

JEWELLERS DIGEST



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COVER PHOTO: SHREE JI JEWELLERY



EDIT NOTE

Welcome to this edition of Jewellers Digest, where we celebrate the art, innovation, and stories that shape the jewellery industry. This issue features an exclusive interview with Anand Shah, a visionary designer blending tradition with modernity, and highlights from IJS Premiere 2024, which set new benchmarks with USD 12 billion in business.

We are excited to present a feature on Renu Choudary and her platform, The Diamond Talk, which is educating global audiences about diamonds. Additionally, we explore stories of women

like Manisha, balancing heritage and modern leadership, and delve into the captivating legacy of iconic sapphires.

At Jewellers Digest, we are committed to shining a light on the craftsmanship, creativity, and heritage that make jewellery timeless.

Warm regards,

Dimple Nahata

Founder, CEO, and Editor in Chief

Co-Founder - Riya Kashyap



Website: www.jewellersdigest.com

Facebook: <https://m.facebook.com/61554396800520>

Instagram: <https://instagram.com/www.instagram.com>

LinkedIn: <https://linkedin.com/company/jewellers-digest>

Email: info@jewellersdigest.com Mobile No.: +91 9874767890

CONTENT



4 FEATURED INTERVIEW: ARTISAN ATELIER

Anand Shah: A Visionary in Design — Dive into an exclusive interview with Anand Shah, where he discusses his unique journey and philosophy of blending tradition with modernity.

12 RENU CHOUDARY ON THE DIAMOND TALK

Influencer Renu Choudary shares her insights and experiences educating global audiences on the beauty and intricacies of diamonds through her platform, The Diamond Talk.

16 GEMS OF EMPOWERMENT

Manisha from Sri Panchidev Jewellers — An inspiring conversation with Manisha, a daughter-in-law balancing heritage, family, and modern leadership in the jewellery industry.

Iconic Cornucopia



18 BLUE ROYALTY SAPPHIRE

The Jewel of Legends — Explore the captivating legacy of iconic sapphires, their history, and the stories behind these timeless treasures.

Gem Galas



22 IIJS 2024 —

An overview of highlights, achievements, and future directions from the IIJS Premiere 2024.

Vicenza Jewellery Museum — Discover the treasures of the Vicenza Jewellery Museum and its significance in preserving jewellery heritage.

Jewellery Show Calendar — A roundup of the key jewellery shows and events taking place in September, offering a glimpse into the must-attend galas for jewelers and enthusiasts alike.
Advertorials

ARTISAN ATELIER

“THE VISIONARY BEHIND TIMELESS COUTURE JEWELLERY ARTISTRY”

ANAND SHAH

Anand Shah stands as a beacon of creativity and innovation in the world of luxury jewellery. Recognised by the World Gold Council as one of the industry’s great designers, Shah has redefined the art of jewellery with his breathtaking and distinctive creations. His work, marked by a seamless blend of tradition and modernity, is characterized by the innovative use of gold as the centerpiece of his designs. Despite not coming from a family of jewellers or having formal training in the craft, Shah’s natural talent and passion have propelled him to the forefront of the global jewellery scene. In this exclusive interview with Jewellers Digest, Shah offers a glimpse into his journey, the inspirations that fuel his creativity, and the philosophies that guide his exceptional work.



Your Early Inspirations

Mr. Shah, could you tell us about your first memory of jewellery? Was there a specific moment or piece that made you realize this was your calling?

Ans: My first memory of jewellery isn't tied to a single moment or piece, but rather a gradual realization. Growing up, I was always drawn to design, whether it was fashion, interiors, or eventually jewellery. It was during my time working at a jewellery company that I truly discovered my passion for this craft. Handling gold and gemstones felt natural, and that's when I knew jewellery design was where I belonged.

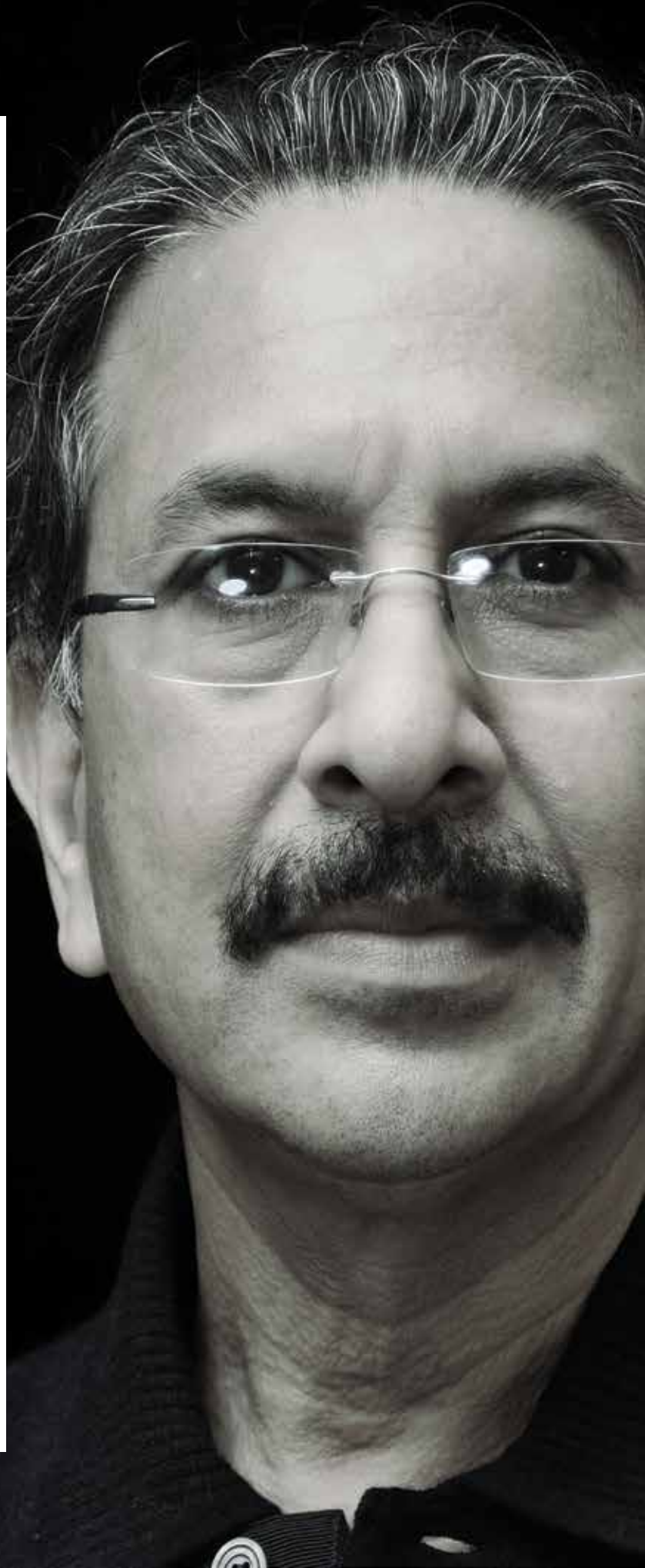
Women as Muses

Women are often central to jewelry design as both wearers and muses. How have the women in your life influenced your work and your vision for what jewellery can represent?

