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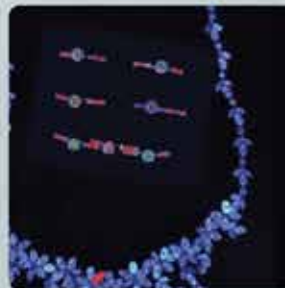




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## From the Publisher's Desk



*Dear Readers,*

*We are excited to present the second issue of JewelBharat! Since our first edition launched on August 24, 2024, we have been immensely encouraged by the support from industry veterans and enthusiasts alike. Your positive feedback has inspired us to keep pushing the boundaries of quality content in the jewelry world.*

*This issue features a curated selection of articles, interviews, and insights that celebrate the artistry, innovation, and stories that define our vibrant industry. We strive to cultivate a space that encourages the exchange of knowledge, sparks creativity, and nurtures valuable connections among jewelers and enthusiasts.*

*A heartfelt thank you to the industry veterans who have graciously shared their expertise and insights with us. Your support enriches our publication and inspires emerging talent in the field.*

*I also want to express my deep gratitude to the dedicated Jewel Bharat team. Your hard work and commitment to excellence have been instrumental in bringing this vision to life.*

*As Diwali approaches, I wish you all a very happy Diwali and a prosperous New Year on behalf of my entire team. May this festive season bring joy, light, and success to you and your loved ones.*

*Thank you for being part of our story. We hope you enjoy this edition!*

*Warm regards,*

*Managing Director & Publisher*

*JewelBharat.com*

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## From the Editor's Desk

### *Shining Bright in the World of Diamonds and Gold*



Dear Readers,

First and foremost, thank you! As we bring you the second issue of JewelBharat, we want to express our heartfelt gratitude for the incredible love and support you showed during our inaugural launch. Your enthusiasm fuels our passion, and we're excited to continue this journey with you.

As we gear up for the festive season, there are some exciting developments in the diamond and gold markets that we want to share. Recently, De Beers announced a significant step toward transparency by providing country-of-origin data for rough diamonds. Starting in 2025, this initiative will apply to diamonds over 1.25 carats, and eventually to those over 1 carat. This means consumers will soon be able to trace their diamonds' unique journeys, allowing for more informed and ethical purchasing decisions.

In the spirit of the upcoming Diwali celebrations, De Beers Forevermark is optimistic about strong sales, expecting double-digit growth. This festive period is a wonderful reminder of the lasting appeal of diamond jewelry, which continues to capture hearts even amid industry challenges.

Additionally, the Gem and Jewellery Export Promotion Council (GJEPC) recently hosted an interactive session with leading bankers in Mumbai. This gathering, attended by over 75 participants, focused on the current industry outlook and explored avenues for enhanced collaboration with financial institutions. The positive feedback from bankers reflects a growing optimism for industry growth, which is encouraging for all of us in the sector.

In light of shifting consumer preferences and the rising demand for lab-grown diamonds, the GJEPC is also urging the Indian government to establish clear guidelines for disclosing whether a diamond is natural or lab-grown. This initiative aims to protect consumers and uphold the integrity of the domestic diamond industry. The GJEPC has communicated with the Department of Consumer Affairs to address the widespread misuse of terminology in marketing lab-grown diamonds in India, emphasizing the need for transparency.



At the recent seminar “Polishing Our Future” held by the Bharat Diamond Bourse, diamond analyst Paul Zimnisky shared some encouraging insights. Despite the current hurdles, he highlighted that the diamond industry remains a robust \$80 billion global market. The long-term outlook is tied to factors like population growth and the expanding middle class, promising that diamonds will continue to shine brightly in the years ahead.

On another front, the precious metals market is making headlines as gold prices soar, recently reaching around \$2,670 per ounce. With geopolitical tensions and central bank activity driving this increase, analysts are even speculating whether gold might reach the \$3,000 mark. However, potential economic slowdowns—especially with uncertainties in the U.S.—could complicate this upward trajectory.



In India, gold prices are climbing just in time for Diwali, which might impact consumer demand. This trend mirrors what’s happening in the U.S., where gold has also surged. As shoppers consider their options, the relationship between price and demand will play a crucial role in shaping purchasing decisions.

As we reflect on these developments, it’s clear that both the diamond and gold industries are navigating a landscape full of potential and challenges. The push for transparency in diamonds and the resilience of the gold market remind us of the importance of adapting to changing circumstances.

As we celebrate the joy of Diwali, let’s embrace the stories of growth and sustainability that are shaping our industry. Together, we can look forward to a future where precious gems and metals not only represent beauty but also reflect our values of ethical choices in an ever-evolving world.

Thank you once again for your support!

*Suketu Bhatt*

# GJEPC urges Govt. of India to implement clear guidelines for disclosing natural and lab-grown diamonds.

*In light of shifting consumer preferences and increasing demand for lab-grown diamonds, the Gems and Jewellery Export Promotion Council (GJEPC) is urging the Indian government to establish stringent regulations for the clear disclosure of whether a diamond is natural or lab-grown. This initiative aims to protect consumers and uphold the integrity of the domestic diamond industry.*

*The GJEPC has communicated with the Department of Consumer Affairs, highlighting the widespread misuse of terminology in marketing lab-grown diamonds in India. As these diamonds are often seen as more affordable, ethical, and sustainable, the council argues that transparent guidelines are essential to avoid consumer confusion and maintain market integrity.*

