



16th Edition 20-22 June 2022

IFJAS runs its course in all splendour

Fashion jewellery & accessories trade, regional exclusives, ramp shows, awards & felicitations define the show

This edition of IFJAS - Indian Fashion Jewellery & Accessories Show, brought together 150+ exhibitors. Besides display by leading manufacturers from across India, the show featured select lines from North Eastern, Eastern, Western, Northern, Southern and Central Region in a theme area. The India International Garment Fair by Apparel Export Promotion Council was held concurrently, giving the visiting buyers an opportunity for a crossover sourcing.

It was up-close and personal and thankfully so, for the buyers who travelled to India to not only reconnect but to strengthen ties with their existing suppliers. "It's time to grow together," many said. Innovations were taken note of, quality was commended and regional crafts offered their 'exclusivity' to many buyers. With the contingent of exhibitors displaying

their products in five categories ranging from fashion jewellery and accessories to apparel as well a reasonable selection in jewellery components, IFJAS drew quality buyers dealing exclusively in fashion jewellery and accessories from various importing nations.

The International Yoga Day was observed with eagerness as the India Expo Centre witnessed several yoga enthusiasts join in to show their commitment to good health for body & mind. On day 2 of the show, the organisers hosted the much awaited Display Awards Ceremony and a gala evening for visiting buyers, guests at IFJAS, exhibitors as well as the industry. The Ramp Sequences presented at IFJAS 2022, brought alive collections in fashion jewellery & fashion accessories from many exhibitors at the show.



Shri Piyush Goyal inaugurates the Fair

Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt. of India, Shri Piyush Goyal, inaugurated the concurrent shows IFJAS and IIGF, on 20th June 2022. Dr. Mahesh Sharma, MP from Gautam Buddha Nagar was the Guest of Honour and other dignitaries present at the ceremony were, Shri Anil Aggarwal, MP (Rajya Sabha); Shri Dharmesh S Tomar, MLA, Dholana; Mr. Rakesh Kumar, Director General, EPCH and Chairman, India Exposition Mart Ltd.; Mr. Naren Goenka, Chairman, AEPC; Vice Chairmen, EPCH - Mr. Kamal Soni and Mr. Dileep Baid; Dr. Sakthivel, President, FIEO; Mr. Lalit Thukral, Chairman, IGFA; Mr. Sandeep Chhabra, President and Mr. Hitesh Ahuja, Vice President - Reception Committee, IFJAS 2022; committee members of EPCH and AEPC.

In his inaugural address, Shri Piyush Goyal, complimented the textiles and handicrafts sector. He called the India Expo Centre & Mart - the exceptional and the only one of its kind independently profit-making exhibition centre. He stressed on the importance of the sector in contributing to India's growth and development, expecting a modest growth of doubling production and tripling exports in the next five to six years. He also appraised the trade on the many trade agreements being negotiated and worked out between India and Eurasia, Switzerland, UK, Canada, Israel, LSE and the Middle East. He shared that the world is looking at India as a nation with huge potential and immense possibilities. He encouraged the sector to boost cluster-based development as it is holistic, cost-effective and sustainable. He complimented the organizers for the success of textile sector as well as the all-important MICE sector.

Dr. Mahesh Sharma, Member of Parliament from Gautam Buddha Nagar said, he felt privileged and happy to be at 'the happening place'- India Expo Centre and Mart. He complimented and encouraged the sector to achieve higher goals,



Shri Piyush Goyal, Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt. of India, inaugurates the concurrent fairs



“Compliments to the sector and the exceptional exhibition centre”

Shri Piyush Goyal-Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt. of India



“Privileged and happy to be at ‘the happening place’”

Dr. Mahesh Sharma-Member of Parliament from Gautam Buddha Nagar

given the infrastructural development and progress, especially in terms of improving power availability and the upcoming international airport at Jewar, in close proximity to the exhibition centre.



In his Vote of Thanks, Mr. Rakesh Kumar, Director General, EPCH and Chairman, IEML, thanked the dignitaries for their continuous and unstinted support and encouragement to the sector.