Ans: Women have always been at the heart of my creations. The grace, strength, and beauty they embody are what I try to capture in my designs. My wife, mother, and the women I encounter daily provide endless inspiration. Their elegance and spirit drive me to create pieces that are not only beautiful but also meaningful and empowering.

Personal Evolution

You've been in this industry for decades, crafting pieces that resonate with people on a deeply personal level. How has your personal style evolved





over the years, and what has stayed constant in your approach to design?

Ans: My style has evolved in terms of materials and techniques, but what has remained constant is my love for gold and my desire to tell stories through my jewellery. Over the years, I've experimented with wood, glass, and other materials, but the essence of my work—drawing inspiration from nature and creating wearable art—has always been at the core of my designs.

Family and Tradition

Coming from India, where jewellery is deeply intertwined with culture and tradition, how does your heritage influence your designs? Are there any family traditions that you carry with you into your creative process?

Ans: India's rich cultural heritage is a profound influence on my work. The traditions, stories, and symbolism deeply embedded in our jewellery are things I try to reinterpret in a contemporary way. Although I didn't come from a family of jewellers, the Marwari business acumen and respect for craftsmanship have shaped my approach to jewellery making.

Meaningful Milestones

Looking back at your career, is there a particular collection or piece that holds the most personal significance to you? What made it stand out among all the others?

Ans: The gold and wood collection that won my first award holds a special place in my heart. It marked the beginning of my journey

as a recognised designer. Although it initially went unnoticed, the recognition it eventually received affirmed my belief in innovation and experimentation.

Finding Balance

Creating jewellery that is both innovative and timeless requires balance. How do you find the equilibrium between creativity and commercial success, between tradition and modernity in your work?

Ans: It's about staying true to your vision while being aware of the market's needs. I never let market trends dictate my designs, but I do consider wearability and functionality, ensuring my pieces are both beautiful and practical. Tradition informs my work, but I always strive to push boundaries with new materials and forms.

Your Design Rituals

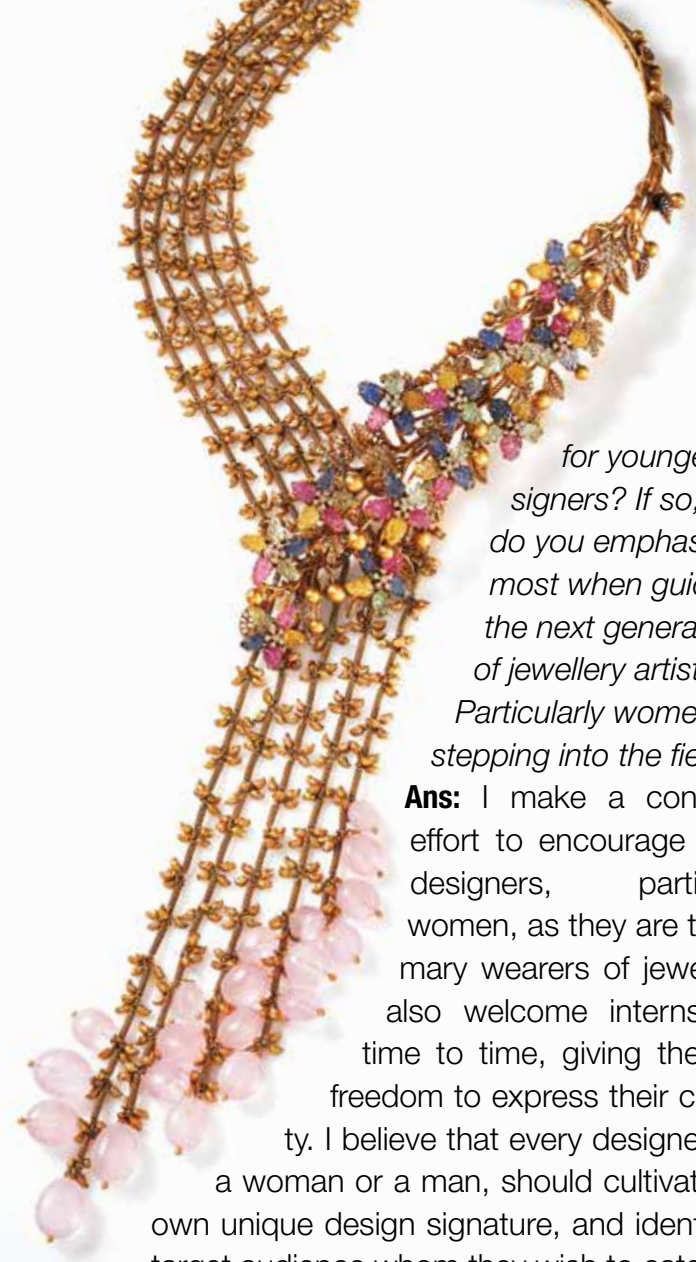
Do you have any personal rituals or habits that help spark your creativity? For instance, do you retreat to a particular space, work during certain times, or follow any special routines when starting a new collection?

Ans: Nature is a big source of inspiration for me. I love spending time outdoors and arranging exotic flowers for friends and family instead of buying bouquets from a store — it's my way of adding a personal touch. I always keep a pocket diary to jot down ideas, even on a napkin if needed! There's no strict routine, but when inspiration strikes, I dive in completely.

Mentorship and Influence

Have you taken on the role of a mentor





for younger designers? If so, what do you emphasize most when guiding the next generation of jewellery artists?

Particularly women stepping into the field?

Ans: I make a conscious effort to encourage young designers, particularly women, as they are the primary wearers of jewellery. I also welcome interns from time to time, giving them the freedom to express their creativity. I believe that every designer, be it a woman or a man, should cultivate their own unique design signature, and identify the target audience whom they wish to cater to.

Defining Success

How do you define success as a jewellery designer? Is it measured by public acclaim, personal satisfaction, or something else entirely?

Ans: If a woman chooses to wear jewellery from my creations, that's success to me. Public acclaim is helpful to some extent, but it's not my primary motivation. It's the purpose—creating and designing jewellery—that keeps me going. This was true when I started, and it remains true even today.

Innovations and Technology

With technology advancing rapidly, how do you see its role in the future of jewellery design? Are there any new tools or technologies that have transformed the way you work?

Ans: We have to move with the times, and though all of my work is handcrafted, I will consider options like 3D printing and laser cutting in the future. However, I will only adopt these techniques if they align with my design DNA.

The Process Behind a Masterpiece

Your designs often feel like works of art. Could you walk us through the process of creating one of your favorite pieces, from concept to completion?

Ans: Nature is the source of inspiration for me. Flora and fauna, particularly peacocks, are recurring motifs in my designs, appearing in various combinations. Inspiration can strike at any moment, so I always carry a paper and pen with me. Once a sketch is complete, I take it to my workshop and collaborate with artisans to bring the design to life and determine the gemstone combinations. Gold is my favourite metal, my canvas! I also love to experiment with alternative metals such as oil paints, mirror pieces, glass, leather, wood and more.