*To address this critical issue, the GJEPC advocates for the adoption of the U.S. Federal Trade Commission (FTC) guidelines. These guidelines provide standardized nomenclature and mandatory disclosure requirements for both natural and lab-grown diamonds, which would help eliminate ambiguity in the marketplace.*

*The council has pointed out significant gaps in the current Consumer Protection Act, which, while offering some safeguards against unfair trade practices, lacks specific provisions for distinguishing between natural and lab-grown diamonds. This absence of standardized*



*guidelines has led to confusion among consumers and allowed unscrupulous traders to misrepresent lab-grown diamonds as natural, potentially causing consumers to make costly mistakes.*

*The diamond industry is also grappling with challenges stemming from the Russia-Ukraine conflict, which has disrupted the global diamond supply chain. Sanctions on Russia, a major producer of rough diamonds, have further complicated trade and contributed to market instability. In this context, clear regulations are more vital than ever.*

*The GJEPC has emphasized the need for a robust framework within consumer protection*



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laws to ensure that lab-grown diamonds (LGDs) cannot be falsely marketed as natural diamonds. The lack of clarity around diamond terminology and the significant price differences between natural and lab-grown diamonds create an environment ripe for consumer deception.

The council's letter to the Department of Consumer Affairs underlines that unscrupulous practices are eroding consumer trust and tarnishing the industry's reputation. Consumers may unknowingly pay premium prices for LGDs misrepresented as natural diamonds, leading to significant financial losses.

Additionally, the Indian government has been promoting the manufacturing of lab-grown diamonds by eliminating customs duties on LGD seeds and approving research grants to Indian Institutes of Technology for developing

indigenous LGD production technology. Despite these initiatives, the GJEPC stresses that consumer protection through transparent regulations is paramount.

Aligning Indian consumer laws with internationally recognized guidelines will enhance consumer confidence and ensure fair trading practices, the GJEPC argues. To facilitate this, the council has requested a meeting with relevant stakeholders to discuss these pressing issues and develop a coherent strategy for implementing clear disclosure regulations in the diamond market.

As the industry evolves and consumer preferences shift, establishing clear guidelines for the distinction between natural and lab-grown diamonds will be crucial for protecting consumers and ensuring a fair marketplace.

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# Polishing Our Future

## Bharat Diamond Bourse prepares Industry members for a sustainable future 'Polishing Our Future', the International Seminar, a Huge Success

*Bharat Diamond Bourse, World's largest Diamond Exchange conceptualized and organized an important seminar to address Industry members, titled, "Polishing Our Future" on 11th October 2024 at BDB Convention Hall, Mumbai.*

*Inviting world renowned speakers like Paul Zimnisky, Diamond analyst and expert, Tawhid Abdullah, CEO Jawhara Jewellery Group, Amit Pratihari, Managing Director, India, De Beers, Ananthanarayanan Hariharan, Head Retail and Merchandising, Novel Jewels, Aditya Birla Management*

*Corporation Pvt Ltd, David Bouffard, CEO David Bouffard Consulting LLP, and Mr Devdutt Patnaik, Mythologist and Author. Bharat Diamond Bourse set the stage for the Diamond Industry members to not only prepare for a sustainable future but also helped participants foresee economic realities and its impact on consumer markets such as US, China, India, and Middle Eastern markets.*

*The presentations were over two sessions moderated by Mrs Nirupa Bhatt, Ex Managing Director, India & Middle East, GIA, presently Independent Director and*





*Business Leadership Coach, and Mr Pranay Narvekar, Founder, Pharos Beam Consulting. This Leadership event was the first of the many engagements that Bharat Diamond Bourse is planning for the Diamond Industry members.*

*Kicking off the sessions was a keynote address by Mr Anoop Mehta who spoke about the current challenges that the industry is facing and how this seminar would help the members overcome challenges by giving an insight through expert presentations.*

*Post which Mr. Sriram Natarajan, Managing Director GIA India addressed the members and enlightened on the current phase that the Industry is in and encouraged the members on the sustainable and growth-oriented course of actions that the industry needs to take.*

*Mr. Paul Zimnisky shared his analysis on International markets with emphasis on US, Europe, India and China and presented information to understand the demand and supply scenario in the near future. He also presented his views on the Lab Grown diamond sector and its future.*

*Mr. Tawhid Abdullah made an interesting presentation on the growing Middle Eastern markets emphasizing on Saudi Arabia that is attracting Manufacturing sector. He also spoke about the growing importance of Dubai as an important gateway to the world and a fast-growing market with world's largest multinational consumers making Dubai their home.*

*Mr. Amit Pratihari took the stage and showcased exclusive and recent videos and social media promotion carried out by De*

*Beers and delved on the importance of the tasks carried out by De Beers in India and other countries.*

*Mr. Ananthanarayanan Hariharan spoke on the next gen consumers and how the industry would react in an era where digital media takes over the preferences of genz.*

*Mr. David Bouffard over an online presentation spoke on the importance of sustainability for a formidable future of the industry and added India has the potential to drive international markets.*

*Lastly Mr Devdutt Patnaik spoke from a spiritual and mythological point of view. He referred to historical instances and the archival era while relating to the current state of the Business and importance of understanding consumers' needs.*

*In his closing remarks, Mr Mehul while thanking the speakers and participants on their involvement stressed on the need for more such engagements where Industry members can be made aware of national as well as International happenings that will help prepare them for a sustainable and profitable future. Subbu, editor, The New Jeweller International Media group anchored the sessions.*

*All in all, the address "Polishing our Future" was a huge success as all the participants applauded the initiative of BDB and dispersed asking for more. The seminar "Polishing Our Future" was sponsored by International Gemological Institute [IGI] and Gemological Institute of America [GIA].*

In this issue of JewelBharat, we interview

## Stefanie Maendlein

Exhibition Director at INHORGENTA MUNICH.



