jewellery for engagement ceremonies. As traders, designers and manufacturers, our focus should be on delivering high quality and exquisite jewellery to create a level of respect for this extremely skilled art form and make it shine. We should pay heavy attention to enhancing the quality of stones as well as the Meenakari because only if we as a community will offer the audience what they desire, will they come back for more.



Ms Sharmil Mathur
Coloured Rocks
Trading Pvt Ltd

PUSHING GENDER DISPARITY AWAY

“Women empowerment through education and employment will create infinite possibilities of success in every sphere.”



Jewellery, a sector predominantly for women but one that hasn't employed a lot of women in the past, is walking a brighter path now. Breaking barriers and building newer opportunities for all, there are multiple players initiating a massive social change at every corner. Ms Sharmil Mathur from Coloured Rocks Trading Pvt Ltd (CRTPL) has been catalysing sustainable opportunities for women. CRTPL, a sourcing/buying arm of Gemporia UK, is a reputed company associated with leading manufacturers in India and abroad and has a large team of over 100 people working in cohesion. Let's peek into what Ms Sharmil Mathur has been directing and doing with her unique team.

Q1. You have done some incredible work especially in creating opportunities for women. How did it all start?

It began with a small initiative in 2014 when we started a gemstone cutting training program for ladies from Katputli slum area in Jaipur. It was not very easy at first to bring them out of their homes to work in a new industry and then to change their attitude towards women at work and the life of working women. I was adamant to change the mindsets and make it happen despite discouraging responses from all corners. After initial training of 6 months and intensive training for one and a half years, we hired some of the ladies on payroll and today we have a dedicated gemstone cutting unit for women from different slums of Jaipur. These ladies are working efficiently and are breaking social barriers and taboos. Today, they are not only confident but also self dependent. They all have their bank accounts, provident funds, ESI and above everything else, a change has happened in the way of thinking and living a socially respectable life.

Q2. What are the challenges you faced and how did you come around them?

There were many challenges at every step of the way. My first challenge was to work in a men-intensive industry being a woman. Secondly, I had no academic degree in jewellery nor did I come from a family of jewellers. My calibre was always speculated

and doubted. There were other prejudices about my working post-marriage and after birthing my children. I was expected to take a long break perhaps! When I look back at my 15 years in this industry, I feel immensely proud of the rollercoaster ride I had. I am grateful for the learning and experience I've had and I cherish working with my team at CRTPL. I joined when there were only 17 members and today we are 100+.

Q3. What has been your success rate in this endeavour?

This question is for my management in UK to answer but I'd say that CRTPL is running successfully and is known for its commitment and truthful business in industry. The Company has earned a reputation of a trusted business partner. We began our journey by dealing with 2 companies in Jaipur and one in Mumbai and with a handful of gemstone suppliers. But today, we are associated with 30+ factories in India, many in Hong Kong, Thailand and across world. I truly believe in learning, improving and moving ahead in all our phases in life, be it personal or professional.

Q4. What are your ongoing programs?

We sourced gemstones, diamonds and jewellery for years and we diversified into lifestyle and home-ware two years ago. Both these new verticals have been received very well and are





doing great. This new addition has given us yet another opportunity to learn and expand our horizons.

We have adopted another school under our social project this year. 5 years ago, we had adopted a government school and this year



added one private school. In an endeavour to provide good infrastructure, quality education and resources for extracurricular activities to children from underprivileged section of society, we provide these schools with all necessary monetary and resource assistance to make these institutions centres of excellence.

We are also working on another women empowerment project that will provide employment to women in slum



areas. We are becoming more sustainable in terms of our approach towards planet and it's safety. We are implementing and continuously analyzing ourselves to become more environment friendly in coming years.

Q5. Involving women in a men-intensive industry is a huge change. What are your plans for future?

I don't believe that there is any work which is very gender specific. These mind-blocks created by our society need to change and now



is the time. My team is a fine blend of genders and we have women in leading positions in our organisation. Men and women, both work in cohesion and harmony at my organisation with a common factor of diligence and sincerity.

We plan to increase the number of women in our gemstone cutting unit and also to expand our avenues in lifestyle and home-ware to create more opportunities for women. We can

bring real change in our society by empowering women and educating children. These two factors can help India become a great nation. I request the entire industry to give equal opportunities to women and witness their excellent performance.

SMART MOVES FOR SMARTER TIMES

Fashion and trends keep reinventing themselves out of the same closet most of the times. Post pandemic, the trends and demands create a rainbow of illusions and actualities. Who better than some trade experts who are dealing, inventing and re-inventing their craft to meet the dynamic choices of the consumers?

We flew over the terrains of Rajasthan and met two jewellery houses in Mumbai to know their take.

Sanskriti Jewels

Sparsh Jewellers

SANSKRITI JEWELS

Sanskriti is a youthful brand with its roots firmly entrenched in the artistic Indian heritage, yet its creations resonate aesthetically with modern and universal sensibilities. Our design house is renowned for creating contemporary couture jewellery inspired by our rich culture with an innovative twist.

Q How did you decide to establish your company?

