



The Minister of State for Textiles, Mr. Ajay Tamta inaugurated the 9th edition of IFJAS, in the presence of Mr. Dinesh Kumar, Chairman, EPCH; Mr. O P Prahladka, Vice Chairman, EPCH; Mr. Sobinder Singh Kohli -President, Reception Committee-IFJAS 2016; Ms. Neetu Singh- Vice President, Reception Committee, IFJAS 2016; eminent trade members like Mr. Lekhraj Maheshwari, Mr. Raj K Malhotra, Mr. Ravi K Passi and Mr. Rajesh Jain; Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, India Expo Centre & Mart.

# New lines & inspirations



21-23 July, 2016



## keep buyers engaged at IFJAS



The 9th edition of the premium trading platform for sourcing fashion jewellery & accessories from India's key suppliers - IFJAS 2016, exhibited an assorted display order of five categories and brought together over 200 exhibitors drawn from all over India, to the India Expo Centre & Mart.

Artisans are the repository of the cultural heritage and traditions of any country. At IFJAS, artisans and crafts persons from the Eastern and North Eastern Region of India, were provided with an excellent platform through thematic representations, wherein they could understand the business and observe buyers' interests directly to contribute better in upcoming shows and also do better business in their local avenues with the experience gained here. Two seminars were organized in course of the show where attendees gained insight into "Design, Trend & Forecast for Spring Summer 2017 in Fashion Jewellery & Accessories" and learnt of "5 Digital Marketing Secrets to find new profitable clients".

As a pragmatic deliberation by EPCH, IFJAS is a unique platform to meet the manufacturers, view the collections and source the very best in fashion jewellery and accessories that include elegant and subtle adornments as well as engaging statement accessories.

## Our manufacturers keep the fabric of our industry together



**Mr. Ajay Tamta**  
Minister of State for Textiles, Govt. of India

*Our manufacturers form an integral force as they are instrumental in connecting the artisan at the lowest rung of the value chain to stores in the international market that have several takers and connoisseurs for our products. I congratulate them for employment generation and assuring crafts persons of substantial incomes. This is what keeps the fabric of our industry together.*

## Aggressive marketing strategy necessary to explore maximum product potential



**Smt. Smriti Zubin Irani**  
Minister of Textiles, Govt. of India

*Fashion jewellery and accessories from India have great potential for export to the world market. It is therefore necessary to have an aggressive marketing strategy for these products and at the same time develop new product lines, styles and designs required by the world markets. I believe our exporters and manufacturers would display newly designed & innovative products to create*

*awareness about Indian styles & skills. I extend my compliments to EPCH and wish the show a grand success.*

## Minister of State for Textiles inaugurates IFJAS 2016, appreciates and encourages sector

"Map India for unique craft skills and Map the World for appreciative consumers," Minister of State for Textiles, Mr. Ajay Tamta declared, galvanizing the sector with appreciation and encouragement at the inauguration ceremony of IFJAS 2016. He urged EPCH and the exporting community to expand trade links further, i.e. establish trade links between consumers in far flung areas across the globe and the unexposed artisans whose unique crafts may still be confined to a remote village in our vast and diverse country.

This is very much resonant with EPCH's slogan, "Leading you through the world.....bringing the world to you" as it strives to bring every overseas buyer to manufacturers, exporters, entrepreneurs, artisans and crafts persons in India through 6 trade platforms in India and over 25 participations in key overseas markets.

"We have our own distinct identity in the world of fashion and once it is worked upon strategically, we can become tough to compete with," said Mr. Tamta with firm resolve, encouraging exporters to stress more than ever before on precision, finish and presentation. Expressing his happiness at the performance of this

sector, the Hon'ble Minister shared with confidence, "we can easily meet our export target and achieve way beyond." Praising EPCH and its team for being instrumental in boosting exports, he said, "people connected with this trade have done well for the industry and should feel assured of the Textile Ministry's support to take things ahead."

Mr. Dinesh Kumar, Chairman, EPCH, thanked the Minister for sparing time from his busy schedule to visit the fair and encourage the handicrafts manufacturing fraternity. He touched upon the journey of IFJAS and how it has helped export fortunes of this segment get a significant boost.

"Our industry stands to benefit from our new Minister of State for Textiles' illustrative experience as he takes charge," said Mr. Rakesh Kumar, Executive Director, EPCH, while introducing Mr. Ajay Tamta and enumerating the positions he has held in the immediate past. "As he has a connection with grassroots crafts persons, he will understand our problems and offer us guidance, added Mr. Kumar. "We make gold out of clay," he said summing up the collective endeavour of the Indian handicrafts industry, indicating how handmade and hand finished products find their way to showrooms around the world through an interesting value chain and earn valuable forex for the country. Potential of this sector, in being helpful for disadvantaged segments, is of special significance which will help in making the development process inclusive and participative in line with "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 "Make in India". He apprised Mr. Tamta about the activities being undertaken by EPCH for promotion of the handicrafts sector and future course of action and was hopeful that the sector will receive all support from the Minister and his Offices.

