
Will Diwali Shine Bright?

The festive season is fast approaching and with gold fluctuating like a seesaw it was imperative for us to gauge the mood of the industry across India. We interviewed some key figures in the jewellery industry to learn about their expectations of Diwali sales and consumer buying trends. The prevalent mood is one of cautious optimism. Read their detailed views in the Cover Story.

The Gem & Jewellery Export Promotion Council (GJEPC) welcomed a host of new measures announced by the union minister for finance and corporate affairs, Nirmala Sitharaman. The industry is happy about the policy of reimbursement of taxes and duties for export promotion as well as the inclusion of the gem and jewellery sector for the Annual Mega Shopping Festivals in four cities around March 2020. Turn to GJEPC News for more information.

In the Design Directions section, we have on board Pratiksha Kishandas of the renowned brand Kishandas & Co., Hyderabad, who speaks of the current trends in bridal and non-bridal segments.

Famous Italian trend forecaster, Paola de Luca decodes the theme of The Artisan Awards 2020, "Architectural Gems"; she expresses her views on India's design strengths and how the country can take a big leap forward to enhance Indian jewellery's global appeal.

The three-year review and reform of the Kimberley Process Certification Scheme (KPCS) to strengthen the definition of "conflict diamonds", will finally reach a conclusion at the KP Plenary in New Delhi from November 18th-22nd. Turn to the Bulletin section for an overview of the World Diamond Council's annual general meeting.

The October issue of *Solitaire International* is the last to be published by Spenta Multimedia Pvt. Ltd. For us, producing *Solitaire* for the GJEPC since April 2008 has been an extremely engaging and rewarding journey. For 11 long years, our sustained efforts to bring out a magazine of repute were appreciated by the Council and the industry at large. But nothing lasts forever, and we seem to have reached the end of this journey. So for now, it's goodbye from Spenta. Wishing all of you and your families Happy Diwali and good luck for the future.

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