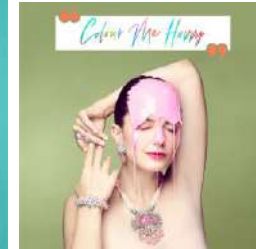
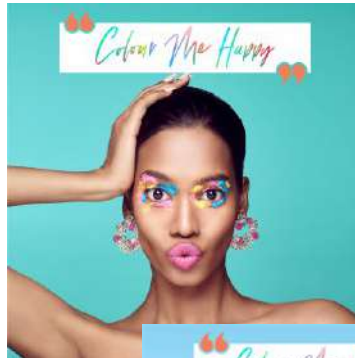
K: I am a first generation jeweller, who started out young at the prime age of 16. In the year 2000, while studying at Sydenham College, Mumbai, I began to learn the ropes of the gem & jewellery trade. As luck would have it, I fell in love with the talented jewellery designer, Nidhi, and together we conceptualised Sanskriti Jewels. Our core objective was to spread happiness and create timeless memories, by constantly creating innovative and couture jewellery, and by making it accessible to every person.



**Karan Garodia &
Nidhi Garodia**

Q Nidhi, you are the creative director of Sanskriti. What is it that sets your company apart?

N: I believe that jewellery has to be an exciting accessory...a conversation starter. Colours and coloured stones have always captivated my interests. I strongly felt that, I could enhance the conventional design narrative of our gems and jewellery industry with play of colours. Hence, unique and unusual colour stones have been the heroes in my creations. Moreover, the use of non-calibrated and uneven baroque and tumble shaped stones and beads help us create an illusion of natural looking 3D jewellery.



Our latest offering was “Colour Me Happy”, a collection of jewels inspired by the happiness that colours bring to our lives.

enhanced this age old craft by various manufacturing houses.

Q What are the themes or ideas you are currently working on?

N: Our latest offering was 'Colour Me Happy', a collection of jewels inspired by the happiness that colours bring to our lives. As the names suggests, the collection was all about colours. We are also working on a lot of techniques like ceramic, titanium, and invisible, to name a few for our forthcoming collections.

Q How would you rate the current market scenario?

K: I haven't seen a better scenario in 22 years of my business career. Everyone I know in the industry is happy and doing great. I strongly feel that the post-covid sentiment of consumers towards jewellery as the best luxury spending has positively strengthened.

Q Do you see innovation in the age old Kundan-Meena craft. How so?

N: Today, the Kundan and Polki Jewellery has become an important pillar of our trade. Also, a lot of innovation, finesse and creativity has

Q What does the upcoming market look like to you?

N: The upcoming market looks very promising and positive to me. It's a golden opportunity for our industry, thus we shouldn't get complacent. We must bank on it, work even harder and take it to another level.

Q How have your trade relations been with Jaipur?

K: Our trade relations with Jaipur have always been excellent and rock solid. Jaipur being the coloured stone capital of the world, our major sourcing happens from it.

Q What do you like the most about Jaipur?

K: We like the entire vibe of Jaipur and Rajasthan, be it the traditions, the vibrant culture, the always welcoming people and most importantly the delicious food. Also, being Marwaris, (our four-fathers migrated to Mumbai way back in 1850's) we have our roots there and share an incomprehensible bond with Jaipur and Rajasthan.



Hema Shah & Suken Shah

SPARSH JEWELLERS

Q A brief about your company?

Our company is headed by Mr Suken Shah (Founder & Director) and Ms. Hema Shah (Creative Head & Director). We curate exclusive studded couture jewellery. We cater to more than 300 jewellers pan India and overseas. Over the years, we have created a niche market and we take great pride in saying that our products have a language to it which makes them stand out and are differentiated from others. As a company, our motto is to create and provide best of the products and services to our patrons. At Sparsh, we believe that every piece of jewellery is not just a product but it's made to create memorable moments and an

experience for the beholder that they would cherish for years to come.

Q How did you decide to establish your company?

We started out as a diamond trader and gradually shifted our focus from diamond trading to creating jewellery. We made small pieces and catered to stores in Mumbai. Our products were loved and appreciated and in the year 2002, we came up with the idea of launching a company that would create and make available a product which is unique and exclusive. Since then, it has been a wonderful journey. We have been successful in making our brand opulent.

Q What is it that sets your company apart?

Our forte is executing a bouquet of exclusive collections which has all the ranges and styles. Also, our prices are pocket friendly. We use an array of coloured stones to create beautiful ornaments. Our use of stones in a sublime manner is what makes them ostentatious and are loved by our patrons who keep coming back wanting more. We also provide customised services as per our clients' requirements to make a wholesome experience.

Q What are the themes or ideas you are currently working on?

We have made a benchmark and we raise the bar every year when it comes to new offerings.

This time around, we have used some amazing carved stones like Serpentine, Dumortierite, Prehnite, and many more which have helped us in creating stunning pieces. Also, we are coming up with an exclusive line of aesthetically used rose-cut diamonds fused with our trademark styles. We are hopeful that our clients will receive this range well.

Q How would you rate the current market scenario?

There has been a paradigm shift in the market situation. Season has been fantastic and has been busy throughout. We had analysed this situation long back when show started after 1st lockdown had been lifted. There was a free flow of orders pouring as retailers had not replenished or accumulated for the upcoming season. It was and is a challenge to complete our orders, but we are more than happy to be in that situation.

Q Do you see innovation in the age old Kundan-Meena craft. How so?