*Driven by passion, Stefanie believes that determination leads to success. Her diverse experiences have honed her ability to work independently and communicate effectively in global settings. She values teamwork and knowledge sharing, approaching customer interactions with empathy and a commitment to continuous learning.*

*We had the privilege of meeting Stefanie during IIJS 2024, where we shared our questions with her, and her insights have been carried over in this issue. Join us as we delve into her vision for the future of the jewelry industry.*

*Can you share your initial impressions of the IIJS in Mumbai and what made this year's 40th anniversary particularly special?*

*This was my first time attending IIJS and it was a remarkable experience, especially as it was the 40th anniversary of this prestigious event. The scale, energy and diversity of exhibitors and attendees was impressive. The side events and Innov8 talks were very exciting and all in all it shows the significant role of India as a global leader in jewellery design and manufacturing.*

*What were some of the key highlights or standout moments from your visit to the IIJS?*

*The main highlights included the opening ceremony, the Honoring of the Legends and the networking evening. It was very inspiring to interact with various industry players and see the innovative designs and technologies firsthand. Celebrating the 40th anniversary in the presence of India's Minister of Commerce and Industry, Piyush Goyal, was a memorable moment that reflects the lasting impact of IIJS on the global jewellery scene.*

*How do you think the collaboration between INHORGENTA and India as the official Partner Country for 2025 will influence the future of the jewelry industry?*

*This collaboration is poised to bring immense value to both the European and Indian jewelry markets. India's unparalleled craftsmanship and expertise in jewelry making, coupled with INHORGENTA's position as a leading trade platform in Europe, will create new avenues for trade, innovation, and cultural exchange. It will further strengthen the global jewelry industry by fostering deeper connections and setting new trends.*

*What specific insights did you present about INHORGENTA during your various presentations at the IIJS?*

*During my presentations, I focused on INHORGENTA's role as a leading European platform for the jewelry, watches and gemstones industry, highlighting its international reach, diverse exhibitor base, and commitment to innovation. I also shared insights into how we are expanding into new markets, including our collaboration with India as the Partner Country for 2025, and the new opportunities this will bring for exhibitors and visitors alike.*

*Can you elaborate on the nature of the partnership between INHORGENTA and The Gem and Jewellery Export Promotion Council of India? What are the goals of this collaboration?*

*Our partnership with The Gem and Jewellery Export Promotion Council of India aims to foster stronger trade relationships between Europe and India. The goals are to provide Indian jewelers with greater access to European markets and to offer European buyers unique opportunities to source high-quality Indian jewelry. This collaboration will also showcase India's rich jewelry heritage, craftsmanship, and innovation on a global stage, especially through their participation as the Partner Country at INHORGENTA 2025.*

*What were the most significant trends or innovations you observed at the IIJS this year?*

*The IIJS 2024 showcased several key trends, including a strong emphasis on sustainability and ethically sourced materials. I also noticed an increasing demand for customization and personalized jewelry, with many exhibitors offering unique, tailor-made designs. Additionally, advancements in jewelry-making technology, such as 3D printing caught my attention.*



*How do you envision the impact of India's participation in INHORGENTA 2025 on both the European and Indian jewelry markets?*

*India's participation in INHORGENTA 2025 will significantly boost bilateral trade and create a new wave of collaborations between European and Indian jewelers. Indian jewelers will have the opportunity to showcase their craftsmanship and innovative designs to a broader European audience, while European buyers will gain access to high-quality Indian jewelry. This partnership will also drive innovation and introduce fresh trends, benefiting both markets.*

*Were there any memorable interactions or networking opportunities that stood out during your time at the IIJS?*

*One of the most memorable interactions was meeting with several young and emerging designers who are pushing the boundaries of traditional jewelry-making. Their fresh perspectives, combined with India's rich heritage, were truly inspiring. Additionally, the discussions with key industry leaders about future collaborations and market expansions were invaluable for fostering long-term partnerships.*

*What message or impression did you aim to convey about INHORGENTA through your participation at the event?*

*My goal was to showcase INHORGENTA as a dynamic and future-oriented platform that is deeply committed to fostering global connections. We're Europe's leading platform for watches, jewelry and gemstones. By highlighting our ongoing innovations and our focus on international collaboration, particularly with India as our Partner Country, I aimed to reinforce INHORGENTA's position as the premier event for businesses looking to expand and innovate.*

*Looking ahead, how does INHORGENTA plan to integrate the insights and feedback gathered from the IIJS into its future events and strategies?*

*We plan to incorporate the valuable insights from the IIJS, particularly in terms of sustainability, customization, and technological innovation, into our future strategies. Feedback from exhibitors and visitors will help us refine our offerings and further internationalize our platform. The collaboration with Indian partners will also inspire new event formats and networking opportunities at INHORGENTA 2025, ensuring that we remain at the forefront of industry trends and developments.*



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# Tanishq presents ‘Nav-Raani’ collection; royal jewellery for modern day queens



*As the festive season draws near, Tanishq – India’s premier jewellery brand under the Tata umbrella—proudly unveils its latest creation: the Nav-Raani Collection. This stunning line pays homage to the modern queen, celebrating her essence with a perfect blend of bold innovation and timeless elegance, ideal for festive occasions.*

