



Ideas & Inspirations

with melange & bling



INDIAN
FASHION JEWELLERY
& ACCESSORIES SHOW
10-12 July, 2015



The 8th edition of the premium trading platform for sourcing fashion jewellery & accessories from India's key suppliers - IFJAS 2015, exhibited an assorted display order of five categories and brought together over 200 exhibitors drawn from all over India, with a plush service-oriented milieu at the India Expo Centre & Mart. Besides, a thematic showcase and focused display from six regions of India as well as mega clusters of Uttarakhand, Jharkhand, Bhuj, Bareilly, Lucknow and J&K, IFJAS was complimented by a ramp show as participants explored and associated with business partners. A special connect programme between primary producers & exporters was organized on 11th and 12th July and a seminar on "Design, Trend & Forecast- Opportunity for Indian Exporters" was put together as an interactive forum on 12th July, 2015.

As a pragmatic deliberation by EPCH, IFJAS is a focused show for the up-and-coming fashion jewellery industry in India. It is recognized as an essential sourcing platform and delivers internationally sought variety of jewellery and accessories. Leading exporters from all major manufacturing hubs of this sector of India, use this B2B platform to display an extravagant exhibition.

DC(Handicrafts) inaugurates IFJAS 2015, encourages sector on tremendous scope

DC (Handicrafts), Mr. Samir K Biswas inaugurated IFJAS 2015 on the morning of 10th July, 2015. The ribbon cutting and lamp lighting ceremony was followed by release of the IFJAS Fair Directory, the first Ramp Presentation of the fair and a dignitaries' tour of IFJAS, during which they interacted with the participants. Present on the occasion were, Mr. D Kumar, Chairman, EPCH; Vice Chairman, EPCH, Mr. Rajesh Kumar Jain; President, Reception Committee, IFJAS 2015, Mr. S K Maheshwari; Vice President, Reception Committee, IFJAS 2015, Mr. Brij Yadav; Mr. Lekhraj Maheshwari, immediate past Chairman, EPCH; COA members, EPCH, like Mr. Raj K Malhotra and Mr. Arshad Mir; Mr. Rakesh Kumar, Chairman, IEML and Executive Director, EPCH; Mr. R K Srivastav, Executive Director, NCDPD; and exporters.

While addressing the participants, Mr. Samir K Biswas said that India has tremendous scope for developing new product lines as well as to bring innovations as per consumer choice & taste. And this is the time, as there is good potential in the world market for Indian ethnic and contemporary products. While India is already producing fashion jewellery and accessories made of a variety of raw material, these need to be refined and newly designed products introduced in view the demand in overseas markets.

IFJAS featured a cross section of exhibitors drawn from all over India, with an assorted display order of five product categories. There were manufacturers from Delhi, Agra, Noida, Mumbai, Lucknow, Jaipur, Moradabad, Faridabad, Gurgaon, Firozabad, Kolkata and all all those cities as well as manufacturing clusters for fashion Jewellery & related products, making the trade appointment a unique opportunity for buyers to explore a well spread product range.

EPCH has maintained its initiative and tempo



Mr. Santosh Kumar Gangwar
Minister of State for Textiles(IC),
Govt. of India

It is indeed appreciable that EPCH has maintained its initiative and tempo of promotion of fashion jewellery & accessories from India through organization of this show. This show should be of immense help to producers and exporters to explore new markets and new buyers.

Fashion jewellery and accessories from India have great potential for exports to the world market. The best feature of fashion / imitation jewellery is that manufacturers can work wonders in styling and designing. This show is another step in increasing exports.



Exporters strive to present the best of India on an exclusive platform as buyers experience monsoon sourcing at IFJAS

IFJAS has been drawing quality buyers dealing exclusively in fashion jewellery and accessories from various importing nations. Buyers appreciate Indian designs and share their comfort with the prices. Jewellery manufacturers in India are rapidly adjusting to the fast changing retail landscape and learning how to serve today's buyers who continue to desire exciting products, and will spend when they feel it is right.

