

Indian jewellery manufacturers' adapting to international designs

Made in India

From America's price-point jewellery and Europe's sophistication to Middle East's statement making pieces and Russia's mid-level jewellery, Indian manufacturers have caught the pulse of the trends that rule the various markets. While adapting these trends in their manufacturing many have strengthened their grip over their market share.

Priyanka Desai finds out how the manufacturers feel about this change and what trends are making the waves.



ASIAN STAR

To get the last word for this emerging trend we headed to Asian Star Jewels, who is one of the biggest exporters of jewellery while having their operations worldwide. Priyanshu Shah, CEO, Asian Star Jewels opines, "China is already a big threat to India in the manufacturing segment. But India is not lagging too far behind. We are constantly innovating and upgrading our quality to get ahead of the game."

Concurring with Dholakia's viewpoint on American trend he says, "The U S market demands bigger look jewellery but with low diamond quality and rate. Silver jewellery is also very popular in America. Round centre stones between 70 to 90 cents are also

SPECIAL FEATURE



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–Priyanshu Shah, CEO, Asian Star Jewels

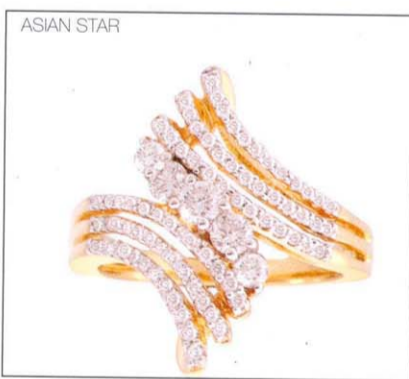
popular for Bridals. The trends don't change much here; styles have to be very basic with a lower price point. For the US holiday season sales, the designs are displayed and approved in the Vegas show itself, which are then finalised



diamonds work there immensely. The Middle Eastern market is very similar to the Indian market when it comes to style. The Russian style is also very similar to the European and preference is for mid-level to daily wear jewellery. Their earrings have a different kind of locking system which we have incorporated in our designs."

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With the competition from China and Hong Kong and the raising awareness of the global consumers, India has changed its ways to allure the new markets and keep tight grip on the existing ones. With different manufacturer's using various techniques to adapt the ongoing trends in the market, it is safe to say that 'made in India' jewellery has been and perpetually will make the mark in the global jewellery trade scenario. ●



by July or August every year. For the European customer, sophistication is the word. They prefer very classic and elegant designs. The raging trend is the illusion diamond setting that gives a solitaire look. The illusion of a bigger stone achieved from a cluster of smaller ones is 'in'. Pearl jewellery too, is working in good numbers in Europe and the US. The Middle Eastern market is very innovative and fashion conscious. We develop new designs for them every three months. They like expensive and bolder designs. The VS – SI quality