*The Nav-Raani Collection is inspired by the grandeur of royal courts and majestic palaces, redefining traditional jewellery by merging intricate craftsmanship with contemporary design. It features high-brilliance Kundan set in Badhroom-style settings, vibrant Kundan with an ombre effect, and exquisite glass enamel work. Delicate Jaali patterns and*

*traditional techniques like Ras Rava and Partaj complement motifs such as Chandak and Kalgi, resulting in pieces that radiate both regality and modernity. Enhanced by 3D laser-cut beads and carefully casted stamps, each item showcases true opulence. From statement neckpieces to intricately designed earrings, every piece captures the essence of royal jewellery, tailored for today’s discerning woman.*

*This collection transcends mere adornment; it embodies the royal spirit inherent in every woman. While she may not wear a crown daily, the festive occasion of Diwali allows her inner queen to shine, exuding warmth and elegance. The Nav-Raani Collection*





Image Courtesy - Tanishq Website

*serves as a tribute to her strength, grace, and the unique aura she brings to special moments*

*Revathi Kant, Chief Design Officer at Titan Company Limited, remarks, "We take great pride in presenting the Nav-Raani collection, which reflects the intricate craftsmanship inspired by regal heritage. Each piece is carefully designed, showcasing our artisans' exceptional skills in marrying traditional techniques with modern aesthetics. This collection tells a story of strength and elegance, honoring modern women who navigate life with confidence. At Tanishq, we've created jewellery that harmonizes the old-world charm of royal courts with contemporary sensibilities, making Nav-Raani a true celebration of a woman's spirit during festive times."*

*Perfect for Diwali gifting, the Nav-Raani Collection is a stunning representation of festive spirit, embodying both tradition and modernity. With options for every discerning woman at various price points, it makes luxury accessible to all. This collection is crafted for those who appreciate the beauty of heritage and the elegance of today.*

*Tanishq also launched a film directed by renowned filmmaker Mira Nair, marking her debut in Indian television commercials. Conceptualized by Lowe Lintas, the festive campaign beautifully portrays women who may not wear crowns but embody strength, beauty, and elegance. The exquisite designs of the Nav-Raani Collection highlight each woman's unique qualities, offering jewellery crafted with unparalleled artistry to celebrate her regal spirit.*

# Firefly Diamonds: A New Premium Lab-Grown Diamond Jewellery Store Opens at R City Mall, Ghatkopar



*In an exciting development for jewelry lovers, Firefly Diamonds has opened its first premium lab-grown diamond jewelry store at R City Mall in Ghatkopar, Mumbai. This grand opening marks a significant milestone for the brand, bringing beautiful, sustainable diamond jewelry to a wider audience.*

*The celebration kicked off with a special appearance by Shri Mangal Prabhat Lodha, the Minister of Skills, Employment,*

*Entrepreneurship, and Innovation for Maharashtra, along with his wife, Dr. Manju Lodha. Both were impressed by Firefly's commitment to crafting high-quality diamond jewelry that is entirely made in India. They praised the brand's efforts to support Prime Minister Narendra Modi's 'Make in India' initiative, emphasizing the importance of providing affordable, eco-friendly options for celebrating life's special moments.*





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*Co-founder Ayush Bhansali shared the story behind Firefly's lab-grown diamonds, assuring attendees that these gems are of exceptional quality and nearly indistinguishable from natural diamonds. The collection, crafted from precious gold, showcases stunning pieces that are both elegant and accessible for everyday shoppers.*

*His co-founder, Adit Bhansali, spoke passionately about the company's mission to democratize diamond ownership while maintaining a strong commitment to the environment. Firefly Diamonds has pledged to plant a tree for every purchase, allowing customers to contribute positively to the planet while enjoying their exquisite jewelry. The brand's collections combine modern design with timeless elegance, catering to*

*a variety of occasions—from bridal sets to everyday wear. With over 60 years of family experience in jewelry manufacturing, Firefly Diamonds promises top-notch craftsmanship in every piece. Their tagline, "for moments that matter," captures their dedication to helping customers celebrate life's significant events with beautiful, sustainable jewelry.*

*Looking ahead, Firefly Diamonds has ambitious plans for growth, with 15 to 20 new stores expected to open across India in the next two years. With its blend of affordable luxury, eco-friendly practices, and stunning designs, Firefly Diamonds is poised to make a lasting impact in the lab-grown diamond industry, shining a light on a brighter, more sustainable future for jewelry lovers everywhere.*



# WORLDS LARGEST DIAMOND BOURSE

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# Mia By Tanishq Lights Up The Night With The Launch Of Their First-Ever Glow-In-The-Dark 'Firefly Collection'



*As the excitement of new beginnings approaches, Mia by Tanishq is thrilled to announce the launch of its latest masterpiece, the 'Firefly Collection'. This exclusive line captures the magic of illumination, featuring the industry's first glow-in-the-dark technology that brings a whimsical touch to every piece. Inspired by the ethereal beauty of fireflies, this collection is a celebration of creativity and individuality, perfect for those who like to dazzle, day and night!*

*The 'Firefly Collection' exemplifies Mia by*

*Tanishq's dedication to innovation and trendsetting design. Each piece, crafted in 14kt gold, seamlessly blends versatility with elegance at accessible price points, making it the perfect choice for self-expression or thoughtful gifting. Whether you're treating yourself or celebrating a special moment, #KahoKuchSpecial with these unforgettable exquisite pieces that hold deep meaning and beauty. This collection goes beyond the ordinary, offering jewellery that embodies the enchanting charm of wonder and joy.*



