



Union Minister of State for Culture (I/C) and MoS-Environment, Forest and Climate Change, Govt. of India, Dr. Mahesh Sharma inaugurated the 11th edition of IFJAS, in the presence of Hon'ble Minister of Khadi, Village Industries, Sericulture, Textile, Micro, Small & Medium Enterprises and Export Promotion in the Govt. of UP, Shri Satya Dev Pachauri; Mr. Pankaj Singh, BJP MLA from Noida & General Secretary, BJP, UP; Ms. Kshipra Shukla, Chairman, Uttar Pradesh Institute of Design; Mr. O P Prahladka, Chairman, EPCH; Mr. HKL Magu, Chairman, AEPC; eminent trade members; and Mr. Rakesh Kumar, Executive Director, EPCH & Chairman, India Expo Centre & Mart



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All things beautiful keep buyers engaged at IFJAS



A varied range with different raw materials, applications and reinvention of culturally backed designs through modern translations formed part of the diverse range. Fascinating design theories put together with mix metals, elegant pearls, semi-precious stones, vibrant beads, horn, bone & shells, jute, wood, bamboo, terracotta and much more featured in head to toe adornments along with intriguing textile based jewellery. Be it variety in raw material usage or techniques in the making, intricately hand-crafted or gently machine finished, beautified with the colors from nature or embellished with threads, beads or sequins, visitors at

Good platform to show tremendous potential



Shri Ajay Tamta
Minister of State for Textiles, Govt. of India

The continuous efforts of EPCH to promote Indian handicrafts through their mega fairs and product specific shows have resulted in constant increase in export growth. I extend my best wishes to the organisers and participants of IFJAS for success of the show.

IFJAS delighted in the indulgent array of products. There were manufacturers from Delhi, Mumbai, Kolkata, Noida, Gurgaon, Faridabad, Ghaziabad, Agra, Bijapur, Durg, Jaipur, Jodhpur, Udaipur, Kanpur, Moradabad, Sambhal Varanasi and 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.

Artisans are the repository of the cultural heritage and traditions of any country. At IFJAS, artisans and crafts persons from the Eastern, North Eastern, Central, Northern and Western Region of India as well as the hill state of Uttarakhand, were provided with an excellent platform for collective displays wherein they could understand the business and observe buyers' interests directly to contribute better in upcoming trade shows and also do better business in their local avenues with the experience gained here.

Ramp Presentations on all days of the show brought alive, many fashion concepts and looks with models adorning the latest lines in fashion jewellery, bags and accessories to apparel from exhibitors at IFJAS.

Opportunity for market linkages and supply chain



Smt. Smriti Zubin Irani
Minister of Textiles, Government of India

I am happy to know that EPCH is organising the Indian Fashion Jewellery and Accessories Show (IFJAS) at India Expo Centre & Mart, Greater Noida. The initiatives taken by EPCH for conducting product specific shows have resulted in small entrepreneurs and primary producers getting better opportunity for market linkages and supply chain. I extend my compliments to EPCH for their efforts.

Union Minister of State for Culture opens shows, appreciates and encourages sector

Addressing the gathering at the inauguration, Union Minister of State for Culture (I/C) and Minister of State-environment, Forest and Climate Change, Govt. of India, Dr. Mahesh Sharma commended the efforts of Mr. Rakesh Kumar, Chairman, IEML and Executive Director, EPCH, for the accomplishment of a world class infrastructure like the India Expo Centre & Mart. "Thus, EPCH and visionaries in the Indian handicrafts industry have not only got the world to congregate in Greater Noida, but also talk about us in their circles across the world," he emphasised and added that with a concurrent event like the India International Garment Fair, organised by AEPC, buyers can benefit from meeting exhibitors from two segments that complement each other very well. Taking pride in the conception, shaping up and consistent growth of Greater Noida into a sought after residential as well as industrial township in New Delhi NCR, Dr. Sharma further informed the gathering of the much awaited airport that would be coming up soon in the vicinity. A power plant too is on the anvil, to match the requirement of electricity, he added.

