

The International Diamonds & Jewellery Magazine from India

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DIAMOND WORLD

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BRIGHTER DAYS ARE HERE!

**How the Indian G&J Industry
Achieved Great Exports Despite All Odds**

**AMERICAN
RETAILERS
BOUYED
ABOUT
CONSUMER
SENTIMENT**

**BACK TO SHOW
BUSINESS**
How Eager is the
Trade about JCK?

**+ Piaget's High Jewellery Collection, Sanjay Kothari from
KGK Group, Jewels from Cannes 2021 & more**



JCK Las Vegas 2021

Will the JCK Event be the Silver Bullet the **Industry Needs?**

The entire jewellery industry is excited to be participating in a physical show after almost two years. Exhibitors and buyers alike are eagerly waiting to meet one another at the JCK event in Las Vegas, not withstanding the fact that footfalls might not be too heavy says **Sugandha R**



Men's Jewellery, courtesy of Asian Star Co. Ltd.

International shows and exhibitions are the prime attractions of the Gems & Jewellery industry the world-over. With the pandemic subsiding and markets opening up globally, the industry is looking forward to attending trade shows.

And one such event that has caught the fancy of the industry is the JCK Las

Vegas event, the leading jewellery event in North America, open to all jewellery professionals, offering exclusive buying, networking, and educational opportunities. Each year, the industry gathers in Las Vegas for this meet, with domestic and international designers getting together and sharing insights about the trade, attending educative

sessions, networking and building contacts. It attracts the most influential jewellery professionals who are looking to discover and buy what's new, next and innovative. This time around, there is more excitement as it is opening up again after a pandemic-caused break.



Meet & Greet after a Big Break

The JCK Show and Luxury by JCK shows are heavily-attended events and of great importance to the US jewellery market as they drive sales throughout the year. JCK has announced that this year, the event will be held from August 27 to August 30 at the Venetian Resort & Sands Expo in Las Vegas. The Las Vegas Antique Jewelry & Watch Show 2021 will also take place simultaneously.

This is where the jewellery and watch industry will reunite to share their passion for products and innovation through personalized experiences that cannot be replicated—all within a secure and safe environment.

“We can't wait to get to Las Vegas! It will be the first time in a while that

we'll be able to spend time with our customers and industry friends, so we're looking forward to sharing our new ideas, innovations, and latest developments. We know that others feel the same way. We certainly anticipate the crowd to be smaller than usual but expect that visitors will be on a mission,” exclaims Hayley Henning, CCO, Greenland Ruby.

The company has seen an increasing interest in its gems, and for the past 18 months, it has been focused on fine-tuning its production, as well as working on digital transformation and the launching of RubyCloud™, its virtual showroom. The story behind the Greenlandic gems has also hit a chord with consumers, who are now paying closer attention to sustainability



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Hayley Henning, CCO, Greenland Ruby

2021 JCK Las Vegas

Aug 27 – Aug 30

The Venetian Resort Las Vegas, 3355 S Las Vegas Blvd, Las Vegas, NV, United States

Las Vegas Antique Jewelry & Watch Show 2021

Aug 24 – Aug 26

Wynn Las Vegas, 3131 S Las Vegas Blvd Las Vegas, NV, United States

The Couture Show

Aug 24 – Aug 26

Wynn Las Vegas, 3131 S Las Vegas Blvd Las Vegas, NV, United States





Given the international and corporate travel restrictions still in place, we do not anticipate that the JCK show will have the same size attendance as it usually does. Many people are still being cautious, given the aggressive Delta variant strain of COVID-19. While we expect fewer foot traffic, we feel confident that the buyers and attendees who are at the show will be mission-driven, attending with more purpose, focus and commitment

Tanya Nisguretsky,
CEO, Virtual Diamond Boutique

and responsibility as they seek to buy something of value – emotionally and physically.

Garnering business interest and converting potential clients into real ones has been quite challenging for many business houses across the globe since the outbreak of the pandemic. Opines Darshit Hirani, Director, P.Hirani, “People will be excited about being at the show. We are surely looking forward to it. Gemstones and semi-precious stones and also white diamonds need that kind of push that one gets at physical shows. People do not want to buy loose diamonds or even gemstones via virtual shows – they need to examine the pieces offered for sale in real time.”

Fewer Visitors, Greater Passion

Industry players are bringing their A-game to the event. For instance, Virtual Diamond Boutique (VDB) is launching an all-new, fully customizable ring builder that can be incorporated into retailers’ websites, with their own branded colours and fonts. It is exciting technology that allows customers to engage with the website, build their own

ring by combining settings with natural diamonds, lab-grown diamonds, or gemstones, either using stones from the global marketplace or from a retailer’s inventory or approved suppliers, to create the perfect, personalized design. This new tool will enhance sales for all three categories (natural diamonds, lab-grown diamonds and colour gemstones), both online and in person.

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Adds Henning, “I believe that physical shows will always have a place in our industry, although, like in-person meetings, there will be instances where other forms of interaction will suffice. Nothing can ever really replace face-to-face communication and the opportunity to touch and feel these precious gems. On the other hand, I think that perhaps there were too many trade shows and industry events. I would personally like to see less shows -- quality rather than quantity.”



Bridal rings, courtesy of Asian Star Co. Ltd.



We are confident that JCK and Vegas Shows will be a huge success. Our products need highest precision, especially in calibrating colour diamonds. So, all our products have great precision. We have a competitive and unique product range on offer. We also offer excellent services to our clients

Darshit Hirani,
Director, P.Hirani

Physical Shows Bound to Become More Niche

Looking at the global situation, it is indeed difficult to tell whether the event will have the same impact and vigour as in the pre-Covid days. There would be visitors from the USA, but countries are going through different phases of the pandemic and some international flights are being cancelled, so industry personnel from these countries may not be able to participate.

“Now, technology has allowed us to connect more efficiently in the virtual world as well, making it possible to continue doing business all year long. At VDB, we are perfecting the art of doing business virtually. We hosted the first virtual trade show with the VDB Expo, co-hosted by the Antwerp World Diamond Centre (AWDC) and Israeli Diamond Institute (IDI) in the spring of 2020. It was so successful that the

organizers hosted a second one later in the year,” adds Nisguretsky.

Buyers today show great interest in virtual events and are increasingly more open to the possibility of buying virtually. VDB gives buyers access to the entire global marketplace year-round, without having to travel or wait for a trade show. In future, physical trade shows will still be around, but chances are they may be a bit smaller and more niche or boutique to fulfill specific needs in the market.

“We are also excited to be co-hosting the first-ever lab grown diamond auction with the International Gemological Institute (IGI) to support the jewellery industry’s favourite charity – Jewelers for Children. The online auction will be held on the digital auction app created for JFC by VDB and will not be limited to the physical show,” explains Nisguretsky. Bidders from around the



We plan to display some larger diamonds at the international shows. We have made some longer shapes because they are in demand. For loose diamonds, virtual shows were of no use. We need to participate in physical shows only – that is where we get a good number of clients

Ankit Shah, Director, Ankit Gems

