

Now Trending

The demand for platinum jewellery is growing manifold and it is only going to get stronger. The white metal jewellery is flying off the shelves and has seen a 41% growth as per the Platinum Guild International's first Retail Trade Barometer that analyses and forecasts global trends in the platinum jewellery market. Platinum Day of Love Couple Bands drove footfalls, growing 35% during the year. Another key driver was the platinum jewellery for men category that led the segment with a 53% growth.

India's report reviewed by StratWon Business Consulting, states that it is one of the fastest growing categories; with retailers gunning for the metal in 2014 as well. Expectations range from a 25% to 60% growth in the current year. Love Bands have hit a high note with newly-wed couples; while men's platinum jewellery is a surprise package. Platinum bangles are another opportunity for women to flaunt the eternal white metal.

Nicholas Graham Smith, COO, PGI, commented, "The Indian Retail Trade Barometer's results indicate very strong consumer desire for platinum jewellery. The Indian market is still relatively small in a global context, but has been growing at an exponential rate. The outlook for 2014 and beyond is also extremely positive."

Vijay Jain, CEO, ORRA, said, "Over the years, PGI has done a remarkable job in building traction for platinum in the country. This is reflected not only in the phenomenal growth of platinum, but in it becoming an integral part of purchase, whether engagement rings (such as ORRA Platinum Couples) or even festive and auspicious occasions such as Diwali."



G. R. Ananthapadmanabhan, MD, GRT Jewellers, noted, "Besides the couple bands the interest amongst men for platinum jewellery is growing at a fast pace. Our focus for this year will continue to cater to this growing consumer demand with exclusive platinum designs of rings, chains and bracelets that appeal to men."



A Diamond Affair

This IJJS, A*Star Jewellery presents an exciting range of necklaces that exemplify the five basic styles which are quintessential to every woman's wardrobe. The collection, aptly named, 'Neck Sparklers – My 5 essentials', offers over 100 designs across these five styles to complement every occasion in her life.

'Sparkle@ Sixteen' offers a delightful range of two-tone contemporary pendant sets, perfectly suited for the young debutante. The lightweight and delicate styling of 'Daily Delight' will add a sparkle to everyday celebratory occasions, while the 'Classic Cool' collection brings alive the timeless beauty of the traditional seven-stone cluster designs. Be in the limelight at every party wearing one of the elegant and stylish 'Cocktail Chic' necklaces; else create wonderful memories that last a lifetime with the opulent and graceful designs of the 'Wedding Wow' collection.

Available in 18-karat yellow, white and pink gold, this diamond-studded collection of affordable lightweight necklaces start at less than 2 carats of diamond weight. New diamond setting techniques and coloured gemstones have been used to maintain price points, and yet deliver a bold look.