Meenakari is something that brings pride and



puts our country on the world map. There has been a shift in the application of these processes and materials over a period of time. We also have a range which we call

'Young Jadau' where we have used a lot of pastel shades keeping in mind today's millennial and brides. We have moved to open Polki setting which gives a lot of confidence to our clients and authenticity to products. To sum it up, there will always be a shift as per the trends and requirements.

Q What does the upcoming market look like to you?

Going ahead, we feel demands are going to be strong. We are very positive and it was very encouraging to see retailers from two-tier and three-tier cities buying our line. It's an indication of growing market share for couture jewellery.

Q How have your trade relations been with Jaipur?

Jaipur has been and will be the hub of gem stones and Jadau jewellery. We have been associated with many companies over the years for procurement of our stones. It's has been a wonderful experience so far.

Q What do you like the most about Jaipur?

Not only buying experience but the warmth they share and the hospitality they offer is amazing and can be matched to none. Pink city has always given us fond memories to take back with us. We look forward to visiting the city especially in winters, during exhibitions.



BROKERAGE

THE UNTOLD LEGACY

The jewellery business has flourished over centuries in Jaipur and has made it a gem-hub of India and a major gem & jewellery centre of the world. The markets have gone up and down but the one thing that has remained constant to the success of Jaipur jewellery sector is the contribution of the brokers of Jaipur. Brokers have been central to the success of every big and small deal and are the catalysts of this trade. Their participation and role is extremely intrinsic to the growth of Jaipur jewellery trade because these were the people who were responsible for carrying out a deal between two parties from beginning to end. The moral responsibility of ethical trade has been shared by the brokers along with the sellers and that is what has earned them a solid reputation of trusted partners in growth.

We wanted to know more about how this system has worked over decades and learn about the nuances of the relationship between a broker and a seller. We reached out two prominent names in the trade and asked them to throw some light on the work-pattern of the bygone era.

Champalal Ji Bothra



Champalalji Bothra was influenced by his lineage of emeralds and other precious gem dealers so he decided to become a broker. Given the early days of his career, brokerage seemed like the appropriate starting point to better learn the nuances of the trade. The brokers, being primary relationship managers, are the glue that binds together the selling and buying parties. While trade shows and exhibitions are integral to this trade today, back in the day, brokers would conduct research on available products and connect with suitable buyers; target marketing was a personalised service, for which brokers sealed a percentage of value of transactions.

“It wasn't easy to be privy to someone's inventory”, said Champalal Ji.



Complete transparency was the undeclared mandate.

The foremost factor was to build a good rapport and confidence among suppliers. While working with high value merchandise, it was crucial to hold good business philosophy and ethics. Bridging the negotiations between the buyer and seller, communication skills were vital, as was managing expectations of both the stakeholders. He also said that it was never about a single transaction or deal. It was about building a continued bond of mutual respect and trust and establishing favourable business etiquettes.

The brokerage system has been in existence since the trade of jewellery and gemstones have been prevalent. The jewellery industry in Jaipur has always acknowledged the vital role played by the middlemen in making the industry reach newer heights. Champalal Ji also said that the era in which he did business was the *Satyug* or the golden era of the trade where complete transparency was the undeclared mandate. Accurate details were shared about the products and what was said was what was sold. There was no discrepancy in doing business and the payments were also cleared within stipulated time-frames.

With such towering legacies of business dealings and relationships, creating goodwill and righteous trade practises emerge as the most fundamental rule of doing business. The newer generations need to know the legacy and history of this trade and put in their efforts to re-create the *Satyug* of trade.

Chandra Prakash Ji Agroya



Trust is a tradition of the jewellery trade.

your word was enough binding on the seller, the buyer and the broker. On asking about how work took place then, Chandra Prakash Ji elucidated that a demand was presented for a certain type of stones or the seller would inform about the variety he has. Either ways, the broker would communicate between the seller and the buyer and communicate the asking price as well as the selling price. The broker would enter the deal with the onus of complete responsibility of the reputation of both the parties and would try to strike a deal between the two parties. The entire deal was struck with utmost trust and the broker was accorded his pre-fixed percentage of the deal. It is worth a mention here that the brokers were expected to sharpen their acumen of interpersonal communication to be able to gauge the moods of the buyers and the sellers. Their nuanced ability would play a crucial role in doing business.

In an era where there were no smart-phones or internet and no exhibitions were organised, the brokers were the people who were privy to the stocks of the sellers and they would reach out to interested purchasers. Be it precious or semi precious stones, stone jewellery, gold jewellery or silver jewellery, people would ask the broker to always steer the deal. Chandra Prakash Ji said that today exhibitions and internet have smoothened the trading and extended the accessibilities, but back then was a different ball game all together.

Chandra Prakash Ji Agroya began his career with synthetic stones in the year 1964 but moved to the trade of gem stones in 1973 owing to the decline in the market conditions of synthetic stones. In his first six months in the stone trade, he understood the stark contrasts in the two businesses and realised that he had to start from scratch. To acquire knowledge of emeralds, its qualities and price assessment, he decided to become a broker. A man of his word, he sincerely upheld the reputations of the sellers and buyers and was responsible to strike a deal between the two parties.

