One of the most awaited jewellery trade shows, Signature, is back for its seventh edition. Beginning today, until February 24, the Bombay Convention & Exhibition Centre, Mumbai, will be abuzz with 550-plus top jewellery and loose stone manufacturers who will showcase their best products and provide buyers with a glimpse into the latest styles, trends and designs that will drive sales in the coming year. Some 10,000 trade visitors are expected at Signature over the four-day period.

Organised by the Gem & Jewellery Export Promotion Council (GJEPC), Signature 2014 will provide retailers and exhibitors alike with a holistic atmosphere to conduct business effectively, renewing industry spirits via the opportunity to collaborate with new clients for a successful year ahead. Given its proximity to upcoming festivals like Akshaya Tritiya and Gudi Padwa as well as a longer wedding season, retailers can stock up well in advance.

“The show gains even greater importance in the current scenario in which the prevalent matrix of doing business has changed drastically and future growth will be difficult to achieve until new strategies are charted,” commented Vipul Shah, chairman of the GJEPC. “However, although change is always difficult, the consolidation we are witnessing is healthy for the industry and presents a better outlook for the future.”

Around 120 first-time exhibitors will showcase their strengths at the show, cementing the Council’s efforts to constantly provide gem and jewellery retailers with an appropriate platform and guide them in their path to success. On the other hand, nearly 80% of the exhibitors have retained their booths at the show.

At the 2014 edition, apart from domestic buyers from 350+ cities, international buyer delegations from UAE, Saudi Arabia, Thailand, Nepal, Iran, Bangladesh, Russia, Uzbekistan, Turkey and China are slated to attend the show along with nationals from 55 countries. The show is structured in such a manner that buyers find it easy to source their requirements. The product segmentation includes

Signature Promises To Boost Business
Signature is the most prestigious show in the country and has earned a reputation for being the top sourcing event for India’s leading jewellery retailers after IIJS.

I am happy to present Signature, now in its seventh edition. The show provides jewellery manufacturers and designers a platform to present their vision for the coming year — styles, designs and trends that will dominate the market in 2014.

The enthusiastic response to Signature 2014 has validated its importance as one of India’s prime jewellery sourcing shows after annual IIJS. An important reason for its success is its format which presents all exhibitors — large, medium and small — on an equal footing. Its exclusivity and compact size is highly conducive to transacting business and networking with business partners, old and new. There’s a lot to look forward to at Signature 2014, said an enthusiastic Nirav Bhanisal, convener — exhibition sub-committee (national), GJEPC.

I wish all the participants a productive and pleasurable experience at Signature 2014.

S Signature is an ideal platform to view tomorrow’s trends today. The show fosters innovation and creativity, driving participants to come out with new collections year after year, making it the preferred show for haute couture retailers. Its relaxed atmosphere encourages retailers and exhibitors alike to network and further business relationships.

As organisers, we are constantly introducing new concepts to better Sinclair experience. The Signature app, online buyer matching programme, online visitor registrations and hosting Trendsetters — being some of our developments to ensure that each one of you reaps maximum benefit from your time at the show.

The Gem & Jewellery Export Promotion Council (GJEPC) is continuously supported from the Government of India, especially the Ministry of Commerce & Industry, is committed to help the gem and jewellery industry in India to grow by leaps and bounds. Here’s wishing you all a productive Signature 2014!

---

EXHIBITOR VOICES

Jimit K. Sanghvi
CEO, Jewell & Sons, Mumbai

Why is Signature important for your business?
Signature is maturing with every passing year and its ability to attract more and more retailers is a good business opportunity for us. Many retailers make it a point to visit the show as they are able to spend time with existing and potential suppliers in a relaxed environment and plan out their inventory for the next season. Signature’s USP lies in the fact that it attracts serious buyers.

What preparations have you made for Signature 2014?
We begin preparing for Signature four months in advance knowing full well that we must provide visitors with the best services. I think budget or lightweight items will be in greater demand which is why this year at Signature we will be showcasing our new lightweight collections, Sparrquelle and Intrecc’oro.

Do you think market conditions will improve in the near future?
There has been a positive change in the sales momentum and we expect it to continue but things will improve only after the general election results are out.

Sanjay Jain
Director, Manoj Ornaments, Mumbai

Why did you decide to participate in Signature?
The response we got last year was very good, so this year, too, we have decided to go all out and make our presence felt at Signature.

What will you be showcasing at the show?
We are into high-end designer jewellery and have carved a niche for ourselves especially in navratna jewellery. For Signature, our creative process began six months prior to the show. This month we spent creating designs and manufacturing them with precision. We begin preparing for Signature four months in advance knowing full well that we must provide visitors with the best services. I think budget or lightweight items will be in greater demand which is why this year at Signature we will be showcasing our new lightweight collections, Sparrquelle and Intrecc’oro.

Do you see a steady growth in demand?
There is a lot of uncertainty due to coming election. For that reason alone many local buyers are cautious of building stock. However occasional like weddings, Valentine’s Day, Mother’s Day, and Akshaya Tritiya will help keep up the demand.