150+ exhibitors share trade platform

IFJAS has assumed the role of being a comprehensive sourcing point for its emphatic representation of major manufacturing hubs and craft clusters from across India through distinct products. Inspired by a rich heritage and crafted from a variety of raw materials by a skillful workforce base, these product lines offer choices that cater to thoughts and emotions, products with enhanced functionality that are also easy to maintain and seamless fusions of ethnic Indian art rudiments with modern techniques. Fit for new times, redefined lifestyles, altered routines and multiple work spaces, the product variations and innovations were in resonance to the emergent world. At the same time, there was plenty for connoisseurs and curators.

Visitors to the show got concepts in everyday fashion accessories to stylized line-ups in Leather Bags & Cases, Fashion Jewellery & Accessories and plenty of responsibly manufactured products and new introductions - artistically crafted face masks and face covering accessories as well as artisanal products.

A Gurgaon based exhibitor, participating for the 5th time at IFJAS, called the experience good. They deal in leather products and hand printed animal skins that are sustainable and all processes supported by in-house manufacturing. She shared, "our expertise is handbags. 99% of our international business comes from Europe and I would like to expand that globally. We do have our own set of products that we are known for. We have got a lot of business through EPCH and that's why we are back."

"This is a platform where we can create our own connections. EPCH have taken the initiative to get the buyers and hold a physical fair which is really worth appreciation,"



Efforts in place towards making India 'a favourable sourcing destination'



Smt. Darshana Jardosh

Union Minister of State for Railways and Textiles, Govt. of India

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. Our artisan brothers and sisters contribute with their traditional skills and the young designers from leading fashion institutes enhance the products

according to international colour & trends and forecasts. It is the need of hour to reach out to the global market and have a bigger export share. I believe our exporters have already prepared well to do business during IFJAS 2022. EPCH is doing an excellent work in this direction which shall bring fruitful results in the near future by making India 'a favourable sourcing destination'.

said a Delhi based first time exhibitor dealing in scarves. "This fair has proven to be very beneficial for me as I get buyers from overseas as well as the domestic market. The footfall has been good and I got a few enquiries too," said an exhibitor from Delhi who deals in bags, scarves, travel range, boxes, beauty pouches, etc. in beads, embroidery and prints as embellishments and value additions," and added, "I think the idea behind IFJAS should be appreciated as it is helping the small artisans and exhibitors to showcase their products



Show enables sector to project its best



Shri U P Singh
Secretary, Ministry of
Textiles, Govt. of India

I am pleased to convey my appreciation for the continuous efforts of EPCH towards projecting the image of Indian fashion jewellery and accessories through unique and product specific fairs. This show will no doubt further promote the export growth of fashion jewellery and accessories as well as handicrafts sector as a whole.

The overseas market potential of Fashion Jewellery and Accessories is enormous since India is known for its rich heritage of arts and crafts. I am very much hopeful that the show would enable to sector to perform to its best and promote growth of exports.

An important event to create market for the sector



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

IFJAS is one of the leading product specific fairs in its category. It provides opportunity to small and medium exporters to showcase their best. This is an important event to create market for the sector that involves large number of crafts persons and marketers. The Govt. of India has taken various measures in order to enhance handicrafts

exports and has also formulated many promotional and developmental schemes for generation of employment.

without being lost in the crowd.” Another exhibitor from Delhi who has been an IFJAS regular for years now with their display of fashion jewellery, scarves and napkins with a new collection launch each season feels, “this fair has given small artisans a platform to showcase their craft to the international buyers. If they can manage the intricacies of export then it's an amazing opportunity for them.”

A Jaipur based exhibitor elaborated, “we've been exhibiting at IFJAS since 4 years. The show size has shrunk a little jewellery-wise, but we are contented with the fair. We do silver jewellery and brass with semi-precious stones. The fair is not just good for exhibitors but also for buyers as we showcase our best here. There are people who are exhibiting for the first time and there are of course people with a lot of

experience here. Response-wise have got 10-15 enquiries from European buyers. Let's see how many convert into orders! We cater to Canada, US, Australia and UK. During pandemic, EPCH took the initiative of doing virtual fairs which was helpful. Now that the physical fairs are back, we hope they continue the same way.”