Be it shimmering silver artfully combined with semi-precious stones or delicately set lac or kundanware, be it folk & tribal reproductions in metal or just mesh bracelets or intriguingly shaped stone embedded rings, be it beaded jewellery in cheerful colour combinations or semi-precious stones shaped into drops & dangles for the ear lobes, buyers have been looking for more Indian semi-precious and imitation jewellery to fulfill their sourcing requirements. Shining sensations in metals and stones; timeless classics gently inspiring contemporary innovations..... some of the collections are totally handmade, instilling them with a unique energy that is a synthesis of the designers' talent and the skills of craftsmen. Manufacturers in India have observed that buyers look for niche elements season after season and this has led them to also offer personalisable and/or customisable jewellery.

A story-telling aspect of designs is another area of focus for Indian exporters. The cultural richness inspires



them to bring out designs that represent geography or topography of a region, the imagery of Hindu mythology that buyers find ever enchanting, stories about signs and symbols, etc. Offering designs with a local & ethnic touch draws buyer interest as the products in this segment are unique and unusual.



Keeping in tune with contemporary tastes, manufacturers in India are coming up with options in statement jewellery too. And then, there are producers catering to fast fashion that is not just influencing jewellery design, but also pricing; with consumers buying jewellery more often in order to be fashionable, the product quality offered here is versatile as well as affordable.

In the scarves division, there were prints in cotton, silk and wool depicting tribal craft, flora and fauna, geometric flowing patterns. The scarves and stoles were available in various pleasing shades, like the ones murmuring moods of ocean and the sky, of the flaming sun, or shades of seasons, etc. Adding to the selection were scarves with tone on tone, block print and bloom effect to jibe with different styles of clothing. Men's wallets, neck ties, bracelets, cuff links, ear studs and neck chains completed the picture with unisex tattoos and bindies for women.

A selection in hand stitched and hand embellished footwear like slippers, Indian mojris (slip ons), handcrafted leather slingback/crisscross/ rowel sandals, embroidered slippers, digitally printed shoes with popular icons on them, buffalo sandals(kolhapuris) also continued to intrigue many. Across the spectrum were ready to use components like stones, beads in glass, enamel, wood, metal, stone, terracotta and seeds, available alongside loose amulets, shells, worked upon bones, enamel charms and connectors.

A category fast gaining increasing patronage is of jewellery boxes & cases. On offer were those in wood,

bamboo, mother of pearl, horns & bone, metals as well as natural materials, embellished with prints, embroidery, sequins and delicate lace or beadwork. Gifting pouches in a variety of fabrics like silk, tissue, velvet and brocade; and jewellery organizers made of wood, leather, wood & ceramic, wood & mother of pearl or just wood beautified with inlay work and hand carving, added to the charm. Bags, clutches, purses, slings and coin bags to suit occasions and various kinds of apparel were available as well.

Exhibitors at IFJAS from various manufacturing hubs of the country put in efforts to get in tune with the latest international fashion enthusiasm and had in view of that, infused in their jewellery and accessories, an ethnicity that well captures and intrigues modern chic, while maintaining fidelity with quintessential Indian heritage. The display by resourceful artisans was clearly an equivalence of luxury and creativity. All this was well received by buyers whose feedback shows that business has been good.

An exhibitor with a start-up enterprise was enthusiastic about the fair as such platforms boost new entrepreneurs. They deal in **hand woven shoes made**

Many new raw material bases and blends introduced with time



Mr. Samir Kumar Biswas
DC (Handicrafts),
Ministry of Textiles,
Govt. of India

Fashion jewellery and accessories have now become very popular amongst buyers in the European and American markets, as they are considered to be very unique in design, colour and excellence in craftsmanship. The designs though reflect ethnicity and cultural heritage of India, are modern and contemporary as well. Many new raw material bases and blends have been introduced in fashion jewellery & accessories from India and these lend a distinctive character to the Indian product range, which attract foreign buyers. I am confident that exporters will continue to do their good work in future. I wish them all the best in their efforts.