The brokerage system thrived on the same principal that sustained the jewellery trade of Jaipur – Trust. A verbal commitment or giving

GEMFIELDS



BIGGER THAN BIG

Chipembele – The Rhino Emerald by Gemfields Mesmerises the World

The world has been taken by a storm by the sheer size and beauty of Chipembele, the Rhino Emerald. Weighing 7525 carats (1505g), this emerald rock is unusually big and extremely beautiful. It is extremely rare to encounter a gemstone weighing more than 1,000 carats. Chipembele means 'rhino' in the local indigenous dialect of Bemba and has earned a place in this exclusive club, and a name to match.

The discovery of Chipembele follows Insofu (Word in Bemba for 'elephant' – discovered in 2010) and Inkalamu ('lion' - 2018), all of which were formed within relatively close proximity at the Kagem emerald mine in Zambia, which is the world's single largest producing emerald mine, owned by Gemfields in partnership with the Zambian government's Industrial Development Corporation.

Chipembele was discovered on 13 July 2021 by geologist Manas Banerjee and Richard Kapeta (who was also the team leader for the discovery of Inkalamu in October 2018) and his team at Kagem. The discovery, they said, “left everyone

speechless”. Kapeta shouted in joy, “look at this rhino horn!” And hence, the gemstone found its name.

Chipembele formed under near perfect conditions, allowing the combination of the elements beryllium, chromium and vanadium to crystallise into large, distinct hexagonal crystal structures with glassy surfaces. The recovery of such a large high-quality emerald is extremely rare and was made possible by the skilled Kagem mining team, who practise gentle extraction techniques when mining in areas where emerald mineralisation is present. The rich, golden green hue and gemmy nature of this emerald will be appealing to buyers looking to yield fine quality faceted emeralds after the cutting and polishing process.

This remarkable gem is due to be sold at the next Gemfields emerald auction. Chipembele stands proud as the largest of the three significant finds at Kagem emerald mine, with Insofu weighing in at 6,225 carats and Inkalamu at 5,655 carats.



JEWEL OF AFRICA
Mining · Jewellery Manufacture · Retail · Certification

× GEMFIELDS

Gemfields Pays Iconic Tribute to Landmark Book Trilogy



On completion of the third book, Sapphire, in the landmark trilogy sponsored by Gemfields, the Company has partnered with Jewel of Africa for a charitable tribute. 'The Big Three' – a trilogy on ruby, emerald and sapphire – by author Joanna Hardy is now complete. The work for this project spans over a decade, with Emerald and Ruby being released in 2013 and 2017 respectively and this is a huge milestone for Gemfields.

To commemorate this occasion, Gemfields partnered with Jewel of Africa to craft limited edition of 100 pendants in the shape of the continent of Africa in a symbolic continental kaleidoscope. The entire sales of these pendants will be directed towards supporting the construction of a new computer training laboratory for children and adults displaced by the insurgency in Mozambique's Cabo Delgado province. The new computer laboratory is being led by the Gemfields Foundation, the charitable arm of Gemfields dedicated to supporting communities and conservation in Africa.

Africa is home to the world's largest ruby mine (in Mozambique) and the world's largest emerald mine (in Zambia). In the last decade, the Continent has become the world's number one exporter of both emeralds and rubies. Gemfields is now seeking an African deposit of blue sapphires to complete its gemstone mining hat-trick and to further the contribution made to African host countries by their most beautiful of mineral resources: coloured gemstones.

The eye-catching Jewel of Africa x Gemfields collaboration was launched on September 1st, 2021, fittingly the birthstone month of sapphires. The Jewel of Africa x Gemfields pendant features a 0.20 carat round Zambian emerald, a 0.12 carat Mozambican ruby and 0.12 carat sapphire, all set in an 18-karat yellow gold outline of Africa.

Jewel of Africa is a family-run business and is Zambia's leading jewellery manufacturer and an expert in emerald mining. The Jewel of Africa x Gemfields pendant can be purchased at TheAlkchemistry.com

FURA

WE DISCOVER THE GEM

AUCTIONS

Insights & Information



We spoke to Mr Rupak Sen of FURA Gems to know about the recent ruby auctions.



Q1. How were your last ruby auctions in Jaipur and Bangkok? What was your success ratio?

We had a total of 81 clients who participated in the auctions across the 2 cities. Of the 47 lots that were put for auction, we sold 35 lots. All high to medium grade material was sold. We were very happy with the prices that we got.

Q2. How would you rate your experience at these auctions?

The participation was great. The clients loved the product, especially the colour. Lots of clients mentioned that the colour was comparable to rubies coming from Mogok mine in Burma. For the first ruby