"The presence of such hon'ble guests has always been encouraging, especially to small and upcoming entrepreneurs," said Mr. O P Prahladka, Vice Chairman, EPCH, as he thanked the Textiles Ministry for all the encouragement, support and guidance.



## IFJAS extends sector's reach, warms up to a wider business network

With a varied brigade of fashion jewellery and accessories to apparel as well as a reasonable selection in jewellery components, this edition of IFJAS drew quality buyers dealing exclusively in fashion jewellery and accessories from various importing nations. Buyers appreciated Indian designs and shared their comfort with the prices. They have taken notice of artisans and crafts persons from clusters as well.

This three days business extravaganza at the show was a thoughtfully chalked out output of innovation, that has been a result of consistent exploration of one's multifarious potential and utilities. Therefore, the display included everything from essentials to luxury; and from regular adornments to amazing statement pieces. In necklaces and chokers particularly, showy and spectacular oversized and sculptured pieces were brought in, using unusual shapes and futuristic materials. Exhibitors also offered lines of travel bags, shopping bags, totes, gift bags, promotional bags, wine bottle bags, slings, pouches, clutch purses, purses and potli bags. 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.

Lines in scarves and shawls with various prints and motifs experimented on a variety of fabric bases got their share of attention too. 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. 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.

Exhibitors at IFJAS from various manufacturing hubs of the country put in efforts to get in tune with the latest international fashion enthusiasm and in view of that have infused in their jewellery and accessories, an ethnicity that well captures and intrigues modern chic, while maintaining fidelity with quintessential Indian



heritage. All this was well received by buyers whose feedback shows that business has been good.

A Delhi based 20 year old firm showcased a pleasant collection in necklaces and earrings in different fabrics and designs. They offer colourful and trendy bags as well as wallets in different fabrics as well. The owner shares that a lot of hard work goes to perfect each piece—all crafted by 90 trained artisans who work at different centres.

Accessories for premium markets came from a Noida based exhibitor who began her enterprise in 2009 with a passion to reach out to women around the world. Regular exhibitors since many EPCH shows, they brought to IFJAS, trendy and tasseled neon scarves, plenty of box clutches studded with pearls, stones and other embellishments with a striking collection in black and white. Buyer response has been good with enquiries for their neon bag collection and bling and glittery clutches as well as bags. Neons came striking with lot of cheer at a Delhi based fashion accessories manufacturer's stall as well. With a trendy funky theme and appeal, they had on display, neon handmade notebooks, bags and pouches as well as clutches and sling bags. Their emoji earrings and tasseled ear adornments had an instant youth appeal.

Exhibiting since many years at EPCH fairs, a Moradabad based exhibitor who also has a permanent mart at the Expo Centre marked his second time participation at IFJAS with an interesting product line in jewellery stands and holders like, vintage ceramic bowls in pink, green, blue and floral prints. Wood, aluminum,





nickel, silver and other metals are used in their jewellery stands. Most popular with buyers this time were their tree style holders, said the proprietor of this firm.

Spearheaded by a designer who moved back to her homegrounds from a fast-track life in USA, a Delhi based organization was experiencing its first participation at IFJAS. With stores in New York and Delhi, they specialize in woolen stoles, jackets and scarves made primarily by artisans from Punjab. While floral prints dominate their styles, cotton and silk stoles in neon are recent additions.

A Delhi based women's self-help organization that works with economically backward women showcased designs "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 Srinagar based exhibitor with a rich display of Kashmiri needlecraft and prints, brought to IFJAS, selections in stoles and scarves in cashmere, silk and Pashmina, tuned for their regular markets in Italy. They are a startup and in their initial stage and this participation was with an intent to explore more markets. They received 8 to 10



enquiries mainly from Latin America, Belgium, France and Greece. A Kolkata based organization, engaged in manufacturing scarves, stoles, shawls (silk, cotton, etc), jewellery, bracelets, wooden stamps and hand carved products was also a first time entrant at IFJAS to explore new markets. They mostly export to Europe and at times get orders from USA. A Jaipur based jewellery specialist working with the American market brought in a

varied range in silver jewellery and "gift items" like jewellery boxes, trays and mirrors. They were keen to reach out to newer markets and a broader buyer base through IFJAS. A Jaipur based jewellery manufacturer already working with USA, UK and Japan sought new buyers from Brazil through a bold line in fashion accessories.

