

EDITORIAL

In a super-competitive environment, everyone wants to stand out. But the bigger question is: how? The science and art of retailing jewellery is mostly a learning-on-the-job affair. While innovation in design is almost mandatory in today's day and age, it is equally important to know the art of selling and engaging the customer at the retail counter. In Industry Insight, our guest writer Himanshu Shekhar, director of Manohar Lal Jewellers, New Delhi, shares his decades of experience and insights about how a jeweller should evolve with the times to stay relevant.

Retail Focus

US-based brand strategist Dan Scott agrees that jewellery retailers shouldn't just rely on sales hooks like the Holiday Season in the US (think Diwali in India). The Santa Claus effect, or the enthusiastic energy levels among sales staff during such festive jewellery-buying

occasions must continue throughout the year, he states. Turn to the Cover Story to read more about his thoughts on the US jewellery industry.

On another note, Palanpur, which is the hometown of India's first diamantaires, witnessed the two-day celebrations of Vidyamandir Trust's 70th anniversary. Bollywood actor Aamir Khan, HDFC chairman Deepak Parekh, and union minister of state for coal & mines Haribhai Chaudhary were among the invited guests. Vidyamandir Trust has been imparting liberal, secular and gender-neutral education to its students with special emphasis on extra-curricular activities and sports.

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