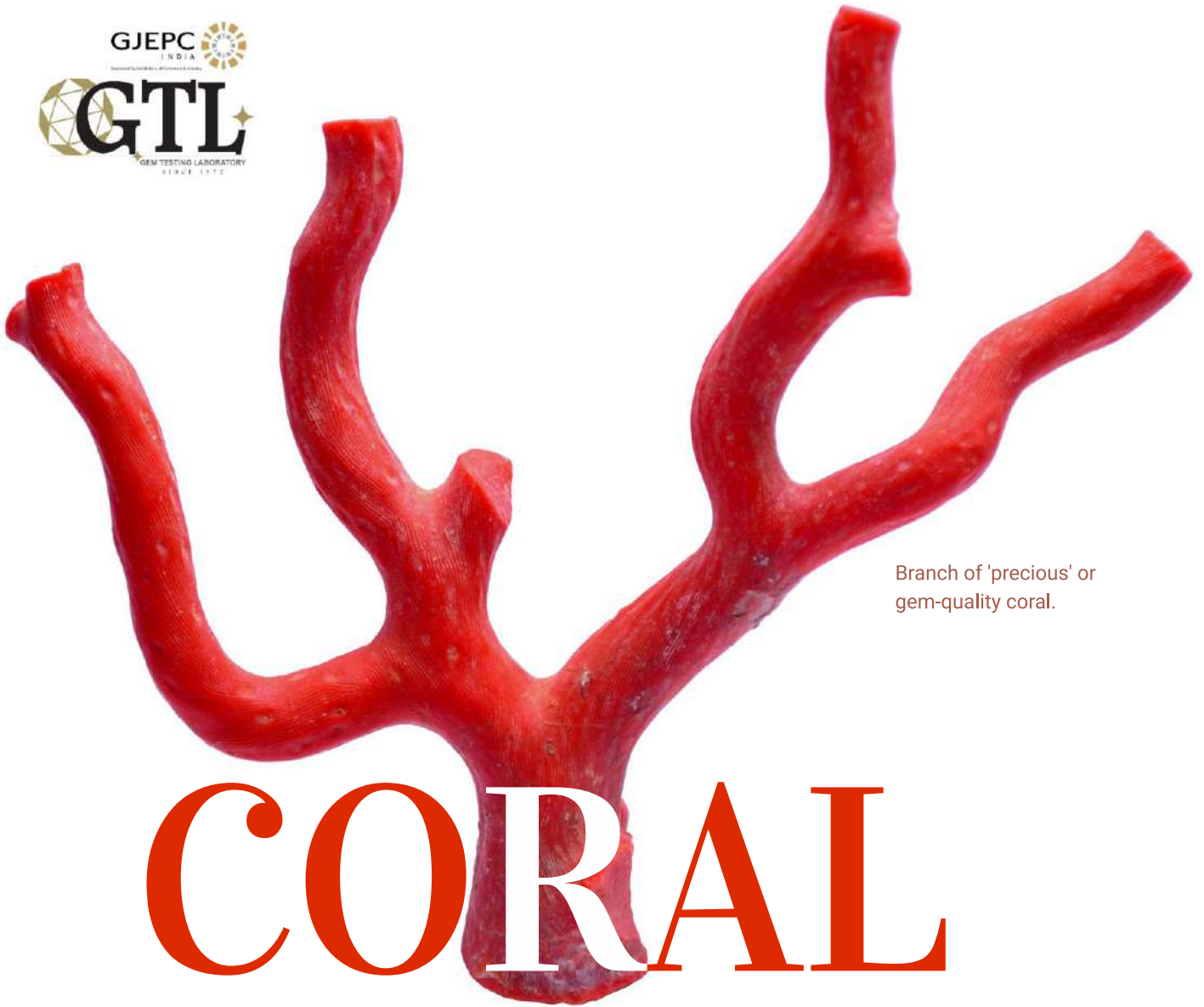
auction that we did, we are very pleased with the results.

Q3. What would you like to say about the year ahead? What kind of growth trends do you see?

The outlook for the colour gem stone sector is very positive. We are seeing great recovery in key jewellery markets like USA, China and India. Sales are almost back to pre-Covid levels. We expect the market to continue to grow in the foreseeable future.

With positive trends and inflow of work, the season ahead looks promising. We look forward to our upcoming shows in 2022.





Branch of 'precious' or gem-quality coral.

CORAL

a charming, delicate gem

Gagan Choudhary, FGA

Since times immemorial, coral has been used as a gemstone in the form of beads, cabochons or carvings as decorative items. Ancient Greeks, Romans and American Natives extensively used red, pink and white corals - all these colours were highly prized. It is also highly valued in Tibetan and Indian cultures. Coral is the skeleton of a tiny, plant-like marine animal called coral polyp, growing as colonies on previous generations, especially in tropical and sub-tropical ocean waters. When these coral polyps die, hardened skeleton remains, and this material is used as a gemstone. The colonial growth pattern gives rise to its classic 'branch-like' formation, because of which it is often referred to as 'ocean plant' or 'ocean wood'.



Branch of black 'conchiolin-type' coral



Branch of white
'calcareous-type' coral

Most corals are white, but nature can create a range of colours from several salts present in the ocean water. However, the most prized colour remains the bright red, often called as 'precious coral', and is the most common type of coral used as a gemstone. Other than the solid colours, corals are also found with patterns, including swirls, veins, banding with alternative white, pink, orange or red colours. Depending on the polyp formation, corals can be solid to highly porous, displaying large pores or cavities to the unaided eyes.

CORAL TYPES

Gem-quality corals are broadly divided into two types – calcareous and conchiolin.



A rare 'conchiolin-type' blue coral

Calcareous Coral: Primarily composed of calcium carbonate in the form of calcite, and found in white, pink, orange and red colours; the latter three being top-valued.