Your Favorite Gemstone

If you could only work with one gemstone for the rest of your career, which would it be and why?

Ans: I guess it would be emeralds! They are evergreen and they remind me of nature, which is the mainstay of my gold creations.

Shree Ji Jewellery Manufacturers Private Limited, founded in 1994 by Vinay Agarwal, has become synonymous with quality and innovation in the luxury jewellery industry. Driven by a vision to bring the best product to the retailers' counter, Vinay aimed to create a seamless supply of high-quality 22-carat gold jewellery, empowering retailers to focus on what they do best—selling.

FROM TRADITION TO TECHNOLOGY: SHREE JI'S JOURNEY OF BLENDING HERITAGE WITH INNOVATION

With over 30 years of experience, Shree Ji combines traditional craftsmanship with modern technology, ensuring every piece tells a story of heritage and innovation. With his son, Trishang Agarwal, joining the leadership team, Shree Ji is poised to embrace the future with fresh perspectives while maintaining its commitment to quality and continuous innovation. Here, Vinay Agarwal shares insights into how Shree Ji stays ahead in the industry, creating jewellery that is a must-have for both retailers and customers.

Q&A with Vinay Agarwal, Founder of Shree Ji Jewellery Manufacturers

Q: What inspired you to start your own jewellery brand, and what core philosophy has guided the brand's development over the years? How do you see the brand evolving under your leadership?



A: I founded Shree Ji Jewellery Manufacturers Private Limited in 1994 out of a deep-seated passion for jewellery. Even though my family was in a different line of business, I felt a calling toward this art form. After training in a retail jewellery store, I saw the challenges retailers faced—juggling customer service while dealing directly with goldsmiths and manufacturers. I realized there was a clear gap that needed bridging. That's when I decided to create Shree Ji Jewellery, a brand that not only manufactures high-quality 22-carat gold jewellery but also makes it easier for retailers to focus on selling. Our philosophy has always been to provide a reliable and seamless supply chain that ensures consistent access to top-quality jewellery. Under my leadership, Shree Ji has always combined the best of tradition with the latest innovations. Recently, we've expanded our factory

space to allow better working conditions and increased production capacity. We have invested in state-of-the-art machinery, which not only boosts efficiency but also enhances the precision and quality of our jewellery. My son, Trishang Agarwal, has brought a fresh perspective to our business by focusing on modern branding strategies, team management, and new market trends. His approach aligns well with our philosophy of combining innovation with tradition, ensuring Shree Ji remains relevant and appealing to both seasoned customers and younger generations.

Q: How do you ensure that the brand's essence and values are reflected in every piece of jewellery?

A: At Shree Ji, our core essence lies in maintaining the perfect blend of traditional craftsmanship and modern technology. While we use the latest machinery for precision and consistency, the soul of our jewellery comes from the skilled hands of our craftsmen. Every final piece is touched by human hands to ensure it carries the authenticity and artistry that defines our brand. This approach allows us to provide a range that connects immediately with customers who recognize the value of craftsmanship.

Q: What are the key values and principles that have defined Shree Ji, and how do you envision these continuing as the brand moves forward with the next generation?

A: The values that have always defined Shree Ji—innovation, uncompromising quality, and a deep commitment to our people—remain our guiding principles. Our primary focus has always been to bring convenience to the retailers. With my son, Trishang, joining the team, we are introducing new ideas such as professional team management and innovative branding strategies to keep our brand vibrant and relevant. Trishang's fresh outlook on market trends, customer engagement, and digital presence

complements our core values. We envision that our jewellery will continue to be a preferred choice for retailers, not just because of the quality but also because of the story, emotion, and craftsmanship each piece embodies.

Q: How are you building on the brand's established reputation while also carving out a unique identity for the future?

A: We are very proud of the reputation we have built over the last three decades. Our journey has always been about staying true to our roots while embracing change. To build on this foundation, we have expanded our manufacturing capabilities, improved our processes, and developed new collections that blend tradition with contemporary trends. With Trishang's fresh perspectives, we are ensuring that our jewellery speaks to both the seasoned customer who values tradition and the modern buyer who seeks innovation. We are also exploring new markets and expanding our digital presence to connect with younger customers. We want every retailer to feel confident that with Shree Ji on their counters, they are offering a product that is both timeless and ahead of its time.

Q: Can you share a significant project or collection that encapsulates the brand's journey and evolution?

A: One of our most significant projects came after the COVID pandemic when we noticed a shift towards lightweight filigree designs—jewellery that appears larger but is actually lightweight. We quickly adapted and innovated using advanced techniques to create pieces that are visually striking yet light on the pocket, reducing their weight by 20-25% without compromising on quality. This approach not only attracted major corporate clients but also set us apart as a leader in design innovation. Our retailers reported that these pieces became bestsellers, attracting both new and returning customers. This project exemplifies how we

stay ahead of market trends while keeping true to our commitment to quality.

Q: What challenges has the brand faced, and how have these shaped its growth and strategy in the jewellery market?

A: Balancing modern technology with traditional craftsmanship and finding skilled goldsmiths have been significant challenges. We've addressed these by investing in advanced machinery and customized tools to maintain high quality while adapting to modern demands. These challenges have strengthened our commitment to offering jewellery that retailers can showcase with pride.

Q: How is innovation central to your brand's growth strategy, and what cutting-edge tools or technologies have you recently adopted?

A: Innovation drives Shree Ji's growth. We adopt new technologies and customize them to our needs. Recently, we introduced specialized machinery for more intricate, lightweight designs, enhancing quality and reducing production time. We also use Computer-Aided Manufacturing (CAM) and are exploring Artificial Intelligence (AI) to optimize operations and predict market trends.

Q: How are you leveraging technology such as AI and 3D printing to innovate in jewellery design and manufacturing?

A: Technology is a tool that helps us challenge design norms. 3D printing allows us to create intricate designs previously not possible, while AI is being integrated across our supply chain



to optimize operations. Over the next few years, we see AI and digital tools enabling a paradigm shift in jewellery design and manufacturing.

Q: How are sustainability and ethical sourcing integrated into your innovation strategies?

A: Sustainability is a core part of our innovation strategy. We ensure that all materials are sourced responsibly and strive to minimize waste by using eco-friendly methods. This commitment to ethical practices allows our retailers to confidently offer Shree Ji jewellery, knowing each piece is made with integrity.

Q: What trends do you believe will shape the future of the jewellery industry, and how is your brand positioned to lead these trends?

A: Lightweight designs, digital manufacturing, and sustainability will shape the future of the jewellery industry. At Shree Ji, we are already pioneering lightweight designs and exploring digital tools to enhance our manufacturing capabilities. By focusing on these trends, we ensure our jewellery remains essential for retailers.

Q: What new collections are you planning to introduce to capture high-end clients and differentiate your brand in the luxury market?

A: We are excited about our upcoming fusion jewellery collections that blend different styles and traditions to create unique pieces. These designs target high-end clients who value both innovation and heritage, making them show-stoppers for retailers.