*Each piece within the collection is a gentle reminder of the star hidden within each one of us, a representation of how Mia is a proud believer of the Star in you.*

*With vibrant, luminous elements, the collection showcases a range of exquisite designs that are as captivating as they are unique. From mesmerizing pendants to alluring earrings, each piece is infused with patented innovation, bringing forth a magical sparkle to any occasion. The pieces in this collection are engineered to perfection, ensuring that you look gorgeous by day and glowing by night.*

*Ms. Shyamala Ramanan, Business Head of Mia by Tanishq, expressed, "We are thrilled to unveil the 'Firefly Collection,' which is a beautiful addition to our ever-expanding range of jewellery that celebrates the 'Star in You'. Keeping up with the needs of the modern consumer looking for trendy, versatile and unique jewellery, this collection represents a natural evolution, featuring rare glowing jewellery that connects the enchanting glow of fireflies to the emotional value of following your inner light. Discover pieces that are engineered to perfection, ensuring that you, every item stands out as a true work of art that is as unique as you are.*

*As consumer behaviour continues to evolve, Mia by Tanishq remains committed to catering to the dynamic needs of our customers, offering diverse and versatile pieces that resonate with their unique styles. This collection shines a spotlight on our design philosophy, focusing on the captivating glow that reflects the beauty of individuality. We take immense pride in the thoughtful research and creativity that has gone into this highly awaited launch, ensuring that each piece not only dazzles but also embodies our dedication to excellence and innovation in jewellery design."*

*Discover the enchanting 'Firefly Collection' at Mia by Tanishq, where innovation meets elegance. Available at select Mia stores and online at Mia by Tanishq, this collection is ready to help you shine brighter than ever!*

*Image Courtesy -  
MIA by Tanishq website*



# PNG Jewellers Launches New Festive Collection 'Saptam' and 'Eiina' Following Huge Customer Demand

*After the overwhelming response to last year's Festive collection, PNG Jewellers, a legacy brand renowned for its intricate craftsmanship and dedication to quality, is excited to announce the launch of brand-new designs under their popular Saptam and Eiina collections this year, once again featuring Bollywood icon Madhuri Dixit as the face of the campaign.*

*Inspired by the customer response to last year's designs, PNG Jewellers has expanded its Saptam Collection, a line that celebrates the spirit of festivities through jewellery that reflects the seven emotions of the festival: joy, prosperity, love, unity, renewal, enthusiasm, and grace. The collection offers a diverse selection of necklaces, earrings, rings, and bracelets, meticulously crafted using Kundan, Jadau, diamonds, and traditional gold. These new designs aim to meet the evolving tastes of modern Indian women, combining classic Indian artistry with contemporary style. The Saptam Collection continues to stand as a symbol of the festive spirit, blending heritage with elegance.*

*PNG Jewellers also returns with an updated Eiina Collection, offering a fresh selection of natural diamond jewellery for those who prefer the brilliance of diamonds during Diwali. Designed*

*to appeal to women looking for a bold yet sophisticated look, the Eiina Collection features elegant new pieces, from stunning earrings to intricate bracelets, allowing customers to celebrate the festival in dazzling style.*

*Speaking about the campaign, Dr. Saurabh Gadgil, Chairman and Managing Director*







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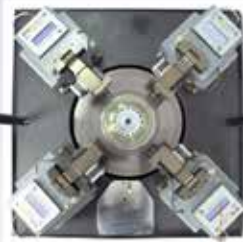
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*Maharashtra and Goa, ensuring easy access for customers eager to explore these festive designs. PNG Jewellers has also introduced a special festive offer to make this festive season even more memorable for its customers. Shoppers can avail up to 30% off on gold jewellery-making charges and up to 100% off on diamond jewellery-making charges till 3rd November 2024.*

*With Dusshera and Diwali just around the corner, PNG Jewellers offers a golden opportunity for customers to embrace the festive spirit through exquisite jewellery while enjoying attractive offers that make this the ideal time to invest in timeless pieces.*

*of PNG Jewellers, said, "Last year's collections were incredibly well-received, and we are excited to continue that momentum by introducing new designs that encapsulate the festive emotions. Each piece in the Saptam and Eiina Collection has been carefully crafted to blend tradition with modernity, offering customers something truly unique."*

*Adding her thoughts, Madhuri Dixit, the brand's ambassador, remarked, "I've always admired the elegance and beauty of the Saptam and Eiina Collection, and the new designs this year are breathtaking. I believe these pieces will resonate deeply with women looking to add a touch of grace and celebration to their festive attire."*

*Both the Saptam and Eiina collections will be available across all 47 PNG Jewellers stores in*





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# Jewel Insights:

Crafting Excellence Through Expert Interviews



## Mr. Vipul Shah

CEO and Managing Director - Asian Star Company Limited

*We are excited to feature Mr. Vipul P. Shah, CEO & Managing Director of Asian Star Co. Ltd., in this edition of Jewel Insights. With over 34 years of experience in the diamond industry, Mr. Vipul Shah has a deep understanding of global business trends and future market needs. His visionary leadership has transformed Asian Star into a vertically integrated business partner renowned for excellence.*

*Under his guidance, the company has built a robust jewelry business and a top-tier global distribution network. Join us as we delve into an insightful conversation with Mr. Vipul Shah about the current landscape and future of the diamond market.*

