

The New Jeweller

Taking the Trade to new Dimensions

INTERNATIONAL



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Joint Development Commissioner,
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SEEPZ

A Global gateway for

Jewellery Exports | 4

Mega Common Facility Center

to come up in **SEEPZ** | 78

BVC

Logistics Launches a Service Unit at SEEPZ | 70

Indian Jewellery Most Preferred

Exporters Showcase their Prowess | 22



SGJMA

Seepz Gems & Jewellery Manufacturers' Association | 10

A GLOBAL DIAMOND JEWELLERY MANUFACTURER

At The Forefront Of Innovative
Design And Expert Craftsmanship

Asian Star Group, one of the world's leading diamantaires, is a vertically integrated company with 50 years of experience in the diamond industry; its business activities extend from rough sourcing to diamond cutting and polishing to jewellery manufacturing and marketing. Over the last two decades, the group's jewellery business has established an undisputed reputation for its design excellence and quality craftsmanship, and has garnered an enviable portfolio of clientele boasting of renowned brands and retail chains across the globe.

With end-to-end control on our mines-to-market supply chain, the company is committed to creating jewellery in a responsible manner. Our rough diamonds are procured directly from top mining companies and processed at our own cutting and polishing factory. The advantage of in-house procurement of diamonds allows us to control the integrity of our diamonds, as well as to be secure in the availability and quality of supply. Furthermore, we abide by the highest standards of ethical business practices by complying with the Code of Practices set down by Responsible Jewellery Council and ISO 9001: 2015, certified by TUVNORD.

Leveraging our experience and global presence, we also support our customers with detailed analytics on market trends, promotional ideas and material, and marketing opportunities.

Powered by over 600 experienced employees, our jewellery operation catering to the international market covers 20,000 sq. ft. and is spread across two units at Seepz, namely Asian Star, Seepz and Jewel Art.

Our value proposition of excellence and innovation is underpinned by a solid foundation of world-class infrastructure and technology, superior knowledge and skills, agility, intuitiveness and last but not the least, passion to excel.

Whilst our customers are based in America, Europe, Middle East and Australia, our global presence ensures easy access to our multidisciplinary team. And even as we continue to expand our footprints we make certain that our focus remains on individual markets and clients.

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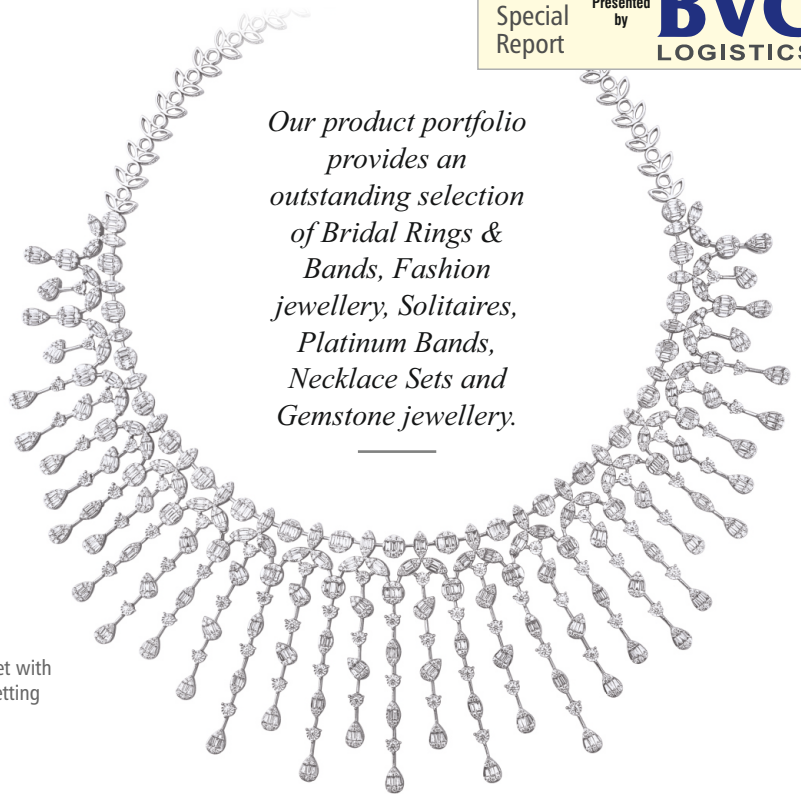
Each of our jewellery units has its forte and core areas of strategic and operational excellence.



ASIAN STAR, SEEPZ



Necklace Set with Illusion Setting



Our product portfolio provides an outstanding selection of Bridal Rings & Bands, Fashion jewellery, Solitaires, Platinum Bands, Necklace Sets and Gemstone jewellery.