THE DIAMOND TALK: RENU CHOUDARY'S PASSION FOR DIAMONDS AND BEYOND



Renu Choudhary is a Gem and Jewellery Consultant and Digital Creator who launched her social media channel, 'The Diamond Talk,' in 2018 to promote gems and jewellery. Today, her platform boasts a global community of 115,000 followers.



As a 4th generation jewellery enthusiast and a diamond graduate from GIA, Renu's passion for gems and jewellery is deeply rooted in her upbringing in Jaipur. She is dedicated to creating valuable content for her international audience. Over the past six years, Renu has traveled extensively to renowned gem and jewellery shows in the USA, Bahrain, Geneva, Italy, Dubai, Doha, Riyadh, Munich, Idar Oberstein, and Turkey, and even visited diamond mines in Botswana. She curated a unique pearl diving adventure in Bahrain and has been featured in several jewellery, fashion, and lifestyle magazines. Additionally, Renu conducts workshops and seminars, sharing her knowledge of jewellery and its rich history.

Being a fourth-generation jewellery enthusiast, how has your family's heritage shaped your perspective on the industry?

Growing up immersed in the world of jewellery, surrounded by generations of expertise, has profoundly shaped my perspective. Witnessing the artistry and craftsmanship firsthand, from my grandfather's workshop to my father's diamond trading, ignited a lifelong passion. This rich heritage has instilled in me a deep appreciation for the intricate details, the cultural significance, and the enduring allure of jewellery.

How did obtaining a Diamond Graduate degree from the Gemological Institute of America enhance your understanding of the jewellery world?

My family's intuitive knowledge was complemented by the basic training from Rosy Blue India Pvt. Ltd and scientific rigor of the GIA certification. This combination allowed me to develop a comprehensive understanding of diamonds, from their geological origins



to the intricacies of cut, color, clarity, and carat weight. It equipped me with the tools to evaluate diamonds with precision and confidence. So, the diamond graduate degree from GIA has deepened my understanding of the world of diamonds and of the world of jewellery.

What inspired you to create The Diamond Talk, and how did you envision its role in the jewellery industry?

I had a burning desire to share my passion for diamonds with a global audience but wasn't sure how to proceed. A friend suggested starting an Instagram page, which sparked the idea for The Diamond Talk. Initially, I had no experience with social media, but my determination to share my knowledge pushed me forward. I invested countless hours learning about platforms, content creation, and

building an online presence. Overcoming my shyness was a challenge, but it allowed me to evolve as a person and connect with others through my passion for diamonds.

How has The Diamond Talk evolved since its inception, and what has been its most significant impact on the jewellery industry?

My primary goal has been to create valuable content that resonates with my audience. I believe that every interaction, even if brief, should leave a positive impact. This commitment extends to brand collaborations, ensuring mutual benefit. During the pandemic, when physical events were halted, I focused on sharing the rich history of jewellery through virtual content. I curated a series on Indian royal treasures and explored international collections, which gained significant global attention.

How do you connect with your audience on a personal level, and what strategies have you employed to build a loyal following?

I prioritize audience engagement by actively seeking their input on content preferences. My recent Bahrain tour, inspired by the success of my 2020 visit, was a direct response to audience interest. I curated a comprehensive experience, including pearl diving and educational workshops, to offer my followers an immersive journey into the world of pearls.

How have you leveraged your platform to foster collaborations within the jewellery industry?

Attending international jewellery fairs like JCK, Istanbul, Bangkok, and Hong Kong,

as well as events in the Middle East, Europe, and auction houses, has allowed me to foster collaborations within the industry. Each region offers unique design aesthetics and sourcing opportunities. For instance, Indian jewellery is renowned for its craftsmanship, while Hong Kong excels in jade, and Bahrain is synonymous with pearls. I connect designers and manufacturers with resources, bridging the gap between different markets and contributing to the global jewellery ecosystem.

As a Diamond Graduate, what are the key factors you consider when evaluating a diamond's quality and value?

When evaluating a diamond, the four Cs—cut, color, clarity, and carat—are essential. For investment purposes, consulting a trusted jeweller and prioritizing natural, certified diamonds is crucial. Factors like color (H-I is ideal) and clarity (SI2 or I1 with inclusions on the side) influence value. Ultimately, the diamond's brilliance and fire, determined by its cut, are key to its overall appeal.

How do you stay updated on gemstone trends, and how do you incorporate them into your content?

Gemstone preferences have evolved significantly. While the traditional 'big four'—rubies, diamonds, emeralds, and sapphires—remain popular, there's a growing interest in alternative options like Morganite, Topaz, and Turquoise. These stones resonate with individual styles and offer unique beauty. Different regions have their own gemstone specialties. For instance, the Middle East favors turquoise, India is renowned for emeralds, and Australia is known for opals. This diversity enriches the world of jewellery.

How do you assess the impact of the recent Union Budget on the jewellery industry, and what opportunities does it present for brands?

The recent Union Budget has been positive for the gem and jewellery industry. The reduction in import duty on gold to 6% has significantly boosted the sector. This move has not only stimulated demand but also created a positive atmosphere leading up to the IJ show. The industry, including retailers and consumers, has responded enthusiastically to the lower gold prices

What advice would you give to young professionals aspiring to build a career in the jewellery industry?

My advice is to approach the jewellery industry with passion and sincerity. As my mentor, Mr. Arun Mehtop from Rosy Blue, once said, 'Your path will unfold with dedication and honesty.' Remember, opportunities may seem limited, but possibilities are endless. Embrace every opportunity, as it could be a turning point in your career. Follow your passion and explore collaborations that excite you.

For those interested in becoming jewellery influencers, what are the essential qualities and skills required?

To become a successful jewellery influencer, you need a genuine passion for gems and jewellery. Develop your unique voice and share your creativity authentically. Consistent, high-quality content is essential. Remember, building a strong following takes dedication and persistence.



GEMS OF EMPOWERMENT

“MANISHA’S DUAL ROLE IN FAMILY & BUSINESS”

MANISHA OF SPAJ



Manisha of SPAJ has mastered the art of balancing tradition and modernity in a male-dominated industry. In this interview with Jewellers Digest, she shares how she navigates the challenges of running a family business while breaking stereotypes and driving innovation. Manisha’s story is one of passion, resilience, and a deep commitment to preserving her family’s legacy while adapting to the ever-evolving world of luxury jewellery.

JD: *It’s a delicate dance between tradition and modernity. How do you manage to juggle the demands of a family-run business with the expectations of a modern woman?*

Manisha: It’s a constant balancing act, akin to crafting a perfect piece of jewellery. There are days when I feel like the ultimate multi-tasker, switching roles from working woman to homemaker in the blink of an eye. But the secret lies in prioritization and a strong support system. My family has been my anchor, and their understanding has been invaluable.

JD: *The jewellery industry has traditionally been a male-dominated sphere. How have you managed to carve a niche for yourself?*

Manisha: It’s been a journey of breaking stereotypes, one exquisite piece at a time. There were moments of doubt, but my passion for the family legacy and a strong belief in my abilities propelled me forward. I’ve learned to blend tradition with innovation, and that unique blend has set our brand apart.