*In this interview, we'll delve into Vipul's insights on the current market dynamics, the challenges facing the industry, and the trends shaping its future. Join us as we explore the thoughts and experiences of this industry veteran, gaining valuable insights that can inspire both newcomers and seasoned professionals in the diamond world.*



*Given the projected growth of the diamond market, how do you plan to leverage technology to meet rising demand, especially in emerging economies like India?*

*As the diamond market expands, especially in emerging economies like India, leveraging technology will be key to meeting rising demand. The industry should use innovations like AI-powered inventory management, blockchain for supply chain transparency, and data analytics to predict consumer trends. Digital platforms will also be crucial in reaching younger, tech-savvy consumers and expanding access to diamonds in these growing markets*

*What trends do you foresee in consumer preferences when it comes to diamonds and jewellery?*

*Consumers today are increasingly gravitating toward personalized jewellery, ethical sourcing, and sustainability. Customization and vintage-inspired designs are particularly gaining traction, especially among younger buyers. Transparency in sourcing and a commitment to sustainability will continue to shape consumer preferences, with more individuals seeking responsibly sourced natural diamonds and unique, artisanal jewellery.*

*What role do you see AI playing in the diamond industry, particularly in areas like design, manufacturing, and customer engagement?*

*AI is set to transform the diamond industry in various ways, including automated grading, precision in cutting and polishing, and enhanced customer experiences through virtual try-ons and personalized recommendations. In design, AI tools can generate innovative patterns, while in customer engagement, chatbots and personalized AI marketing will play a significant role.*

*What advice would you give to emerging diamantaires navigating today's competitive market?*

*Emerging diamantaires should focus on embracing technology and developing strong relationships with retailers. Consistently delivering high-quality, innovative designs will help navigate the competitive market. Additionally, they should reach out to new markets, study their trends, and diversify their offerings to better meet the evolving needs of consumers.*

*How important is collaboration with mining companies and trade bodies for the future of the diamond industry?*

*Collaboration with mining companies and trade bodies is vital for ensuring a stable supply chain, enforcing ethical sourcing standards, and promoting diamonds globally. Such partnerships help in marketing campaigns that educate consumers about the rarity and value of natural diamonds, helping to sustain long-term growth in the industry.*

*What measures are you implementing to drive export demand for Indian diamonds?*

*To boost export demand, we are enhancing our participation in international trade shows, leveraging the India-UAE CEPA agreement to access new markets. India, as the key player in the mid-stream segment, is also taking steps to boost demand across key regions. We are collaborating with De Beers and the Natural Diamond Council to promote diamonds and diamond jewellery, aiming to drive consumer demand.*

*Could you elaborate on the importance of innovation in the gem and jewellery sector?*

*Innovation is crucial in keeping pace with changing consumer tastes and industry demands. Technological advancements in manufacturing, design, and e-commerce platforms are essential for creating new products, reducing production costs, and ensuring high-quality craftsmanship. Constant innovation also helps maintain competitiveness in the global market.*

*Conclusion: As we wrap up our conversation with Mr. Vipul P. Shah, it's clear that the diamond industry is on the brink of exciting changes. With emerging markets like India driving growth, his focus on technology—such as AI and blockchain—highlights a strategic approach to meet rising consumer demand. The increasing preference for personalized, ethically sourced jewelry underscores the importance of transparency and sustainability.*

*His insights into AI's role in design and customer engagement reveal significant opportunities for innovation. Moreover, his advice for emerging diamantaires emphasizes quality and strong relationships in a competitive landscape. Collaboration with mining companies and trade bodies is vital for maintaining ethical standards and promoting the value of natural diamonds.*

*Overall, Mr. Shah's vision offers a promising outlook for the industry, reminding us that adaptability and consumer focus will be key to navigating the future.*

*We thank him for sharing his expertise and insights.*



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# Lab-Grown Diamonds Shine Bright This Festive Season: A 30% Price Drop Fuels Demand

*As the festive season approaches, an intriguing trend is emerging in the jewelry market: lab-grown diamonds are gaining significant popularity, buoyed by a remarkable price drop of 25-30%. This shift not only highlights changing consumer preferences but also underscores the evolving landscape of the diamond industry.*

## **A Surge in Demand Amid Price Reductions**

*Reports indicate a substantial increase in demand for lab-grown diamond jewelry. Consumers are increasingly viewing diamonds not merely as investments but as accessible luxury items that fulfill personal aspirations.*

*The oversupply of lab-grown diamonds in the market has contributed significantly to the price decline. This growth is largely fueled by increased imports from China and advancements in domestic manufacturing. Interestingly, while larger stones have seen prices drop significantly—from around Rs. 25,000 per carat to approximately Rs. 15,000—prices for smaller stones remain stable.*

## **Impact on Natural Diamond Market and Workforce**

*The rise of lab-grown diamonds has not only influenced consumer behavior but has also had repercussions for the natural diamond market, with prices for natural diamonds declining by 30-40%. In Surat, where the labor force has*

*been affected for the past few years, workers are now seeing an uptick in business related to lab-grown diamonds*

*However, the export market tells a different story, with demand for lab-grown diamonds dropping by 16%. Oversupply and the lack of comprehensive data on domestic diamond growers are posing challenges.*

## **A Bright Future Ahead**

*As we move deeper into the festive season, the outlook for lab-grown diamonds appears brighter than ever. With increasing interest in these stones due to their affordability and brilliance, consumers are encouraged to educate themselves about the differences between lab-grown diamonds and other alternatives, ensuring they make informed purchasing decisions.*

