

Signature Shines On



A'Star's Rendezvous collection

Priyanshu Shah, managing director of A'Star Jewellery, says, "Our necklaces set with 2 to 5 carats of diamonds, rings in the 30-50 cents range, and kadas below 1.5 carats are doing exceptionally well, especially in tier 2 and 3 towns. Trade is picking up for the upcoming season. We specialise in the illusion setting, which gives diamonds a bigger look and suits the buyer's budget limit. Our high-end Rendezvous collection is also getting a good response at the show."

Anil Bharwani of Seth Sunderdas, Mumbai, opened the show with a tremendous response. "Our last customer left around 8 pm on the first day. All designer jewellery segments like earrings, rings and bracelets under Rs.5 lakh are popular with our buyers, who were mainly from the tier 2 and 3 towns."

Siddharthaa Sawansukha, managing director, Sawansukha Jewellers, Kolkata, noted that there was demand for all the product categories in daily, couture and bridal wear. However, walk-ins were unsatisfactory, he rued.

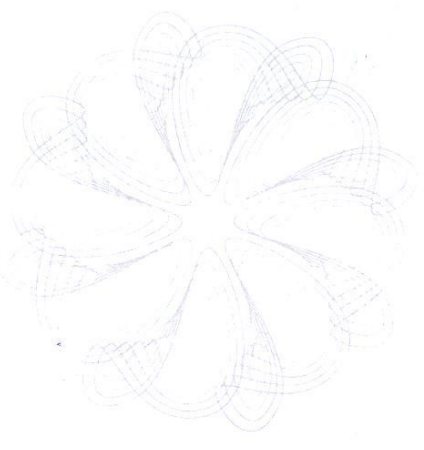
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Shah Gems

Design is the fulcrum of the IIJS Signature show, and a cornerstone of India's goal of becoming the "jeweller to the world". This year, exhibitors are presenting nature-inspired collections, jewellery lavished with softer hues of coloured gemstones, and exciting categories in jadau collections. Fancy-cuts, too, are having their moment in the sun.

Rough Supply Partners

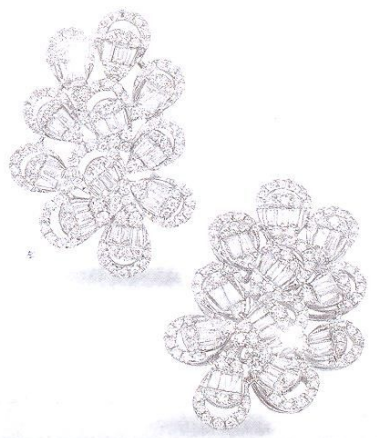


A'Star Jewellery



BAGUETTES & More

Approved Manufacturer



The versatility of the baguette diamond shines through the beauty of its creations... entrancing floral motifs, peacock silhouettes and more.

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