JD: *How do you ensure that your family’s legacy remains intact while keeping up with the ever-evolving world of luxury?*

Manisha: It’s about honoring our roots while cultivating a garden of fresh ideas. Our artisans are the heart of our brand, and their skills are a priceless heritage. But we also invest heavily in design innovation and understanding the desires of the modern luxury consumer. It’s a delicate balance, much like selecting the perfect gemstone. For instance, incorporating symmetrical elements into a traditional magri pendant was a hit with our clients. It’s these kinds of innovations that keep our brand relevant.

JD: *Beyond the business, what drives you?*

Manisha: Jewellery is more than just adornment; it’s a story. I believe in giving back to the community that has nurtured our business. Our philanthropic initiatives are an extension of our brand’s values. It’s about creating a positive impact, one gem at a time.

JD: *Who are your inspirations, and what are your goals for the future?*

Manisha: I’ve always admired women who have broken barriers. From historical figures to contemporary icons, their stories have shaped my journey. My goal is to position our brand as a luxury powerhouse.



KR
KANAK RATNA
18KT EXCLUSIVE GOLD JEWELLERY

Shaping Jewellery Ideas



STALL NO: G1
NEW EXHIBITION COMPLEX
20th-22th Sept. 2024
CHENNAI TRADE CENTRE,
CHENNAI, INDIA



GJS

— INDIA GEM & —
JEWELLERY SHOW
A GRAND BUSINESS TO BUSINESS EXPO

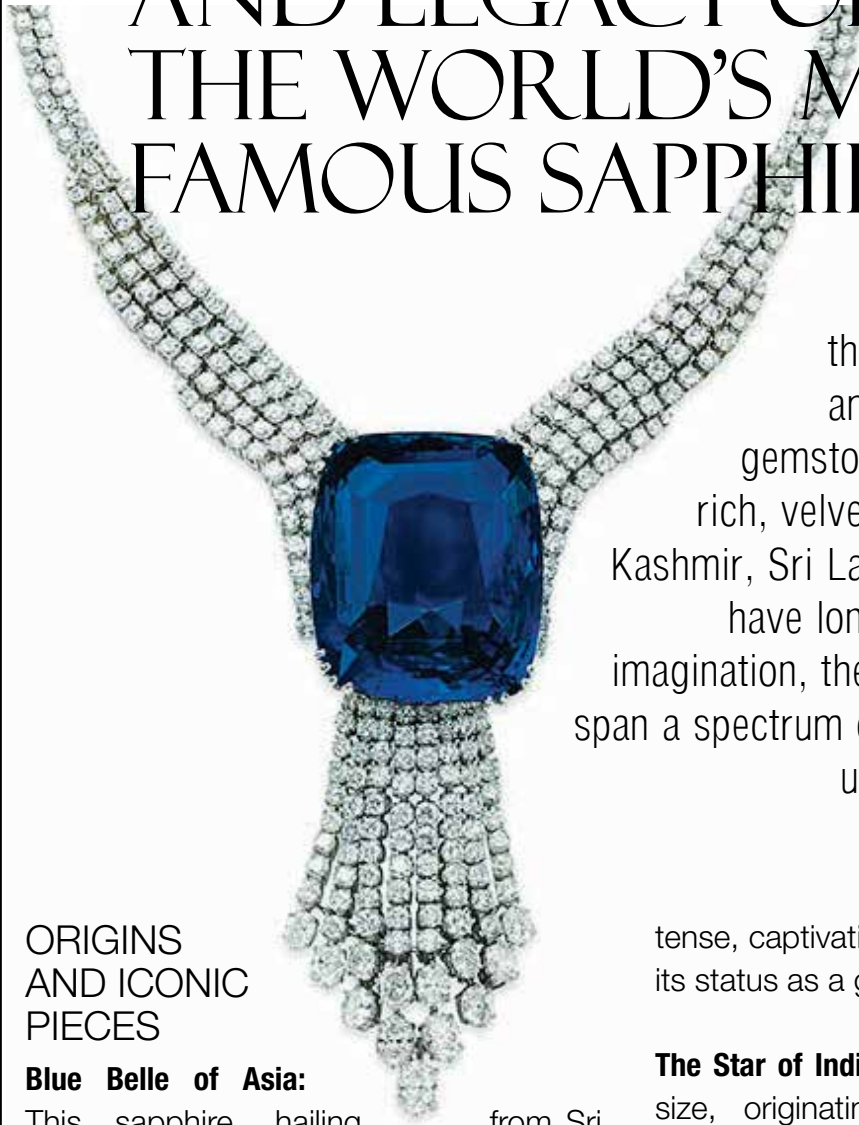
STALL NO:
PAVILION, 1M18, M20
25th-28th Sept. 2024
JIO WORLD CONVENTION CENTR,
MUMBAI, INDIA



STALL NO:
HALL NO. : 4, 0-19
29, 30th Sept.- 01st Oct. 2024
PRAGATI MAIDAN,
NEW DELHI, INDIA

ICONIC CORNUCOPIA

BLUE ROYALTY: THE REMARKABLE ORIGINS AND LEGACY OF THE WORLD'S MOST FAMOUS SAPPHIRES



Sapphires, revered for their deep blue hues, are among the most coveted gemstones globally. While the rich, velvety blue sapphires from Kashmir, Sri Lanka, and other regions have long captured the world's imagination, these gemstones actually span a spectrum of colors, each with its unique allure and origin.

ORIGINS AND ICONIC PIECES

Blue Belle of Asia:

This sapphire, hailing from Sri Lanka (formerly known as Ceylon), stands out as the largest at 392.52 carats. It achieved global recognition in 2014 when it was auctioned at Christie's Geneva for an astounding \$17 million, marking a new high for rich blue hue sapphire sales. Its in-

tense, captivating blue hue has cemented its status as a gemstone legend.

The Star of India: A sapphire of immense size, originating from Sri Lanka, this 563.52-carat gem is among the rarest. Discovered more than three centuries ago, it now finds its home at the American Museum of Natural History in New York. It is celebrated for its unique star-like design, a result of rutile crystals within the stone.



The Logan Sapphire: A diamond of noteworthy estimate from Sri Lanka, the Logan Sapphire is a 423.52-carat jewel famous for its faultless clarity and profound blue tint. It is currently on display at the Smithsonian Institution, recognized as an outstanding showcase of Ceylon sapphires.



Queen Marie of Romania's Sapphire: This sapphire, with a weight of 478 carats, set in a pendant necklace, is one of the largest faceted vibrant, regal blue color sapphires in the world and is the most celebrated and largest royal jewels. Acquired by Queen Marie of Romania in 1921, it now belongs to a private collection.

Elizabeth Taylor's Bulgari Sapphire and Diamond Sautoir: 52.72-carat sug-

arloaf cabochon rich blue hue sapphire, surrounded by diamonds. Given to her by Richard Burton in 1972, was sold for a record-breaking \$5.5 million at a Christie's auction in 2011, it now belongs to a private collection.