Catering to the demands of the mass market without marginalising the specific needs of individual markets and clients is a skill that the team at Asian Star, Seepz has mastered. The strength of this unit lies in delivering large-scale production with quick design-to-market turnaround time, without forgoing product quality or consistency of supply.

Asian Star, Seepz focuses on offering its customers an eclectic range of diamond jewellery in terms of material, weights, categories and price points. From 9k to 18k, Gold or Platinum, Classic to fashion, rings to necklace sets, the unit has the ability to produce it all and more.

The unit has established an undisputed reputation for its expertise in creating diamond jewellery that meets the design sensibilities and price desirability of every customer segment worldwide, whether an independent or departmental chain or exclusive jewellery chain. Our

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We are specialists in creating price point diamond jewellery using varied illusion settings, from star illusion plate to fancy shape illusions. The seamless craftsmanship of these settings has earned us appreciation and a large base of loyal customers. Our necklace sets particularly are extremely popular for their value proposition in terms of design and price point choice.

At Asian Star, Seepz, seamless integration of technology and talent, capacity and capabilities creates strong synergies that translate into superior performance, outstanding services and compelling cost advantages.



Platinum Bands

JEWEL ART

Jewel Art is driven by the vision to be at the forefront of technology and innovation in jewellery. The team is passionate about pushing creative boundaries backed by robust research and development.

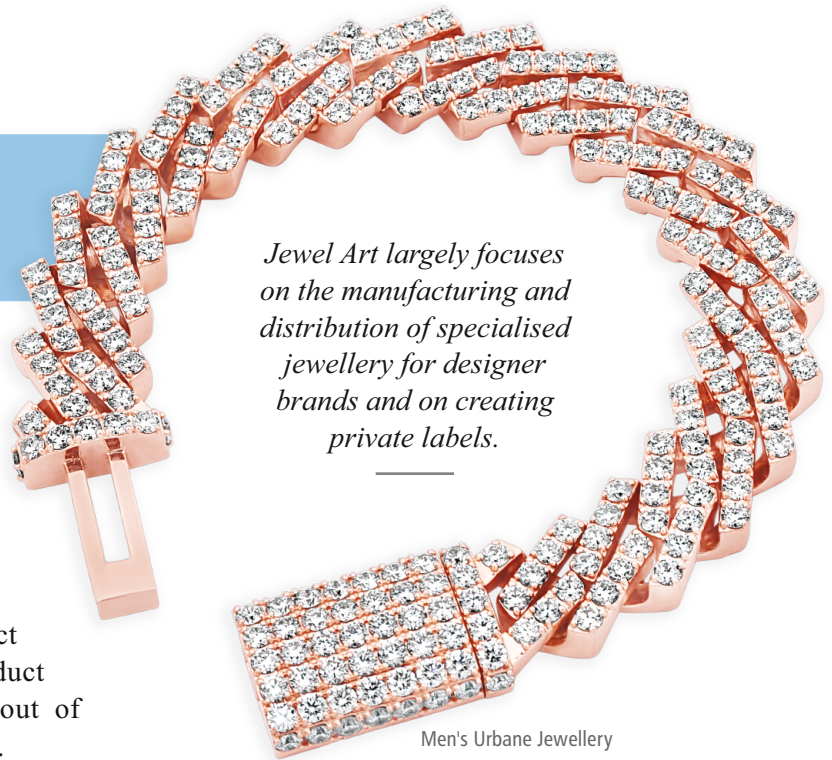
Jewel Art has a dedicated incubation centre that has been instrumental in developing cutting-edge product innovations. Here, our talented design and product development team works relentlessly to break out of conventional patterns and breathe life into new forms.

Besides the R & D centre for new concept development, the unit has created specific manufacturing cells that focus on customised high-end products such as large urbane (Hip-Hop) jewellery.

Jewel Art largely focuses on the manufacturing and distribution of specialised jewellery for designer brands and on creating private labels. Our prolific product offering encompasses Ceramic fine jewellery, Men's fine jewellery including a vast Cuban range, jewellery with patented settings (Princessa) and micro-prong set Emeralds. We also cater diamond settings for branded watches, which include custom-made Bezels.

Jewel Art has recently collaborated with the eponymous Farah Khan Atelier brand as its manufacturing partner and global distribution licensee. The brand offers wearable premium jewellery to style-conscious brand aspirants worldwide.

The strength of our new concept development skills and the continuous investment in technological advancements enable us to offer bespoke product proposition to our customers across the globe.



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Men's Urbane Jewellery



Farah Khan Atelier - Amaira Rings

At the heart of Asian Star's business strategy lays the sincerity of always putting our customers first, and the passion of creating customer experiences that are personal, positive and beyond expectations.

To know more about our product proposition,

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