Mr. Pankaj Singh, BJP MLA from Noida & General Secretary, BJP, UP, appreciated the concurrent organisation of the two events that will bring in more recognition to the segments of Indian fashion jewellery & accessories as well as apparel. Acknowledging the contribution of manufacturers and exporters in nation building by creating jobs, improving livelihoods, earning forex for the country, etc. as well as their busy business schedules,

Hon'ble Minister of Khadi, Village Industries, Sericulture, Textile, Micro, Small & Medium Enterprises and Export Promotion in the Govt. of UP, Shri. Satya Dev Pachauri announced that efforts are being made that these denizens won't have to go Government departments for solving their industry related issues. In fact, deputed officials from concerned Government departments will reach out to them in their cities/towns. One stop windows will be created to solve issues and facilitate exporters, the Minister emphasised. Mr. Pachauri also appreciated the efforts of organising the apparel and jewellery fair at a single venue.

Indian manufacturers have a lot to offer



Mr. Shantmanu,
IAS, DC
(Handicrafts),
Ministry of
Textiles, Govt. of
India

The efforts of the Council initiated through the series of product specific shows like IFJAS focus on promotion to the concerned craft clusters and achieve export growth. Such efforts through various schemes of design development, skill up gradation, capacity enhancement, promotion craft clusters, etc. would open new channels for promoting exports of fashion Jewellery products by creating a distinct identity in the international market.

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

The 11th edition of IFJAS summed up its three days course, drawing quality buyers dealing exclusively in fashion jewellery and accessories from various importing nations. Buyers took notice of artisans and crafts persons from clusters 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 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.



Commendable efforts by EPCH



Mr. Anant Kumar Singh, IAS,
Secretary, Ministry of
Textiles, Govt. of India

With support of Government of India in developing craft clusters, skill enhancement, design development, etc. the efforts of EPCH are commendable in showcasing the newly developed and innovative products through their marketing events. IFJAS enables the small and medium exporters to showcase their wide range of fashion jewellery, both ethnic and contemporary and help them to promote the same before the visiting overseas buyers.

The display included everything from essentials to luxury; from regular adornments to amazing statement pieces. Some exhibitors offered lines of travel bags, shopping bags, totes, gift bags, promotional bags, wine bottle bags, slings, pouches, clutch purses, purses and potli bags. There was also an array of scarves and shawls with various prints and motifs experimented on a variety of fabric bases.

Fabric earrings in cheerful combinations dominated the stall of Aarya Fashions that manufactures and exports jewellery made from glass, metal & fabric as well as fabric bags. Representative Khusboo Singh informed that though this company was established a year ago in Delhi, the owners have an experience of eleven years in the jewellery trade and EPCH shows have been good platforms for expanding their market base. The buyers' response was good for them with traffic from Europe and USA.



Owner Tuhina Goyal from her Noida based enterprise, House of Tuhina was at IFJAS for the fourth consecutive edition. They specialise in **brass and casting metal jewellery** that is "essentially nickel, lead and cadmium free, all made by a work force of women," informed Tuhina and added, "mainly we do jewellery and adornments but this year we are trying our luck with a new product line - watches, which follow the same idea



Tuhina Goyal

of our brand of using non toxic metals and original designs. Delhi based Mohammad Ibban representing Ibban Industries displayed **artisanal apparel, embellished accessories and handmade footwear**. "Our company was established in 1982 but this is the first time I am participating in this fair. It is a very good platform for

expanding my trade," he said and added that they are already working with a regular buyer base in USA, Europe, Australia and Japan. "I have participated in this fair before and I think it is a very good trade



Sumit Manchanda



Mohammad Ibban



Vivian



Rajeev Khanna

platform," shared Sumit Manchanda of RGC Industries. They manufacture and export **scarves in natural as well as synthetic material**. This 25 year old company caters mostly to European buyers.