THE MOST RARE AND COVETED: PADPARADSCHA SAPPHIRE

Among the rarest of all sapphires is the **Padparadscha Sapphire**, which is revered for its unique blend of pink and orange hues. Named after the lotus blossom, Padparadscha sapphires are mainly found in Sri Lanka and Madagascar. Their rarity and distinctive color make them highly sought after, often fetching exceptionally high prices at auctions.

At Christie's June 7 2005 New York sale, a magnificent 20.84-carat padparadscha sapphire fetched a pretty price, a stunning \$374,400 (\$18,000 per carat). Mounted in a ring by Henry Dunay, this sale is evidence of the increasing demand for high-quality untreated gemstones.

THE CRAFTSMANSHIP BEHIND THE GEMS

Many of these extraordinary sapphires were set by world-renowned jewellers. Cartier, known for its intricate designs and exceptional craftsmanship, was responsible for setting the Blue Belle of Asia. **The Duchess of Windsor's platinum panther wala brooch**, which features a 152.35-carat cabochon-cut Kashmir sapphire, was crafted by Cartier in 1949, showcasing the jeweller's ability to marry innovation with classic elegance.



SAPPHIRES FROM ROYALTY TO MODERN ICONS

One of the most iconic sapphire pieces in modern history is the 12-carat oval blue sapphire engagement ring worn by Kate Middleton, the Duchess of Cambridge. Originally belonging to Princess Diana, this ring is globally recognized and symbolizes the royal family's enduring love for sapphires.

Queen Elizabeth II also treasures sapphires, including the George VI Victorian Suite, a gift from her father, featuring a necklace, earrings, and brooch set with deep blue sapphires, which remains a key part of her royal collection. Alia Bhatt, the globally renowned Indian film star, frequently wears sapphire jewellery, showcasing her sophisticated yet contemporary style. Her choice underscores the gemstone's timeless appeal and its status as a symbol of luxury.

CURRENT OWNERSHIP AND LEGACY

These sapphires, many of which are part of private collections, continue to captivate gem enthusiasts worldwide. The Blue Belle of Asia is now in private hands, while the Logan Sapphire and Star of India remain in public institutions, allowing the world to admire their beauty. The Queen Marie of Romania's Sapphire, though privately owned, is an enduring symbol of royal grandeur.

SAPPHIRES TIMELESS ALLURE

From the heights of the Himalayas to the auction houses of Geneva, sapphires have journeyed through history as symbols of opulence and elegance. Their origins, whether in the storied mines of Kashmir or the gem-rich soils of Sri Lanka, have cemented their status as the most prized gemstones in the world. Whether gracing the hands of royalty or modern icons like Alia Bhatt, sapphires continue to embody the pinnacle of luxury and timeless beauty.

THE SPECTRUM OF SAPPHIRES: COLORS AND ORIGINS

While blue sapphires dominate the limelight, sapphires come in nine distinct colors, each with its own origin and story:

- **Pink Sapphires:** Sourced from Madagascar and Sri Lanka, these sapphires range from delicate pastel pinks to vibrant shades.
- **Yellow Sapphires:** Found in Sri Lanka and Australia, they vary from pale yellow to deep golden hues.
- **Green Sapphires:** These are discovered in Thailand, Australia, and Montana, USA, and are valued for their unique, earthy tones.
- **Purple Sapphires:** Hailing from Madagascar and Sri Lanka, purple sapphires are often seen as symbols of royalty.
- **Orange Sapphires (Padparadscha):** These rare sapphires, combining orange and pink hues, are primarily sourced from Sri Lanka and Madagascar.
- **Colorless (White) Sapphires:** Found in Sri Lanka and Madagascar, these sapphires are admired for their clarity and brilliance, often used as alternatives to diamonds.
- **Black Sapphires:** Mostly originating from Australia, black sapphires have a mysterious, opaque allure.

GEM GALAS CALENDAR

SHOW: Vicenzaoro

Date: 5th-10th September 2024

Location: Vicenza, Italy

Contact: www.vicenzaoro.com

SHOW: Palakiss Summer

Date: 6th-10th September 2024

Location: Vicenza, Italy

Contact: www.palakiss.com

SHOW: Midora Leipzig

Date: 7th-9th September 2024

Location: Leipzig, Germany

Contact: www.midora.de

SHOW: Select Jewelry Show

Date: 8th-9th September 2024

Location: Ritz Carlton, Dallas, Texas, USA

Contact: www.selectjewelryshow.com

**SHOW: Bangkok Gems
& Jewelry Fair**

Date: 5th-9th September 2024

Location: IMPACT Challenger, Bangkok,
Thailand

Contact: www.bkkgems.com

**SHOW: International Watch & Jewelry
Guild (IWJG)**

Date: 9th-10th September 2024

Location: Hyatt Regency, Miami, USA

Contact: www.iwjg.com

SHOW: MadridJoya

Date: 12th-15th September 2024

Location: IFEMA, Madrid, Spain

Contact: www.ifema.es/madridjoya

SHOW: Hard Rock Summit

Date: 12th-15th September 2024

Location: Hyatt Regency, Denver, USA

Contact: www.hardrocksummit.com

SHOW: Jewellery & Gem WORLD**Hong Kong (AsiaWorld-Expo)**

Date: 16th-20th September 2024

Location: AsiaWorld-Expo, Hong
Kong

Contact: jewellerynet.com

SHOW: Jewellery & Gem WORLD**Hong Kong (HKCEC)**

Date: 18th-22nd September 2024

Location: Hong Kong Convention &
Exhibition Centre, Hong Kong

Contact: jewellerynet.com

**SHOW: India Gem & Jewellery Show
(GJS)**

Date: 25th-28th September 2024

Location: World Convention Centre,
Mumbai, India

SHOW: Couture India: The Bridal Edit

Date: 28th-30th September 2024

Location: Taj Palace, New Delhi, India



IIJS PREMIERE 2024: RECORD-BREAKING SUCCESS AND NEW BENCHMARKS IN THE JEWELLERY INDUSTRY

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Mumbai, August 2024 – The 40th edition of the India International Jewellery Show (IIJS) Premiere 2024, organized by the Gem & Jewellery Export Promotion Council (GJEPC), has cemented its status as one of the world's most significant events in the gem and jewellery industry. Held from August 8-12, 2024, at the Jio World Convention Centre (JWCC) in Bandra-Kurla Complex, Mumbai, and from August 9-13, 2024, at the Bombay Exhibition Centre (BEC) in Goregaon, Mumbai, IIJS Premiere 2024 achieved a historic milestone by generating USD 12 billion in business over six days. The event showcased India's vibrant jewellery sector, drawing participants from around the globe and setting new benchmarks in scale, innovation, and sustainability.

A Landmark Event with Global Impact

The IIJS Premiere 2024 featured over 2,100 exhibitors and 3,600 stalls spread across 135,000 square meters, making it one of the largest B2B gems and jewellery exhibitions worldwide. The event attracted more than 50,000 trade visitors from over 80 countries, including prominent international delegations from 16 countries, such as Cambodia, Japan, Russia, Saudi Arabia, the United Kingdom, and Uzbekistan. The concurrent IGJME Premiere, focusing on machinery and allied industries, hosted over 220 companies with 320 stalls, further highlighting the synergy between jewellery craftsmanship and technological advancements.

