
Creativity At The Forefront

The recently concluded IJS Signature exhibition, Design Inspirations seminar, and The Artisan Awards all point to India's holistic approach to generate business and to put design front and centre, to achieve its goal of becoming the world's leading jewellery manufacturing powerhouse. With a view to offering design directions for the Indian industry, the GJEPC also released a jewellery trend book, *Aatman – Inspirations 2020*, that was produced by Italy-based jewellery analyst and trend forecaster Paola De Luca, head of The Futurist group.

Living up to its credentials as a design-forward show, IJS Signature presented nature-inspired collections, jewellery lavished with softer hues of coloured gemstones, especially Russian emeralds and corals. Exhibitors also showcased exciting categories in jadau collections. Couture and daily wear segments saw reasonable demand for jewellery set with fancy-cut diamonds and natural fancy colour diamonds, particularly pink and yellow.

Promoting design excellence and ingenuity, the GJEPC held the second edition of The Artisan Jewellery Design Awards under the theme of 'Enchanted Cosmos', which coincidentally is becoming a major global trend this year.

Among other GJEPC initiatives, last month saw the inauguration of the Indian Institute of Gems & Jewellery (IIGJ) in Udupi, and the Common Facility Centre (CFC) in Coimbatore, at the hands of Suresh Prabhu, the union minister of commerce & industry and civil aviation.

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