*In conclusion, the surge in demand for lab-grown diamonds, spurred by significant price reductions, marks a pivotal moment in the jewelry industry. As consumers embrace this sustainable and ethical alternative, the landscape is undoubtedly evolving—one dazzling diamond at a time.*



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# Jewellery Show 2024:

## A Celebration of Craftsmanship and Innovation



***Dates: December 20-23, 2024***

***Location: Novotel Jaipur Convention Centre (JECC)***

*The Jaipur Jewellery Show (JJS) is back, promising to be an extraordinary event for jewellery lovers and industry professionals alike. Scheduled from December 20 to 23 at the Novotel Jaipur Convention Centre, this year's show will feature over 700 exhibitors and more than 1,200 booths, all set within an expansive 250,000 square feet exhibition area.*

### ***Key Highlights:***

- ***Exhibitor Diversity:*** *With a robust lineup of over 700 exhibitors, the show will showcase a wide range of jewellery styles, from traditional Indian craftsmanship to modern innovative designs. Attendees will have the chance to explore unique pieces and connect with leading manufacturers and designers.*





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- ***Expected Attendance:*** The JJS is anticipated to draw nearly 50,000 visitors, including both domestic and international attendees, making it a prime opportunity for networking and collaboration within the jewellery sector.
- ***Support for Emerging Talent:*** Like This year, the show will feature dedicated stalls for budding designers, providing them with a platform to showcase their creativity and innovative designs. This initiative aims to nurture new talent in the jewellery industry.
- ***Jaipur Jewellery Design Festival (JJDF):*** Continuing its tradition of excellence, the JJS will host the Jaipur Jewellery Design Festival alongside the exhibition. This festival will include workshops, seminars, and live demonstrations, focusing on the latest trends and techniques in jewellery design.

*Join us at the Jaipur Jewellery Show 2024 for an unparalleled opportunity to discover exquisite jewellery, connect with industry peers, and celebrate the artistry and innovation that define this vibrant sector. Don't miss out on this unique event that promises to inspire and engage everyone involved in the world of jewellery*



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## Diwali Styling Tips with Kosha Taswala: Elevate Your Festive Look with Jewelry

*As the vibrant festival of Diwali draws near, the excitement in the air is palpable. This joyous occasion brings together family and friends, and it's the perfect time to showcase your style through stunning outfits and exquisite jewelry. In a recent conversation with Kosha Taswala, a talented freelance jewelry designer, we explored expert tips on how to beautifully integrate jewelry into both traditional and modern outfits for the festive season. Here's how you can shine bright this Diwali!*

### Understanding Diwali Fashion Trends

*In 2024, Diwali fashion is all about blending traditional charm with contemporary flair. While timeless pieces like sarees and lehengas continue to reign supreme, we're also seeing a rise in Indo-Western fusion styles that add a fresh twist. This year, the focus is on versatility, encouraging you to mix and match pieces to create a look that reflects your personal style. Whether you prefer bold statements or understated elegance, there's something for everyone.*

### Traditional Outfits and Jewelry Pairing

**Sarees:** Sarees are a classic choice that never goes out of style. When it comes to pairing jewelry with sarees, think about statement jhumkas and complementary necklaces. If your saree features intricate designs, opt for bold earrings that enhance rather than compete with the fabric's beauty. A classic gold or silver necklace can add a touch of elegance, while delicate bangles will complete your look beautifully. The key here is balance—let your outfit and jewelry dance together harmoniously.



**Lehenga Choli:** For those opting for lehengas, these gorgeous outfits provide ample opportunity for a more extravagant look. Consider pairing your lehenga with standout pieces like matha pattis (forehead jewelry) and stacked bangles. If your lehenga is adorned with embellishments, keep the jewelry light and delicate; if it's more understated, feel free to go bold. Mixing two-tone metals, like white gold and rose gold, can create a chic, modern vibe that still embraces the festive spirit.

**Kurtas and Salwar Suits:** If you prefer a more relaxed vibe, kurtas and salwar suits are perfect for Diwali celebrations. Here, lightweight jewelry is key—think simple earrings and layered necklaces that add a festive flair without being too heavy. Jhumkas can provide that much-needed sparkle, while colorful beads or gemstones that echo your outfit's hues can create a cohesive look.

### **Modern Outfits and Jewelry Inspiration**

**Contemporary Dresses:** If you lean towards a modern aesthetic, contemporary dresses can easily be elevated with minimalist jewelry. Opt for dainty necklaces, stackable rings, and sleek earrings that add a touch of chic without stealing the show. This approach allows your outfit to shine while keeping the focus on you.

**Fusion Wear:** Indo-Western outfits are a fun way to blend traditional and modern styles. For example, pairing a stylish top with palazzo pants allows you to mix in traditional jewelry like chunky necklaces or statement earrings. This combination showcases your personality while celebrating the occasion in a unique way.

**Casual Chic Looks:** For more relaxed celebrations, casual chic outfits can still make a statement. Consider bold accessories like oversized earrings or funky diamond cuffs to elevate your look. Layering rings or stacking bracelets can add a trendy flair, making even the simplest outfits feel festive.





## ***Layering Techniques for a Stunning Effect***

*Layering jewelry is a fantastic way to enhance your overall look, especially during festive occasions. Here are some key tips to master the art of layering:*

***Start with a Focal Point:*** Choose one piece that will be the star of your outfit—whether it's a bold necklace, an ornate cuff bracelet, or a stunning ring. Build your layers around this piece to create a cohesive look.