Reflecting on the event's success, Mr. Vipul Shah, Chairman of GJEPC, stated, "IIJS Premiere 2024 was a tremendous success, generating over USD 12 billion in business for our exhibitors. The show featured a dazzling array of products that highlighted the brilliance in designs and clearly reflected the shift towards catering to millennials and Gen Z. This year's event set new benchmarks in innovation and creativity, bringing together the finest talents in the industry."

Celebrating 'Brilliant Bharat' and Indian Heritage

This year's edition of IIJS Premiere embraced the "Brilliant Bharat" theme, a tribute to India's rich cultural heritage. This theme will continue over the next four years, covering nine distinct cultural expressions. For 2024, the focus was on textiles such as Bandhani from Gujarat, Pashmina from Kashmir, Kantha from West Bengal, and Kalamkari from Andhra Pradesh. "By celebrating the nine expressions of Brilliant Bharat, GJEPC pays homage to the timeless traditions and innovative spirit that make India truly brilliant," said Mr. Nirav Bhansali, Convener, National Exhibitions, GJEPC.

The show was officially inaugurated by Hon. Governor of Maharashtra, Mr. C. P. Radhakrishnan, who expressed his admiration for GJEPC's efforts, stating, "GJEPC's IIJS is one of the most prestigious B2B gem & jewellery shows in the world, and the day will come when it will be the largest in the entire world. I urge GJEPC to continue to showcase and highlight Brand India across the world; and through this endeavor, take India's rich culture and heritage to the world."

Innovations in Visitor Experience and Sustainability

IIJS Premiere 2024 was not just about business; it also highlighted innovations in visitor experience and sustainability. The event introduced user-friendly visitor pre-registration, digital entry badges, facial recognition, and a 3D interactive floor plan for smooth navigation. In a move towards sustainability, IIJS Premiere implemented the "One Earth" initiative, which started in 2023 and achieved the milestone of planting 1.5 lakh trees, with the support of exhibitors, visitors, vendors, and others. "We have leveraged technology to enhance the exhibitor experience and eliminated flex materials, promoting sustainability," added Mr. Nirav Bhansali.

The Select Club and Honoring Young Talent

"The Select Club," an exclusive high-end couture jewellery section located at JWCC Level 3 (Jasmine Hall), emerged as one of the most talked-about sections of IIJS Premiere 2024. This year, the number of participating brands grew from 60 to 101, showcasing top-tier luxury and exquisite designs to a curated audience. "Our primary focus remains on maintaining exceptional quality. A meticulous selection process ensures that only brands offering an ultra-luxury experience and exquisite designs are included in the Select Club," Bhansali elaborated.

Another highlight was the "40 Under 40" initiative, celebrating young leaders under 40 who are making significant strides in the jewellery industry. "This prestigious recognition aims to honor those who are driving the business to new heights with their innovation,



creativity, and dedication,” said Mr. Bhansali. The awards were presented by prominent figures such as Vaishali Banerjee, MD of PGI India, and Sachin Jain, Regional CEO of India, World Gold Council.

Voices from Global Participants

International delegates were highly impressed with the scale, diversity, and organization of IIJS Premiere 2024. Eiji Fuksawa, Senior Director of the Japan Jewellery Association and CEO of Kohsai Co. Ltd., noted, “This is my first time at IIJS, and the driving factor is that it is the second-largest gem trade fair in the world. I am here to showcase my jewellery label, Kohsai. While Japan has a well-established diamond market, we are keen to forge relations with India to export exotic colored gems.”

Elmira Khodjaeva, Director of the Association of jewellery of Uzbekistan, drew parallels between the intricate craftsmanship of Indian and Uzbekistani jewellery, stating, “Being here at the IIJS makes us feel like home. There are many similarities between Indian and Uzbek jewellery craftsmanship.” She added, “The IIJS is so expansive and has something new to offer every moment. We keep discovering something new each day.”

Atul Jogani, leading the Thailand delegation, highlighted the untapped potential for collaboration between India and Thailand, particularly in the area of jadau jewellery. “Thailand doesn’t have jadau jewellery, for example. So, a market can be created for jadau jewellery,” Jogani pointed out.

Policy Support and Future Collaborations

Hon’ble Minister of Commerce & Industry, Mr. Piyush Goyal, also graced the event and discussed significant policy initiatives, including the reintroduction of the Diamond Imprest Licence and the reduction of duty rates on gold, silver, and platinum to support India’s vibrant gem and jewellery industry. “India’s domestic market is resilient and growing fast to compensate for the loss in exports due to the global recession. I urge gem & jewellery exporters to be positive,” Mr. Goyal emphasized.

Mr. Paul Rowley, Executive Vice President of Diamond Trading at De Beers Group, also shared his thoughts on India’s pivotal role in the global diamond industry, stating, “Indian trade and consumers ardently believe that diamonds are symbols of enduring love. The new diamond origin campaign strategy will focus on India to revitalize the innate desire for future generations with respect to diamonds.”

A Bright Future Ahead

The IIJS Premiere 2024 has undeniably set a new standard for global jewellery exhibitions, not only in terms of business and innovation but also in its ability to bring together the world’s finest in the industry under one roof. As Mr. Nirav Bhansali eloquently concluded, “Together, we will continue to drive the industry forward, setting new standards of excellence and achieving greater heights.”

With its focus on heritage, innovation, and sustainability, IIJS Premiere 2024 has once again showcased the immense potential of the Indian jewellery industry and reaffirmed its status as a global leader in the trade.



VICENZA'S JEWELLERY MUSEUM - A UNIQUE TRIBUTE TO THE ART OF JEWELLERY

Vicenza, Italy - 2024 – Situated in the UNESCO World Heritage site of the Palladian Basilica, the Jewellery Museum in Vicenza is a one-of-a-kind cultural destination in Italy dedicated exclusively to the art of jewellery. Opened in 2014, this 410-square-meter space offers an immersive aesthetic and educational experience in one of Italy's most historically significant goldsmith districts.

The museum is a project by the Italian Exhibition Group (IEG), in partnership with the Municipality of Vicenza, and serves to celebrate the rich traditions and innovations of Italian jewellery-making. Designed by Studio Patricia Urquiola, the museum spans two levels: a ground floor for temporary exhibitions and an upper floor featuring the permanent exhibition divided into nine thematic rooms—Symbol, Magic, Function, Beauty, Art, Fashion, Design, Future.

Alba Cappellieri, a renowned professor at the Polytechnic University of Milan and Stanford University, curates the permanent exhibition "Italian Jewels," showcasing 270 creations

by Italian artists, craftsmen, designers, and major maisons. The exhibition features iconic pieces, such as the Crown and Pectoral of the Madonna of Monte Berico and contemporary pieces that explore modern materials and technologies, like the Living Jewellery necklace by D'Orica, powered by photovoltaic cells.