Because of the wider availability, Calcareous type corals are more popular compared to the conchiolin type. However, their separation can easily be done by their colours and other properties including hardness, toughness, refractive index, specific gravity and growth structures. Calcareous corals typically display fine grooves, lines or bands along the length of the branch, often with polyp holes. Conchiolin type corals have concentric growth pattern (tree-ring) at the cross section of the branch. Many conchiolin type corals also display crevices on the longitudinal section of the branch, giving appearance of 'pimply-surface'.



'Conchiolin-type' golden coral with sheen
and 'pimply' surface

Conchiolin Coral: Primarily composed of protein substance, and found in black, brown, golden and blue colours; black being the top valued, followed by brown. Golden colour has an added value if it also displays a sheen. Blue is a rare colour and is seldom seen.

CORAL TREATMENTS



Concentric growth rings in a 'Conchiolin-type' Coral

Bleaching: One of the most common type of treatment performed on corals is bleaching, to lighten the undesired colours or as a pre-step to

perform additional treatments. Golden coral is often produced by bleaching dark brown to black corals.

Impregnations: Due to porosity of corals, pores are often filled with colourless or coloured substances such as wax or resin (polymer), thereby enhancing coral's durability as well as the colour.

Impregnation with colourless wax is a standard trade practice and is performed during the buffing process while polishing corals; this needs no specific disclosure as per the CIBJO blue book. However, application of coloured wax or polymers (both colourless and coloured) are required to be disclosed. Then, there are many corals which contain random cavities while the overall surface is solid; these cavities are specifically filled with colourless/coloured polymer, whereas overall piece is impregnated with colourless wax.

Dyeing: Due to limited availability of bright red corals, inferior or paler colours are dyed to produce deeper and bright red colours. In addition, colours like pink and orange are also produced by dyeing.

Coating: Due to the brittle nature and low durability, many black to golden corals are coated with a layer of colourless polymer. Coating on calcareous type corals is rarely seen.

Except bleaching, the GJEPC-Gem Testing Laboratory discloses all types of treatments on its identification reports issued for coral.

ABOUT THE AUTHOR

Gagan Choudhary, FGA is the Director at the GJEPC-Gem Testing Laboratory, Jaipur. Choudhary has a Masters' Diploma in Gem Identification from Gem Testing Laboratory, Jaipur, India, a Diploma in Gemmology from Gem-A, UK and has completed the Scientific Gemmology Course from SSEF, Basel. He is currently in charge of certification and research activities of the laboratory.

IMITATIONS AND ARTIFICIAL MATERIALS

Ceramic: Although there is no true synthetic counterpart for a coral, it is imitated by several materials. One of the older materials used as coral imitation is so called “created coral” – a ceramic product. This material can easily be separated from coral based on its granular structure.



Ceramic imitation of coral, being sold as 'synthetic' or 'created' coral

Glass: Opaque glass is one of the widely used imitation of coral and is in existence for decades. Absence of typical growth lines or presence of gas bubbles, seen in strong light, are used to separate this type of glass from coral.



Opaque red glass has been a common imitation for 'precious' coral

Plastics: Solid colour as well as patterned plastic with coloured swirls are also in existence as coral imitations. Low density and reaction to hot point can be used to separate these plastics from coral. In recent times, a new type of plastic-imitation coral is being encountered at the GJEPC-GTL where fragments or grains of coral are embedded in a red plastic, as inclusions.



Plastic embedded with fragments of coral

Composites: In past few years, composites have evolved as a popular imitation not only for corals but also for other gem materials. These coral imitation composites are produced by combining grains or fragments of coral, which are held together in a coloured polymer matrix. Such material is available in blocks which can be cut and polished as per the desire.



This unusual imitation of red coral is a dyed bone

Other materials such as natural low-value gemstones, either dyed or in orange to red colours have been used as coral imitation. However, the GJEPC-GTL has encountered one of the most unusual material is dyed bone as coral imitation. These bone samples lack typical growth pattern associated with coral, but display a network of veins throughout the sample, typically associated with bones. Presence of phosphorous and calcium further helps to establish its bovine nature.

CARE REQUIREMENTS

Coral is a delicate gem and requires special care for a longer life span. Following are few care requirements while handling or wearing coral to maintain their charm:

- Corals are prone to scratches due to low hardness. Wear them with care or store them separately from other jewellery.
- Corals are porous, hence keep them away from all types of coloured liquids.
- They are prone to crack due to loss of structural water. Do not store them in too dry or high heat environment for longer periods.
- Corals are also prone to damage due to thermal shock. Avoid sudden change in extreme temperature conditions.
- Corals can also fade in strong lighting and high heat, therefore do not leave them for long periods under such conditions. For example, in show windows using filament

or halogen bulb lighting.

- Being composed of calcium carbonate, corals can dissolve in acids and solvents, such as alcohol or nail-polish remover, and lose its lustre or polish. Be careful with your drinks while partying and if you are wearing coral jewellery!
- Corals are also susceptible to damage in ultrasonic cleaners and should be avoided exposing to them.

In all, keep corals away from all types of solvents, heat, or abrasives.

SOURCES

The Mediterranean Sea (including Italy, Spain, Greece), Atlantic Ocean (Morocco) and Red Sea are the most important sources of gem-quality corals, mostly in tropical to sub-tropical ocean waters. Other important sources include South China (including Taiwan) and Japan Sea, and Pacific Ocean (around Hawaii and Midway Waters).