An exhibitor from Delhi had a neat display with a vibrant shimmering range in cell phone covers. A specialist in jewellery,

## Display capabilities and harness business potential



**Mr. D Kumar**  
Chairman, EPCH

*IFJAS is an unique opportunity to display capabilities in the sector and fully harness business potential. I am confident that this show will acquire the distinction of front ranking jewellery & accessories fair of the Asian region. It provides international buyers with an apt 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. IFJAS gives the desired momentum and impetus to entrepreneurship in this sector, through integration of international market dynamics. I would like to thank all the participants, wholesalers, retailers, designers and the team of EPCH for their efforts to make IFJAS a memorable show.*



## IFJAS is growing with each successive edition



**Mr. Sobinder Singh Kohli**  
President,  
Reception  
Committee,  
IFJAS 2016

*We, all participants are impressed with the increasing number of buyers and congratulate EPCH in making India a preferred destination for sourcing. I urge all my fellow exporters to use their best resources and give attention to the trends in fashion industry for which our buyers are our best guides. The success mantra is to retain your buyers. The Indian economy has turned around from the implications of global crisis and you all have the best of chance to move ahead as global players. I, on behalf of IFJAS reception committee, thank all the overseas buyers & exhibitors for their participation.*

they have included this category sometime back and were happy to share about good response and export orders from Europe. A regular participant from Delhi manufacturing ladies embellished handbags and purses got a favourable buyer response. Their regular export markets are Europe, South Africa, Japan & Brazil.

## IFJAS is a window to our resourceful base



**Ms. Neetu Singh**  
Vice President, Reception  
Committee, IFJAS 2016

*This dedicated show encourages both manufacturers & sellers in India as well as importers & retailers abroad, taking India's exports in the category to its true potential. IFJAS serves the purpose perfectly as it enables Indian manufacturers to showcase their innovative products and the same time allows buyers to get products customized to their specification and taste. I convey my best wishes to the participating companies and to the overseas buyers for excellent business to follow post-IFJAS.*

An exhibitor that summarized their creations as "inspired by India, crafted for the world" saw a steady stream of buyers through all days of the fair. 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.

An EPCH veteran exhibitor 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 into creating innovative patterns.



As as a regular exhibitor, he observes that buyers have become fewer but are more focused, especially since past three years.

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 acquainted with new trends of their regular markets.

### Regional flavour at IFJAS well recieved

This edition of IFJAS brought in a regional flavour with participation from artisans and crafts persons from the North East in an exclusive Theme Pavilion, those from East in a collective representation and some from the Western Region as well. This special demarcated area had on display, products by NGOs/ welfare groups as well as artisans and crafts persons. This thematic congregation had participants from clusters that wait to be tapped for export oriented manufacturing. The NER Theme Presentation at IFJAS featured 18 participants from the NER states like Assam, Manipur, Nagaland and Sikkim. Eastern states offered a unique thematic representation with artisans, entrepreneurs and exporters from cities in East India that have made their mark for rich craft heritage. The Western region representation brought in upcoming entrepreneurs and NGOs (detailed coverage in ensuing pages).

### Buyers enjoy sourcing

IFJAS drew quality buyers dealing exclusively in fashion jewellery and accessories from various importing

## IFJAS projects India's strength in this segment with products many buyers would find only in India



**Mr. Rakesh Kumar**

Chairman, IEML and Executive Director, EPCH

*IFJAS is an exemplary international exhibition with focus on product lines that many buyers would find only in India. This dedicated show gives a distinct platform to those in the business of fashion accents, whether it be sourcing or selling. The show opens up several opportunities for times ahead. IFJAS as a stand-alone show projects the strength of this segment in the international market and has been attracting better and product focused buyers with each edition. We must make every effort to take this segment forward, drawing the utmost from this exclusive presentation of our fashion jewellery and accessories.*

nations. Buyers have taken notice of artisans and crafts persons from clusters as well. The show brought in buyers from Argentina, Brazil, Colombia, Mexico, Uruguay, Austria, Finland, France, Germany, Greece, Hungary, Italy, Norway, Poland, Portugal, Romania, Slovenia, Spain, Sweden, Switzerland, Netherland, Turkey, UK, Russia, Latvia, Israel, Hong Kong, Japan, Malaysia, Sri Lanka, South Africa, USA, Canada and Australia. Buyers evinced keen interest in India's design elements anchored on trends interpreting various inspirations and tendencies and use of an assortment of materials. (see ensuing pages for buyer comments).