“Skill, Scale and Speed” - industry is capable of creating sizable employment opportunity in line with Hon’ble PM’s vision

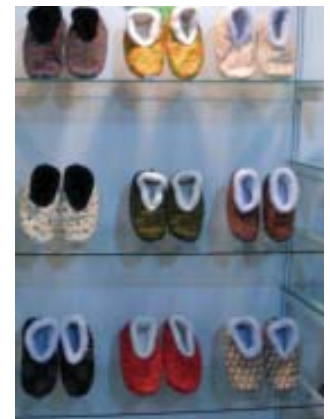


Mr. Sanjay Kumar Panda
Secretary,
Ministry of Textiles, Govt. of India

Fashion jewellery and accessories are the growing segments of the handicraft industry to which Ministry of Textiles has been attaching special significance, keeping in view twin advantages of boosting exports on the one hand and generating employment for the youth in particular. Potential of this segment, in being helpful for the women and disadvantaged segments, is of special significance which will help in making the development process inclusive and participative “Sab Ka Saath Sab Ka Vikas”. This industry is capable of creating sizable employment opportunity in line with the Hon’ble PM’s vision of “Skill, Scale and Speed”. It is necessary to modernize, transfer the latest technology and designs to the crafts persons for producing goods as per market requirements.

with handmade materials and sought to present Indo-Western print style. The two years old company gives designs to local workshops for manufacturing. The chief raw material used are cotton, rexine, Eva sole and fur sourced from Ahmedabad. Various prints used are knots and mud resist block printing. Soon they would be offering their products on e-commerce portals.

A Delhi based women’s self-help organization that works with economically backward women showcased designs





IFJAS contributes significantly to the sector



Mr. K G Maheshwari
President, Reception
Committee,
IFJAS 2015

IFJAS has become a leading exhibition of the world, as it offers world class collections in a business friendly environment, displaying exquisite product lines, and is acting as a favorable platform for buyers and exhibitors alike. A significant contribution of this fair to the Indian fashion jewellery & accessories sector has been the innovation on product range, designs, quality and presentation. It can be attributed to close interaction between buyers and manufacturers.

As the scope for Indian fashion jewellery and handicrafts is rising in the West, I believe that IFJAS plays an integral part in the promotion of trade and exports. The buyers and sellers create a congenial environment for trade activities and open up new possibilities for both sides.



“designed by common housewives of Indian household” Their colourful range in bags and jewellery is unique due to the raw material they use. All their collections are made from recycled fabric and brass.

A Noida based exporter connected with a **worker base that spreads to villages** in Uttar Pradesh, Madhya Pradesh and Gujarat got along, exquisite jewellery like traditional necklaces and earrings made of brass, bone, horn, leather, feathers, pearl and wood. They export 95 % of their products to Greece, Turkey, USA, France and South American countries. They share that competition has become tough with buyers taking more time to decide; some of them click photographs and seek alternative sources.

Fashion jewellery pieces like neckwear, rings, fine beaded stones, bracelets, etc. aimed at clientele in UK, US and Romania was on display by an exhibitor from Delhi NCR who shares that the clients request them to customize products according to their local taste and preferences of their domestic market. This was their first time at IFJAS and they've had good demand for **camel bone products, resin based items and stone beads.**

Hailing from inspirational artistic Jaipur, an exhibitor who designs and crafts jewellery for European and Indian clientele, shared that his range is mostly ethnic with traditional patterns. He crafts his jewellery in silver, using 1 micron gold as well. He had a section of **brass jewellery** too that confirms to the minimalistic and more contemporary theme. He includes semi-precious stones for more variety, which finds buyers from Europe as well as India.