CORAL TRADE RESTRICTIONS

Due to its rarity and being biogenic in nature, harvesting of corals is restricted in most parts of the world. Several species of coral are allowed to be imported or exported in/from a country, while some species are restricted, while some are completely banned. However, the most common type of gem-quality coral (species: *Corallium Rubrum*) is not included in these restrictions. Details of these restrictions are available with Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).

Corals have been used in jewellery, ornaments, and objects of art for thousands of years and continues to be popular amongst various cultures. Shades of pink to red are highly priced. Reduction in global supply of gem quality corals due to various environmental factors and worldwide government policies are making it rarer, but the charm remains.

For more information, write at gtl@gjepcindia.com

SOCIAL MEDIA HAS TAKEN THE WORLD IN ANOTHER ZONE OF COMMUNICATION, MAKING CONNECTIONS AND CREATING LIVELIHOODS. SOCIAL MEDIA INFLUENCERS ARE KEY PEOPLE TO CREATE BUZZ, ADVERTISE AND LAUNCH PRODUCTS. IN YET ANOTHER SEGMENT, WE REACHED OUT TO A POPULAR NAME IN JEWELLERY CONTEXT, MS PREETA AGARWAL, TO UNDERSTAND THE NUANCES OF HER WORK AND HER EXPERIENCE OF LAST 15 YEARS.

Digital & Trending

PREETA AGARWAL



Q1. You are a very popular social media influencer. Tell us how it all started?

I started out as a jewellery designer in 2007. Post my graduation from NIFT Gandhinagar, I was lucky enough to work in design studios of prestigious brands like Tanishq and Ganjam. But very soon I realised that my interest lies more in the marketing side of jewellery. And that is when I started writing about jewellery for various international magazines, organising events and coordinating photo shoots. This was



Five Jewellery Books authored by Preeta Agarwal

the time before Instagram, when I was writing blogs for my own website as well. In 2014 I started my Instagram page and today I have a community of 46,000 + jewellery lovers from across the globe. During the last 15 years of my journey I have written five coffee table books on jewellery and was awarded the 'Blogger of the Year 2019' award at Leading Lights awards at International Jewellery London Show. Today, along with being an influencer, I work as a jewellery specialist/consultant for many prestigious brands across India and internationally.

Q2. What is the role of an influencer in marketing?

Digital influencers are the new age media. We talk about the products we like and associate with, showcasing it in our own style. And thus bring it out in front of the audience in a more natural way.



Hand modelling for a ring by Pasquale Bruni



Awarded as 'Jewellery Blogger of the Year 2019'

UNDERSTAND WHAT YOU ARE GOOD AT AND WHERE YOUR INTEREST LIES. NEVER LIE TO YOUR SELF.

The content consumption rate of the audience has gone very high and this new way of marketing fits in very well in this social media age.

Q3. Who benefits with your social presence and how?

My audience is a mix of jewellery consumers, collectors, global jewellery brands and designers. I bring out new brands, designs and talent in front of this audience which brings a boost to the industry overall in addition to the awareness of the particular brand that I talk about.

Q4. Which has been your path breaking project?

I find myself very lucky to have had access to some of the most exclusive jewellery vaults from across the globe. A couple of years ago a project came my way called 'The Jewellery Intensive' that gave me a chance to travel globally with young jewellery professionals. Through my network, I was able to get these young aspirants access to many life-changing jewellery experiences like an afternoon



At Doha Jewellery & Watch Exhibition

at Van Cleef & Arpels in London or tea at David Morris in Paris along with some of the most mind-blowing jewellery to experience in their hands. We did three editions of these global trips and very soon we will be announcing our next trip.

Q5. What are the current trends in jewellery?

Coloured gemstones of all kinds are ruling the world of jewellery right now globally. From colour gradations to use of unusual gemstones like chalcedony, aquaprase and peridots, it looks like the world of high jewellery has opened up to coloured gemstones like never before.

PERSEVERANCE AND ETHICS ARE TWO MAJOR PILLARS OF MY WORK AND THESE CAN HELP ANYONE ACHIEVE SUCCESS IN OUR INDUSTRY.

Q6. Can the impact of social media be measured? How?

The impact of social media can be measured when worked on at a regular pace and with good quality content. You might not be able to see short term results but be persistent and within a few months, you will start seeing the impact. When working with an influencer, the best way is to work on a long term with one or two

influencers rather than a short term promotion with many influencers. This way there is a greater recall value. Identify the influencers whose working style you associate with and let them talk about your brand in their own style.

Opinions expressed by Ms Agarwal are vital to creating a name in the gigantic social media world. The presence of her 46000 plus followers do testify what she says, believes and how it's perceived by a wider audience.