Karan Garodia
Proprietor, Sanskriti Jewels, Mumbai

Signature is a perfect platform for a designer jewellery house like ours, to showcase our creativity. Since the show is less crowded, and attracts serious buyers, we get the opportunity to focus on our target audience who genuinely come to the fair to look for innovation and exclusivity.

In continuation with our last year’s overwhelmingly successful collections ‘Harokha’, ‘Di Zaffro’ and ‘Devrai’, we are launching two more collections this year — ‘Rajas’ and ‘Ishaan’. We positively look forward for a very successful show and we wholeheartedly invite our existing buyers as well as new buyers to visit us at the show.
Star Jewellery unveils its latest collections for the upcoming season which draw inspiration from nature’s beautiful creations. The collective theme An Ode to Nature encompasses over 100 designs across five collections, comprising a wide selection of necklace sets, pendant sets and bracelets.

Various elements of nature influence the design aesthetics, exploring organic shapes and forms. Aura captures the shimmering beauty of sunrays while pink rubies in the Blush collection glorify the enchanting flower. The undulating forms of Aquatica portray the harmony of nature’s water bodies; the delicately woven designs of the Weaves collection depict the flexibility of cane, and the Aamra collection pays homage to the king of fruits, the exotic mango.

Available in 18-karat yellow and white gold studded with diamonds, these delicate and contemporary designs are extremely wearable and a perfect accessory for the sophisticated woman of today. Lightweight and affordable, the collections allow her the luxury to flaunt her individuality and femininity on a daily basis.
Damas Jewellery presents its new range of fine diamond jewellery that merge modern concepts with traditional forms. The latest collection brings to life designs that capture the essence of nature. Spread across necklaces, earrings, bracelets and rings – verdant foliage and blossoming flowers are replicated in diamonds and tinted with rubies, emeralds and sapphires.

Birdhichand Ghanshyamdas Jewellers showcases its spectacular Amer collection at the show. Inspired by the mesmerizing architecture in Rajasthan, Yash Agarwal, the creative head of Birdhichand Ghanshyamdas merges art and jewellery to create treasures that must be preserved for a lifetime. Featured here is a peacock-motif bracelet studded with white diamonds, emeralds and yellow canary diamonds that takes inspiration from the parkotas (walls) of the fort. The pendant necklace, designed in the shape of the glorious chattris of Amer, is embellished with white diamonds, polkis and natural Basra pearls. Ruby pigeons perch themselves on fan-shaped polki and uncut diamond danglers, while the domes of Amer decorate the magnificent yellow gold bangle set with emeralds and polkis.

Contemporary Glamour

A damas Jewellery presents its new range of fine diamond jewellery that merge modern concepts with traditional forms. The latest collection brings to life designs that capture the essence of nature. Spread across necklaces, earrings, bracelets and rings – verdant foliage and blossoming flowers are replicated in diamonds and tinted with rubies, emeralds and sapphires.
Kama Jewellery reinvents traditional chand baalis in modern formats. Round diamonds set in floral and geometric patterns replace the conventional uncut diamonds and pearls. Set in 18-karat white and yellow gold, these appealing designs add glitz to any outfit. Giving company to these well-crafted earrings is an 18-karat white gold modern cuff that is embellished with round diamonds.

Reinventing Traditions

FUTURE TRENDS 2014

JOIN US TO UNRAVEL THE JEWELLERY TRENDS IN EUROPE, USA & INDIA WITH EMINENT INDUSTRY PERSONALITIES OVER A TWO-DAY WORKSHOP CONDUCTED BY MS. PAOLA DE LUCA FROM TREND VISION JEWELLERY + FORECASTING, AN INTERNATIONALLY RENOWNED CONSULTING FIRM BASED IN ITALY.

WE ARE LOOKING FORWARD TO YOUR SPARKLING PRESENCE.

KEY NOTE SPEAKER:
MR. NAVIN JASHNANI SAMA JEWELLERY

PROMINENT INDIAN SPEAKERS AT FUTURE TRENDS:
MS. SANGEETA DIWAN Zoya Tanishq
MS. JASLEEN MANRAO VISUAL MERCHANDISER
MS. MARIESHA REGO KIAHULI
MS. PALLAVI FOLEY JEWELLERY DESIGNER
MS. VAISHALI BANERJEE PGI
MR. VIPIN SHARMA WGC

PANELIST:
MS. FARAH KHAN Fk Fine Jewellery
MR. YASH AGARWAL GRAND CHAND GHANSHYAMDAS JEWELLERS
MS. ADELINEROUSSEL FRENCH JEWELLERY DESIGNER

FOR REGISTRATION, CALL MS. POONAM BHARE AT +91-9887753828 OR EMAIL AT POONAM@GJEPCINDIA.COM OR CALL MR. MILIND PAREKH AT +91-9004446114 OR EMAIL AT MILIND.PAREKH@GJEPCINDIA.COM
WWW.GJEPC.ORG/TIF.PHP NON-MEMBERS - RS. 15,000; MEMBERS - RS. 12,000; STUDENTS - RS. 5000
Bariki consists of intricate diamond detailing in 18-karat gold fit for a modern lifestyle. Priced reasonably, Bariki marries trends and tradition, thus satisfying the fashionista hidden in every woman. We use VVS diamonds and the small yet arresting collection has designs that can team up with any attire. The Junagadh Uncut Diamond, today identified as JUD the world over, is a brand that embraces the traditional values in its authentic form yet manages to be contemporary.