A Delhi based exhibitor specializing in **products for Western brides** displayed tiaras, bridal belts,

A display of our vast resources



Mr. B S Yadav
Vice President, Reception
Committee, IFJAS 2015

The fair has helped to popularize Indian fashion jewellery & accessories across the world and has earned recognition from international buyers for its excellent facilities and sourcing opportunity.

India has a vast resources base for fashion jewellery with each region having its own unique style and identity. To popularize these items in international market, our product range has to be made more contemporary and stylish. IFJAS serves the purpose perfectly as it enables Indian manufacturers to showcase their products and at the same time allows buyers to get products customized to their specifications and tastes.



Exclusive platform for this segment to display capabilities



Mr. D Kumar
Chairman, EPCH

While offering an opportunity for buyers to source the best of Indian fashion adornments, IFJAS is an exclusive platform for this segment to explore its potential to expand further.

It provides international buyers with an appropriate window to source their requirements and help them in establishing an enduring and profitable business relationship with their customers as well as with Indian exporters.

I would like to take this opportunity to convey my best wishes to all participants, wholesalers, retailers and designers in making this endeavour take shape. I also thank the team at EPCH for putting in wholehearted efforts to make this show a grand success.

bracelets, necklaces, beaded combs, brooches, ring pillows and bridal veils. Their raw materials used are crystal beads and double-sided satin ribbon. Mainly exporting to Germany and Australia, this exhibitor is keen on exploring other overseas retail markets for bridal products. An accessory exhibitor from metal city Moradabad brought in interesting "Jewellery Holders"; a new segment they are exploring now. The raw materials include wood, textiles and ceramic.

An exhibitor, quite undaunted by the trickling water from the ceiling was beaming at the business she had done. Her stall displayed necklaces, cuff bracelets, cord necklaces, bangles and earrings made of coloured metal. Her simple head bands with an attached embellishment on one end were a huge hit with buyers. She was noticeably pleasantly surprised at receiving bulk orders for the **'funky' head bands**. This is her third participation at IFJAS. Her buyers have been predominantly from Japan and South Korea with a few from UK. Another regular exhibitor felt, though they offered an exquisite line of fashion jewellery crafted in-house, numbers have declined in terms of their traditional buyers from European nations. A Delhi based shawls and scarves trade veteran exhibited a varied range in lighter hues of blue and grey. This is what most buyers from Europe and America prefer, shared their chief representative and added that this year the number of customers from US has increased.

A specialist in handmade and in-house designed **collections in bags, scarves and fashion jewellery** felt, the rains were a spoiler for buyer traffic on day one. However, their numbers looked visibly increased on the second day and exhibitors mounted their expectations as well. This exhibitor has clientele in India, Europe and US.



Focus on handcrafted aesthetics



Mr. Rajesh K Jain
Vice Chairman, EPCH

The value of a beautiful handmade jewellery piece lies not simply in its aesthetic appeal. In fact, it is the skill of the accomplished craftsman that shines through the jewel in the form of myriad designs, which is most admirable. India has carved a niche in the international fashion jewellery industry with its sheer diversity and an ever evolving nature. Indian fashion jewellery & accessories with an enviable variety have their grounding in rich traditional crafts.

Catchy & trendy fashion accessories and textile bags with **leather trimmings** were displayed by an exporter who has been participating in EPCH fairs since the last fifteen years. He received several enquiries for his printed bags, made in accordance with changing trends.

A **leather accessories'** enthusiast churning out varieties in belts, bracelets and select pieces in corduroy exclusively for each fair said, they've been regular exhibitors at EPCH fairs since 1994. He is satisfied with the business he has received so far and reported of a number of enquiries as well. While working on his products, he focuses on quality leather and new designs. His buyers have been mostly Europeans; however he too was pleasantly surprised by the rising number of buyers from the United States.