***Mix and Match Metals:*** Don't shy away from combining different metal colors! White gold, yellow gold, and rose gold can all coexist beautifully. Just ensure they complement each other to maintain a cohesive aesthetic.

***Vary Lengths and Textures:*** When layering necklaces, aim for different lengths to create visual interest. Pair delicate chains with chunkier pieces and mix finishes—matte with shiny—for added depth and texture.

***Play with Color:*** Incorporating colorful gemstones or beads can bring your festive outfit to life. Choose hues that complement your attire while adding a fun pop to your overall look.

***Maintain Balance:*** Strive for a balanced appearance. If you're wearing a chunky statement necklace, consider pairing it with more delicate earrings. This contrast keeps your ensemble polished and sophisticated without feeling overwhelming.

## ***Jewelry Care and Maintenance for Layered Pieces***

*To keep your layered jewelry looking fabulous throughout the festivities, proper care is essential. Store each piece separately to prevent tangling and scratching, and give them a gentle clean with a soft cloth to remove any oils or dirt. Avoid harsh chemicals and moisture to keep your favorite pieces shining bright for many festive seasons to come.*

## ***Conclusion***

*Incorporating jewelry into your traditional and modern outfits for Diwali is all about enhancing your style and celebrating the festival's spirit. By understanding current fashion trends and exploring different styling options, you can express your individuality beautifully. This Diwali, don't hesitate to experiment with your jewelry and let your unique style shine. Wishing you a joyful celebration filled with light, love, and, of course, fabulous fashion!*



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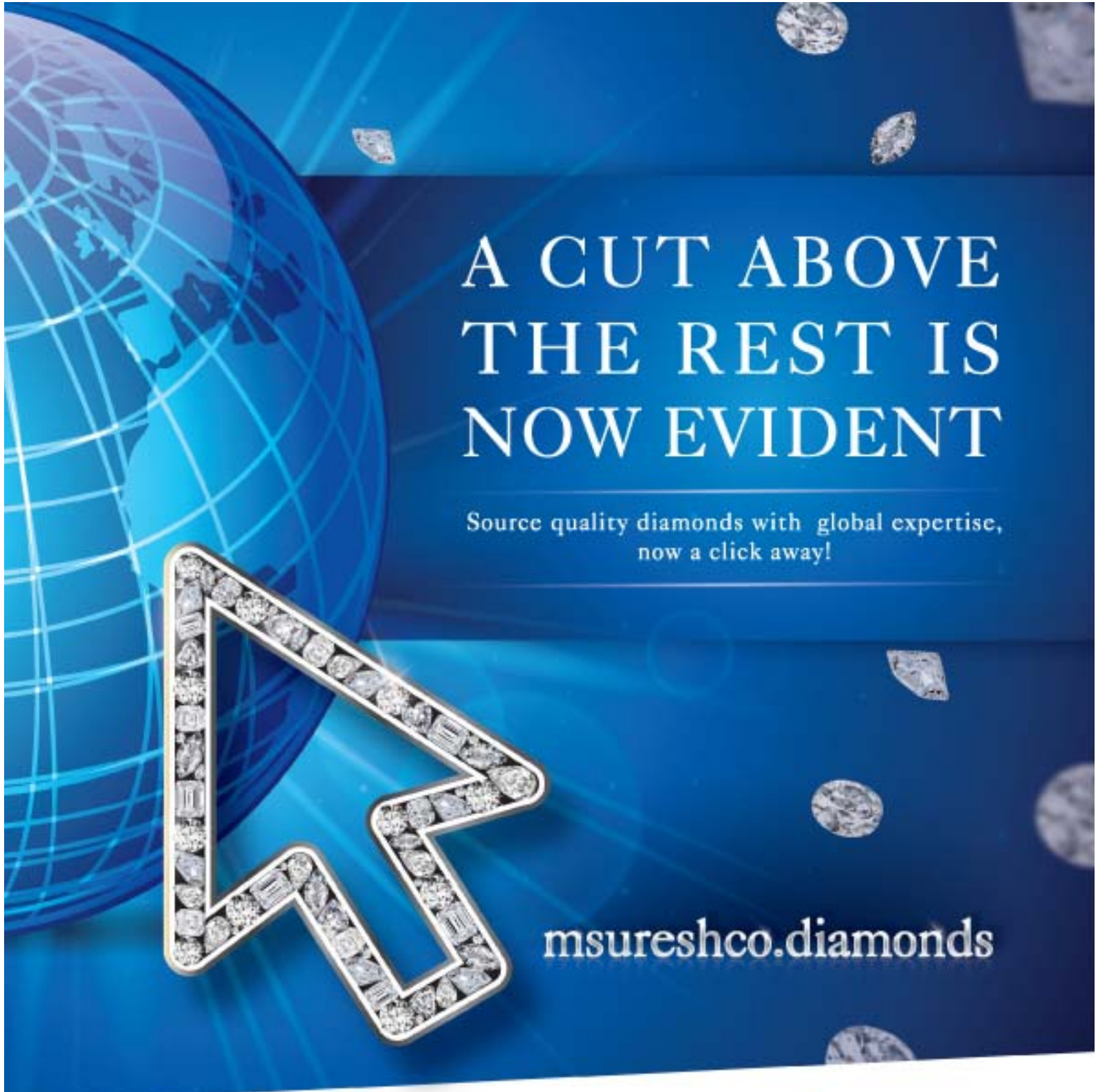
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