"The Jewellery Museum is more than just a collection of beautiful objects; it is a celebration of human creativity, heritage, and the continuous evolution of design and craftsmanship," says Alba Cappellieri. "Each piece tells a story, connecting visitors to centuries of artistic expression and innovation."

In addition to its exhibitions, the museum hosts workshops and educational activities for all age groups, providing visitors with hands-on experiences to learn about the art of jewellery-making. The museum also collaborates with other cultural institutions and participates in national events like the Night of Museums, enhancing Vicenza's rich cultural offerings.

China's Strategic Silver Accumulation

China is significantly increasing its silver reserves, with prices in China now 10% higher than in the West. This move is seen as part of a broader strategy to secure essential resources and exert economic influence. China's demand for silver is driven by its massive production of solar panels, which rely heavily on the metal. Recent months have seen a sharp rise in Chinese silver imports, raising concerns about a potential "silver squeeze" that could drive global prices higher and impact industries dependent on silver, such as electronics and renewable energy. This situation has caught the attention of Western nations, particularly the U.S., which is closely monitoring these developments due to their potential economic implications.

Lucara Diamond Corp Unearths World's Second-Largest Diamond in Botswana

Lucara Diamond Corp, a Canadian mining company, has discovered a colossal 2,492-carat diamond at the Karowe Mine in Botswana. This remarkable find is now the second-largest diamond ever unearthed, further cementing Botswana's reputation as a premier source of high-quality diamonds. The discovery, made using advanced X-ray detection technology, is a significant milestone in the global diamond industry.

Silver Set to Surge Due to Samsung's Battery Innovation

Samsung's development of a new solid-state battery, which uses a silver-carbon composite, is expected to significantly boost silver demand. Analysts predict that if 20% of global electric vehicles adopt this technology, it could increase silver demand by 16,000 metric tons annually, nearly two-thirds of current global production. This surge, combined with existing demand from the solar industry, could drive silver prices to new highs, potentially reaching \$200/oz in the next decade. However, the adoption of this technology will depend on overcoming infrastructure and cost challenges, particularly in building the necessary ultra-fast charging stations.

India's Efforts to Revive Jewelry Exports to China

India, through the Gem & Jewellery Export Promotion Council (GJEPC), is actively working to revive its jewelry exports to China. Under the leadership of Vipul Shah, Chairman of GJEPC, the council is implementing strategies like participating in Chinese trade fairs and engaging in bilateral discussions to restore trade relations. These efforts come in response to the challenges posed by geopolitical tensions and the COVID-19 pandemic, aiming to tap into the recovering Chinese luxury market.

De Beers and GJEPC Discuss Strengthening

India's Market for Natural Diamonds

De Beers and the Gem & Jewellery Export Promotion Council (GJEPC) recently held discussions aimed at bolstering the Indian market for natural diamonds. The talks focused on strategies to enhance consumer confidence in natural diamonds and increase their market share in India. This collaboration reflects a joint commitment to supporting the growth of the natural diamond sector in one of the world's largest jewelry markets.

Indian Government Cuts Drawback Rates on Gold and Silver Jewelry Exports

The Indian government has officially reduced the drawback rates on exports of gold and silver jewellery. This policy change is expected to impact the profitability of major jewellery exporters by decreasing the incentives available for exporting these products. The reduction in drawback rates aligns with the government's broader strategy to recalibrate export policies in response to global market conditions.

GJEPC and Customs Officials Collaborate to Address Industry Challenges

The Gem & Jewellery Export Promotion Council (GJEPC) held a critical meeting with Indian Customs officials on August 17, 2024, to discuss and resolve regulatory issues impacting the diamond and jewelry export sec-

tor. This collaboration aims to streamline trade processes and enhance the global competitiveness of India's jewellery industry.

Rare Van Cleef & Arpels Necklace Sells for \$3.6 Million

A rare 1929 diamond and platinum "tie-necklace" by Van Cleef & Arpels was sold at Sotheby's New York for \$3.6 million, which is three times its high estimate. This sale reflects the enduring value and demand for unique, historical pieces in the luxury jewellery market.

Danish Student Uncovers Ancient Viking jewellery

A Danish college student recently discovered a collection of ancient Viking jewellery using a metal detector, including rare silver armbands. After reporting the find, experts dated the artifacts to the 800s, aligning them with the early Viking Period in Scandinavia (A.D. 793–1066). The armbands are currently on display at the Moesgaard Museum and will later be transferred to the National Museum of Denmark, offering valuable insights into Viking craftsmanship and history.

India to be Partner Country at Inhorgenta 2025: The Gem & Jewellery Promotion Council (GJEPC) has announced that India will be the Partner Country at Inhorgenta 2025 in Munich, Germany. This partnership highlights India's growing significance in the global jewellery market and will provide Indian jewelers

a platform to showcase their craftsmanship to European and international buyers. The collaboration aligns with India's "Make in India" initiative and Germany's "Industry 4.0" strategy, promoting bilateral trade and joint ventures.

IIJS Premiere 2024 Breaks Records: The India International Jewellery Show (IIJS) Premiere 2024 has set a new record by generating \$12 billion in business over its six-day run. The event, which is one of the largest gem and jewelry trade shows globally, showcased India's vibrant jewellery industry under the theme "Brilliant Bharat." The show featured over 101 brands in the exclusive Select Club, highlighting top-tier luxury and innovative designs. International delegations praised the event for its scale, quality, and opportunities for global partnerships.

DMCC Achieves Record Registrations: The Dubai Multi Commodities Centre (DMCC) has reached a milestone with 25,000 registrations, marking its position as a leading hub for trade and business. This growth is indicative of DMCC's role in strengthening global trade relations, particularly in the diamond and jewelry sectors.

Diamond Imprest Licence Introduced: The government has accepted a long-standing demand from jewellers by introducing the Diamond Imprest Licence. This new regulation aims to streamline the diamond trade by allowing businesses to import rough diamonds under an imprest system, which can

significantly reduce operational costs and improve cash flow for jewellers.

Kalamandir Jewellers Pulled Up by ASCI for Misleading Ad

Kalamandir Jewellers, a lab-grown diamond brand, has been reprimanded by the Advertising Standards Council of India (ASCI) for a misleading advertisement that depicted natural diamond mining as harmful. The Natural Diamond Council (NDC) filed a complaint, citing misinformation. Following an investigation, ASCI has ordered Kalamandir to modify or withdraw the ad by August 29, 2024. Richa Singh of NDC highlighted the importance of transparency in advertising, stating that the decision promotes fair competition and consumer trust.

U.S. Treasury Eases Some Restrictions on Russian Diamonds

The U.S. Treasury's Office of Foreign Assets Control (OFAC) has issued new licenses allowing the import of certain Russian diamonds into the U.S. despite ongoing sanctions. General License No. 103 allows diamond jewellery outside Russia before March 1, 2024, to be imported. General License No. 104 permits the import of non-industrial diamonds of 1.0 carat or more before March 1, 2024, and 0.5 carats or more before September 1, 2024. These measures aim to balance sanctions with flexibility for businesses.

Supporting Association



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