An EPCH veteran exhibitor from Delhi shared about the planning and hard work that goes in preparing



products according to fashion forecasts. All his products are designed in-house and much care goes in to create **innovative patterns**. He, as a regular exhibitor, observes that the business has been slow over the past three years as compared to the initial few years. He also observes that the market has changed due to changes in the economy of European countries, especially after the recession. This has made buyers more product-specific and hence exporters have changed their game too. This also means that there are buyers who have come to get a sense of the trends in the market, after which they approach their favourite manufacturers to create the same product. This has affected smaller businessmen and wholesalers. Added to this is the stiff competition that China provides. Though Chinese products cannot compete with Indian products in terms of quality and design, they make it up for that because of competitive pricing and the ability to deliver bulk orders. He looks forward to IHGF Delhi Fair-Autumn that is due in October.

Another exhibitor shared that their products have been internationally showcased at fairs in Japan and Hong Kong and have been well received. Products include **beaded bags** in all kinds and shapes. They hire designers from both India and Italy as their importers are majorly from European countries. They also mentioned that the designs are a lot of times inspired by magazines and trend stories. The material used by this exhibitor is glass beads, plastics, sequins, canvas and silk. A Mumbai based exhibitor who is also a designer put on display a range in high-end jewellery. He says, "now both



Impeccable combination of creativity and detailing



Mr. Prince Malik
Vice Chairman, EPCH

Handmade and hand embellished jewellery and accessories from India are culminations of impeccable combination of dexterity, keen eyesight, creativity and commitment. With their demand picking up in many existing and new markets for India, our endeavour is to extend our international reach and we hope our exhibitors will be able to add to their existing list of buyers and vice versa.

domestic and international markets are ready to buy expensive jewellery which is **based more on design rather on the precious metal**. So, the increased spending habit and purchasing capacity of the upper middle class (in India as well) is now served with traditionally crafted and modernly deigned items." All their pieces are handmade and few embedded with semi-precious stones. The target customers for the exhibitor were the boutique customers. She said that visiting buyers this time wished to see more variety in terms of raw materials.

An exhibitor from Kolkata who was ecstatic and remained constantly engaged with the buyers, confided of large order placings. Dealing exclusively in **scarves**, this exporter primarily exports to the Japanese and also works with buyers in UK and USA. Their buyers were very happy with the designs and quality.

An IFJAS veteran from J&K dealing in shawls, scarves and stoles shared that they had made numerous order placing throughout the fair. Their **high-end Pashmina** continues to be an all time favorite for many buyers. They had buyers visiting from Japan, Europe and USA.

An established horn and bone products manufacturer from Kolkata shared that they approach each fair with not just a business motive but also with an aim to learn. They see the platform as



an opportunity to pursue development in the industry and to get acknowledged with new trends of their regular clients. This exhibitor also shortlisted two artisans from northern and eastern regions making products of **terracotta, clay and coconut shell**, to work together on future projects. This exhibitor was able to strike about twenty deals and was able to facilitate discussions of their designer with the buyers' that consequently led to development of new concepts.

IFJAS drew quality buyers dealing exclusively in fashion jewellery and accessories from various importing nations. Buyers have taken notice of artisans and crafts persons from clusters as well and many enjoyed experiencing Delhi monsoons too.



Thematic Display of Handicraft Products from Clusters - Uttarakhand, Jharkhand, Srinagar, Bareilly, Lucknow & Bhuj

This thematic area during IFJAS 2015, had on display, products by NGOs/ welfare groups as well as artisans and crafts persons from Uttarakhand, Jharkhand, Srinagar, Bareilly, Lucknow & Bhuj, organized by



Handicrafts Mega Clusters Mission(HMCM), in association with National Centre for Design and Product Development (NCDPD) and EPCH.