Faircraft International's chief representative Rajeev Khanna said, "the experience at IFJAS has been very satisfactory and through this trade fair we get a lot of new buyers. Before this we had participated in IFJAS in 2016 and the buyers response was good. We are getting new enquiries and orders from across the world. As the days proceed we hope to get new buyers." This firm deals in **fashion jewellery made from horn** (animal derivative). A new line of key chains adorned his stall this time. Jaipur based Alka Pandey of Hastakala got an interesting idea to IFJAS that said, "**Make your own bag**". The stall was represented

by Vivian who shared that this idea started a year ago and here they are making customised accessories with all kinds of bags and footwear using a Polyolefin compound and an injection moulding technique. "Our products can bounce, are durable, unbreakable, washable and the colours don't fade," he said and informed that the best part is that people can make their own bags as per their mood and need. This time they displayed lulu bags that have a good market in USA, Poland and Germany.

Jaipur based firm Ideal Creations' Saurabh Arya got along, an enticing range of **leather bags**. Explaining about the manufacturing process he shared, "we make bags made with the leather tanned at our own tannery. We work with leather



Saurabh Arya

from goat, sheep, cattle, etc. and also have a line in suede. Different techniques of stitching, braiding and pasting are used to achieve the designs that customers desire." They have a reasonably spread out international market base and their products are exported to Australia, USA and some major countries in Europe.



Gita Sharma

Gita Sharma from Abhay & Abhi Exports was on a third time participation at IFJAS. Their firm works with a team of over 30 artisans to produce **handmade bags in cotton, zari, etc.** for their export markets in Europe, USA and Japan. "We got good enquiries and this place is an apt platform to find buyers," she said and added that fabric products like bags, jewellery, decorative items, embroidered

badges, hand embellished neck lines (for apparel) and brooches are their forte.

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 organisers made of wood, leather, wood & ceramic, wood & mother of pearl or just wood beautified with inlay work and hand carving, added to the charm.

IFJAS plays a pivotal role in promoting India's design led workmanship



Mr. OP Prahladka
Chairman, EPCH

I believe that the demand of Indian fashion Jewellery & Accessories and other design led handmade products is on the rise in Western markets and IFJAS is playing a pivotal role in the promotion of these crafts. The show has established its identity amongst foreign buyers. The interaction between the buyers and sellers at the show creates a congenial environment for enhanced trade activities and new business opportunities. I am sure this edition will open up new market linkages for both the parties.

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.

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 uniquely showcases the skills possessed by the artisans from the various regions of the country who produce such wide ranging fashion Jewellery and fashion accessories. This dedicated show gives a distinct platform to those in the business of fashion accents, whether it be sourcing or selling. This year, the 61st edition of India International Garment Fair (IIGF),

organised by AEPC was also held concurrently, at same venue. Since garments and fashion accessories - and on many occasions fashion jewellery too, are retailed or sold alongside, allowing consumers to complete 'the look', I'm hopeful, the concurrence in future editions too, will be advantageous for buyers and exhibitors of both the shows as they can explore new market linkages for growth and expansion.





The strength of our sector lies in tradition inspired contemporary innovations



Mr. Surinder Pal Singh Sahni,
President, IFJAS

Fashion jewellery and accessories are being produced in craft clusters across the country as per the traditions and culture of the concerned regions and as such have great strength in their production. By

undertaking various measures of training in design development by the efforts of the Council, innovations in the design development in accordance with the consumer choices have taken place and showcasing the same in the show to the visiting buyers creates great opportunities for creating marketing linkages for exploring business and enhance exports.

Buyers enjoy sourcing

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. 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).

IFJAS - a giant step among EPCH's export promotion efforts



Mr. Puneet Chhabra
Vice President,
IFJAS 2018

EPCH deserves all appreciation and felicitation for their untiring efforts for promoting Indian handicrafts, jewellery & accessories; for facilitating overseas buyers and enabling small & medium exporters to grow their business. The Indian Fashion Jewellery & Accessories Show - IFJAS is a giant step in this direction.