**What are you launching at Signature this year?**

We have tweaked and upgraded our signature collections but taken care not to incorporate major alterations in them. This is primarily because the 22-karat jewellery studded with rose cuts is so widely accepted in the market by retailers that we cannot deviate from its well-established and popular look. However, we have launched different concepts and many new designs within the collections.

**Could you elaborate on these new lines?**

The new Moon collection is patterned with bigger sized flat-cut diamonds and accented with brilliant-cut diamonds, rubies, emeralds and South Sea pearls. We have opted for ethnic gold work that will blend perfectly with polkis. In Bariki, we have added new designs with a price band below Rs. 20,000.

**What about the new Chocolate collection?**

This 18-karat lightweight collection has a touch of enamelling around vibrant coloured gemstones such as brilliants, rose cuts, baguettes, pears and marquise diamonds. It is priced under Rs. 300,000 as we have kept the weight of diamonds below 3 carats, and have used EF VVS, GH VVS, GH VS, SI JK varieties to cater the retailers across India. ‘This is a very crucial time for the jewellery industry which ischocking under stiff government policies, and the wilting economy. I think only tempting designs will sell this time at the show and we hope to forge ties with some new corporate clients and top retailers of India.

**How many collections do you produce in a year?**

Every four months we change the concepts of our product, as the market is very competitive. If we do not manufacture awe-inspiring pieces, then it may be very hard for us to survive in the industry.

**Tell us about your new products that you are unveiling at Signature.**

We are coming up with masterpieces of Nakshi work, which will be different from our previous lines. The collection will consist of pendants and jhumkas weighing between 20 and 25 grams to necklace sets between 150 and 250 grams. In general, Mother Nature and goddess reliefs are our inspiration behind this exclusive collection.

**How long did you take to conceive this collection?**

To prepare for the show, it takes about two to three months of production period to conceive a new collection.

**Which markets do you cater to?**

Although our main market is South India, we also sell to retailers all over India and export to the US as well.

**Have you seen any sales growth year-on-year at the show?**

Yes, we have seen a very good sales growth in terms of percentage as we keep getting new clients every year at Signature. Also, our existing clients give us good business at the show.

**Given the market conditions and the gold import curbs, how do you balance the act?**

Yes, we have started making lightweight jewellery as raw gold has become very expensive. We have reduced the gold content by about 20% in our jewellery pieces, and we are working towards reducing the gold content further.
Paola de Luca: ‘Combining Indian Heritage With International Flavour Key To Success’

PAOLA DE LUCA, the creative director and forecaster of Trendvision Jewellery + Forecasting, the first independent observatory for forecasting jewellery trends in Italy, will conduct a two-day seminar on the trends in Europe and the US. The seminar will be organised by the GJEPC at Hotel Renaissance, Powai on February 25-26.

TRENDSVISION Jewellery + Forecasting is the world’s only observatory dedicated to research, analysis and prediction of future design, market and consumer trends specifically for the jewellery, watch, and accessory industries. An independent division of Fiera di Vicenza, Trendvision adopts a model widely used in the fashion industry, and is structured to provide the jewellery and watch sectors with a forward-thinking capability by systematically predicting future consumer preferences, tastes, and values 18 months into the future, and then translating them into a selection of jewellery, watch, and accessory design trends.

You will be holding a two-day seminar in Mumbai. How receptive do you think the Indian market is in terms of picking design cues that will be trending in the near future? The two-day Trendvision workshop for the GJEPC will be focused on exports. I believe it is crucial to be aware of market expectations for one’s product as product trends focus on local consumer attitudes in the USA and Europe. Indian manufacturers have been exporting jewellery for many years, and I am confident they will be more than receptive.

What according to you are the strengths of Indian designers that can appeal to customers globally? Indian manufacturers are extremely talented. India’s heritage and its perennial love affair with jewellery is a great asset. Craftsmanship, knowledge of precious material such as gemstones and diamonds, and employing ancient and new technology makes Indian production most desirable.

On the other hand, could you identify the areas where Indian manufacturers can improve their skills or upgrade technologically to produce flawless pieces? Indian production is often product driven versus concept driven. I tend to see a lot of sets, not collections. Also, I do not see consistency in products. I believe that once Indian brands start presenting thematic collection as against jewellery items, profits will rise.

India has been influencing jewellery market trends for a long time. The strongest trends are sliced diamonds, rose-cut diamonds, cut gems, oxidised metals and the combination of sterling silver and gold. Jaipur-style jewellery seems to be favoured by Western women.

According to your forecast, are there any Indian elements that will be trending in the coming year/s? India has been influencing jewellery market trends for a long time. The strongest trends are sliced diamonds, rose-cut diamonds, cut gems, oxidised metals and the combination of sterling silver and gold. Jaipur-style jewellery seems to be favoured by Western women.