

been exhibiting at Signature IIJS for the last 10 years. Although we have not met new clients, in today's market we are more than happy to cater to our regular clients who are spread across the country. We deal in handmade bangles in 22-karat gold. At the moment, bangles with intricate detailed work are in demand. The popular weight bracket for a 4-bangle set is 30-50gm while kadas are in the 80-100gm bracket," informed Thadeshwar.

Jignesh Shah of R.R. Jewels informed that they have met buyers from across India as well as new clients from UAE, New Zealand and Australia, who cater to Indian customers in their country. "International buyers look for contemporary jewellery with a touch of Indian elements to it, or what we call desi tadka. Indian buyers are on the lookout for jewellery that is big in form but light in weight," said Shah, adding that today's consumers are conscious of quality. When asked about the industry's acceptance of moving towards a cashless economy, Shah said, "Wholesalers have not yet adjusted to the new cashless method of business whereas retailers have. Manufacturers can deal directly with retailers and can plough the additional profits into technology so that they are at par with Italian manufacturers."

Manish Swami of Payal Gold informed that handmade gold bangles are



Pani Gold

It wasn't just about lightweight jewellery. Bridal jewellery, too, gained momentum at the show. Arvind Chordia of Saaz Jewels informed that they received a good response for their bridal antique gold jewellery. "We have also started manufacturing diamond jewellery this year. We interacted with new buyers from Ludhiana, Meerut and Delhi in the last two days as well as a few from Dubai.

Aakar Gold received orders mainly from South India. "This year we have launched 3D effect jewellery. We have also brought antique finish jewellery, oxidized and painted and laser-enamelled jewellery with Swarovski stones," said Ashwin Shah, director of the firm.

"We have 50 categories of bangles and we have just introduced rings. Bangles in 18-20gm are doing well. We have been meeting retailers across Maharashtra and Gujarat in order to engage in research and fine-tune our collection. We found out that today bangles are preferred by consumers in the interiors of Maharashtra, so we have introduced new designs in that particular segment," informed Swami.

Vineet Vasa of Lotus Jewellery Creation said that they have met buyers from across the country for their laser fligree and CNC products. "We cater to premium retailers and are happy with the buyers we have met at the show. We have received orders for jewellery across all our product categories."

SPOTLIGHT

Design Trends At Signature Club



A'Star Jewellery

Signature IIJS is an annual event where design takes centre stage – especially at the Signature Club. Some of the major trends that have emerged at the show are twistors or spiral-shaped motifs with an interplay of geometry, diamond or gem-set feminine florets adorning the pieces, and necklaces composed of thin layered rows interjected with rubies, polkis, emeralds or pearls. Chand balis still are the favoured lot, but this time they are seen in minimalistic avatars. The jhumkis are lighter with asymmetrical gold or pearl tassels, flares and drapes.

Another highlight is a fusion of antique naqashi motifs juxtaposed with textured yellow gold. Rose gold is being increasingly contrasted with white gold or rhodium finishes. Illusion setting of diamonds to get larger solitaire shapes is also prevalent. Jewellery with a medley of fancy-cut diamonds, too, is in vogue.

Lightweight jewellery in diamonds and gold seems to be the order of the day, costing under ₹3 lakh. Jewellery produced for the couture and daily wear segments today has a global appeal. Clearly, the geographical and cultural boundaries are blurring, and according to an exhibitor, who just returned from a jewellery show in Italy, the collections that they made for the European market are also getting equally good response here at Signature.

Bhindi Manufacturers, Rajkot, unveiled a unique collection in 22-karat rose gold teamed



Vasupati Jewellers

with intricate naqashi work and rhodium-finished white gold motifs enhanced with Swarovski zirconia. Partner Manish Bhindi notes, "Weighing as light as 50gm, each necklace set costs around ₹3 lakh. We have also introduced an array of one-off rings set with uncut diamonds and lightweight tasselled earrings. The response to our new collection has been very heartening."

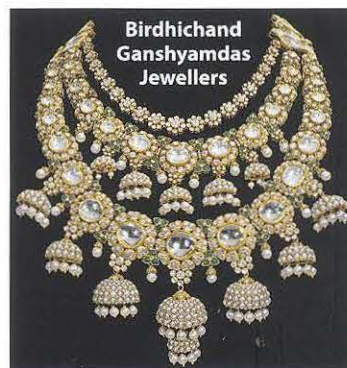
Ana is a fairly new collection ranging between ₹5,000 and ₹50,000 by Sawansukha Jewellers, Kolkata. "The collection in 22-karat gold consists of delicate designer rings and earrings studded with top quality diamonds. The range is doing exceptionally well," Siddhartha Sawansukha, managing director, said. "Apart from the bridal collection, we are concentrating on the affordable range which will soon be retailed online by us."

Technical innovations that help motifs transform from buds into blooms and more are also trending. Sawansukha had a range of diamond-set bracelets topped with florets that contracts at the slightest touch and blossoms again with the movement of the wrist.

Rosentiques, Mumbai, has a special line called the Lotus collection that had similar technical elements. The range of earrings and rings



Bhindi Manufacturers



Birdhichand Ganshyamdas Jewellers



Sanskriti Jewels

mounted in rose gold opened and closed with body movement. The collection was suffused with polkis, gemstones and diamonds.

Alternative material, too, was found in some collections. Sangam Chains had a collection of bracelets made of special rubber topped with rose gold motifs set with diamonds.

Lightweight jewellery weighing from 2gm to 15gm, consisting of ultra-delicate rings and necklaces, graced the booth of Chokshi Vachhra Mankanji & Co. (CVM), Junagadh. A company spokesperson informed that they had increased the gold weight in designer bridal pieces as customers were willing to buy heavier pieces. But there was also a segment that prefers design-oriented daily wear that is easy on the pocket. "We have a new range that is set with a smattering of polkis, rubies and emeralds and pearls. In the bridal range layered necklaces paired with or without choker is currently trending."