This thematic congregation had participants from clusters that await to be tapped for export oriented manufacturing. The display had assorted lines highlighting zari & zardozi, bamboo cane, terracotta, chikankari, clay relief work, embroidery from Kutch, mirror crafts of Bhuj, ajrakh and block printing, tie-dye(Bandhani/Bandhej), artistic weaving (woolen shawls), rogan painting, wood carving, leather craft, laquerware, etc. Buyers could also savour a selection in regional crafts in bags, ornaments, fancy footwear and innovations developed in NCDPD's cluster based workshops.

Regional Flavour from Six Regions

This edition of IFJAS brought in a regional flavour with participation from primary producers, i.e. artisans and crafts persons from six regions of India - North comprising J&K, Himachal Pradesh, Ladakh, Punjab, Haryana, Delhi and Rajasthan; Central covering Uttaranchal and Uttar Pradesh; West with Gujarat, Maharashtra, Madhya Pradesh and Chattisgarh; North East with Assam, Nagaland, Arunchal Pradesh, Sikkim, Manipur, Meghalaya, Mizoram and Tripura; East with Bengal, Jharkhand, Odisha and Bihar; and South India with Andhra Pradesh, Telengana, Karnataka, Tamil Nadu, Kerala, Pondicherry and Goa.

A group of needle craft artisans represented the beautiful Kashmir valley with enticing collections in shawls, bags and textile crafts with the traditional embroidery kashidakari. From North Eastern Region there were participants specialising in crafts like



cane & bamboo jewellery, jewellery and jewellery accessories made from paper, paddy and egg trays, silver and gold ornaments, jewellery made from stone, plastic & bone beads, handloom products like wool cotton, cotton bags, shawls, Naga jewellery craft forms in necklaces, earrings, bracelets belts, etc.

North East region comprised artisans from Assam, Nagaland, Arunchal Pradesh, Manipur, Meghalaya, Mizoram, Sikkim and Tripura. From Nagaland, there was typical Naga jewellery made of stone, plastic, bones and beads with a range comprising necklaces, bracelets, belts and traditional adornments like Tubi and Pokutu. Naga textile crafts represented were handloom products, wool cotton, shawls and cotton bags. Assam was represented by artisans specialising in cane & bamboo jewellery, silver and gold jewellery.

Eastern region exhibitors defined their display with metal and Victorian jewellery, clay, dhokra, wood, terracota, paper, fish scales and jute jewellery, bamboo crafts, wooden jewellery, fashion bags made from jute & cotton, scarves & stoles. Besides, there was a selection in copper and brass jewellery.

The Western region exhibitors brought in brass jewellery from Madhya Pradesh that formed pride of place alongside stone jewellery, meenakari, glass and kundan jewellery, glass beaded jewellery, adornments made from copper, white oxide and German silver, leather bags and wallets, embroidery and crocheted goods from Raipur and some exquisite kalamkari craft manifestations from Ahmedabad, Gujarat.

South India with Andhra Pradesh, Telengana,

Karnataka, Tamil Nadu, Kerala, Pondicherry and Goa was represented by crafts persons adept at jewellery, terracotta craft, paper craft, textiles and embroidered tribal Toda shawls. These shawls made by a pastoral tribe in the Nilgiris has embroidery, worked on cotton fabric as typical red and black stripes at a gap of six inches each. Motifs are worked by counting the threads. The shawls adorned with toda embroidery are called Poothkuli and the style of embroidery is locally Pugur, which means flower. Also on display here, were terracotta and fashion jewellery.

IFJAS 2015 - a sector specific vertical



Mr. Rakesh Kumar
Chairman, IEML and
Executive Director, EPCH

The show is internationally acknowledged as one of the unique events for Indian Fashion Jewellery & Fashion accessories, showcasing both traditional and contemporary fashion jewellery from different regions of the country.

IFJAS is one the most successful fairs concerning the products of cottage sector. There is lots of enthusiasm amongst overseas buyers for this solo fair on Indian Fashion Jewellery & Accessories. The fair has established its identity in the world market and the Council has made continuous efforts in the international exhibition dedicated entirely to the business of fashion jewellery & accessories.