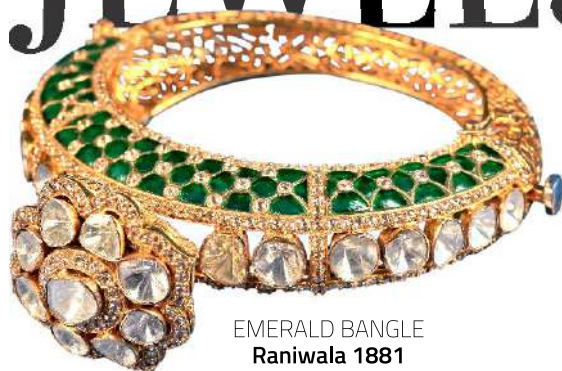
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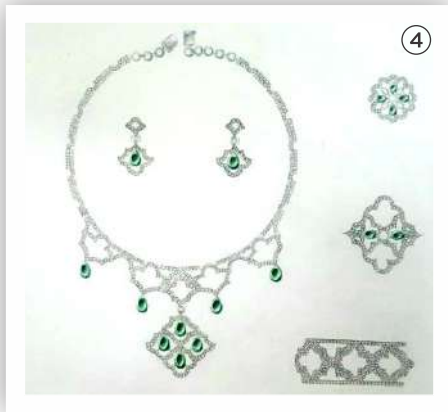
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4.	Ishika Agarwal	ishikaagarwal6199@gmail.com	Mughal
5.	Leena Sharma	leenasharma2233@gmail.com	Peacock



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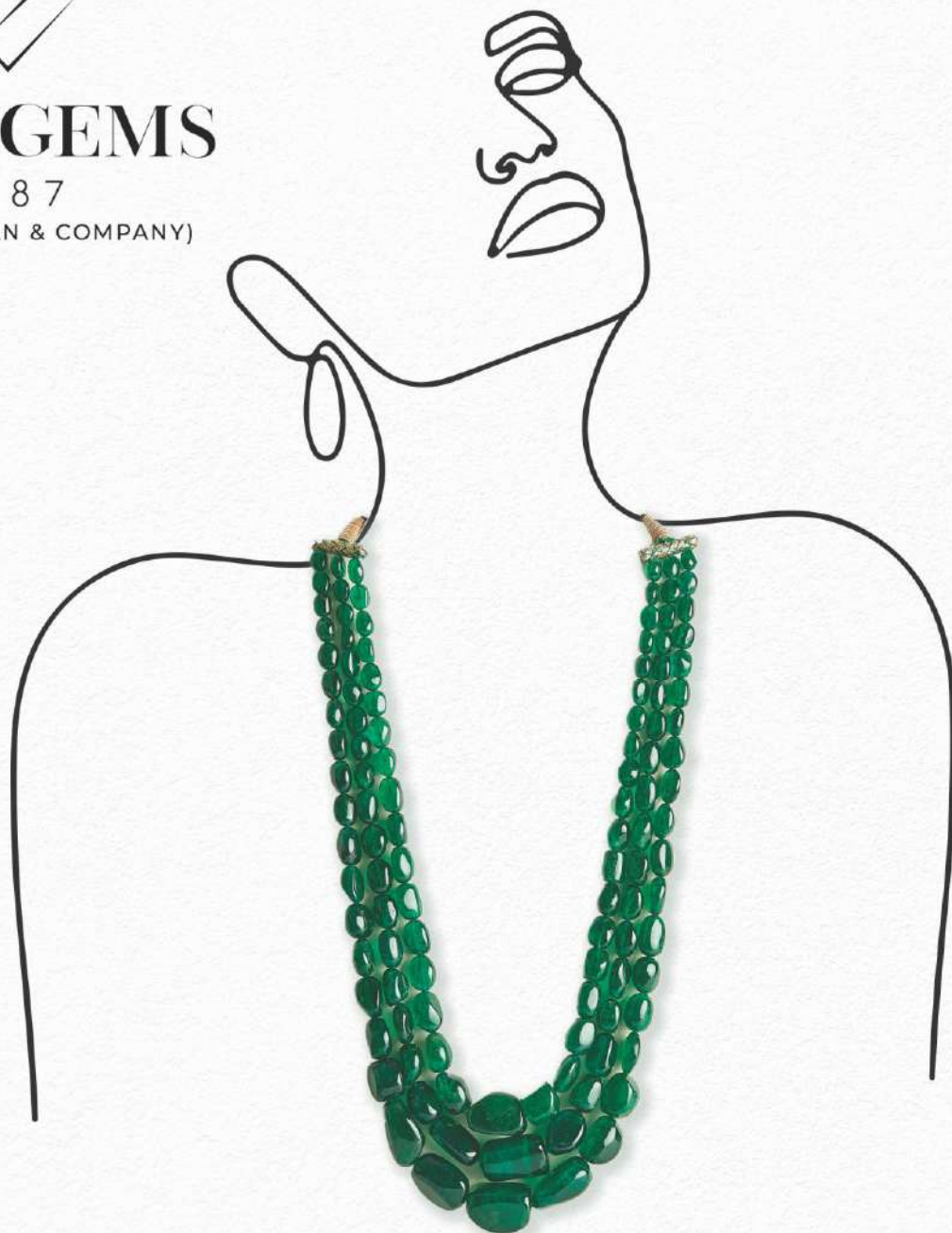
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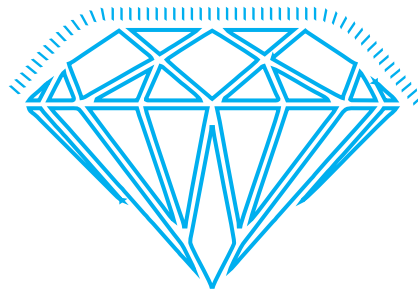
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