“This is our first time at the fair so a lot like an introductory fair for us. We are already exporting. Jewellery is a little new for us as we've just started this. We've got jewellery stands, boxes and basically jewellery utility items. We are also doing sustainable items like mirrors and sea grass boxes,” shared a first time IFJAS exhibitor from Moradabad who got enquiries from France, UK, US, Germany and South Africa. They promote artisans' work.



Apt platform to source fashion



Mr. Raj K Malhotra
Chairman, EPCH

It is my utmost privilege in welcoming all participants and buyers to this show. IFJAS provides international buyers with an apt window to source their requirements and help them establish an enduring and profitable business relationship with their customers as well as with suppliers in India. IFJAS gives the desired momentum and impetus to entrepreneurship in this sector, through integration of international market dynamics. I am certain that the capabilities of the Indian Fashion Jewellery exports sector demonstrated at IFJAS makes visitors aware of our immense capability, diversity and quality. I am confident that this show will acquire the distinction of front ranking jewellery & accessories fair of the Asian region in times to come.

This fair always has its share of gains for another Jaipur based exporter who calls IFJAS compact and comprehensive for all businesses that not only get amazing international exposure but also get inspired by seeing work of fellow exporters. Echoing this sentiment, a fashion accessories exporter from Noida calls this fair instrumental in understanding buyers and markets as “here, we can interact with international buyers, understand their need and requirement, latest trends and then we work on it.”

A Noida based exhibitor detailed, “we do fashion jewellery and bags. We try to use as many natural materials as possible with lot of jute, cotton, ruffia yarn and utilize a lot of skill set



Product lines unique to India



Mr. Rakesh Kumar
Director General, EPCH
& Chairman, IEML

IFJAS is an exemplary international exhibition with focus on product lines that many buyers would find only in India. The show opens up several opportunities for times ahead. This is a stand-alone show that 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. The International Garment Fair (IIGF), organised by AEPC being held concurrently, at same venue is advantageous for buyers and exhibitors of both shows as they can explore new market linkages.

where hand labour is used. That generates employment at factory level as well as rural level. Our jewellery is also village craft which is designed at our factory. Exhibitors since 2004, we look forward to each and every fair. It gives an incentive to update our collection and it's the right place for the buyers and sellers to interact. The buyers nowadays come on such a short trip that they don't get time to visit the factory. When they are at the fair, it's better for both the parties and eventually things do materialize. Every buyer wants to cover as much as they can, meet everybody, take pictures and eventually the business develops after the exhibition.” Another, from Noida who happens to be a leading exporter



India's strengths in production and craftsmanship showcased



Mr. Kamal Soni
Vice Chairman, EPCH

Fashion jewellery and accessories are produced in craft clusters across India as per the traditions and culture of the concerned regions and as such have great strength in 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 would create great opportunities for creating marketing avenues for exploring business and enhance exports. IFJAS serves the purpose perfectly for the buyers to choose their requirements.

Tradition inspired contemporary innovations highlighted



Mr. Dileep Baid
Vice Chairman, EPCH

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 significant step in this direction. The strength of our sector lies in tradition inspired contemporary innovations. I urge all my fellow exhibitors to use their best resources and attention to follow the trends in the fashion industry and cater to the needs of the large gathering of buyers who visit to source from our shows.

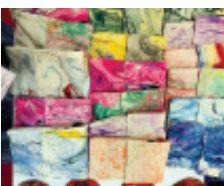
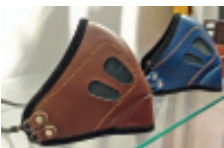
of scarves and soft accessories like gloves, hats, bags and footwear, shared, "EPCH has always supported and helped us with a lot of fairs. After a lot of time, we are seeing an inflow of customers and buyers which wasn't there before. It's a good that markets are now opening up. Exporting to all major countries, we are known for our quality and shipping standards. Our customers always rely on our scarves so that's what makes us stand out from others. The kind of customer response we get from here is what makes us come back here again and again. Its 20 years of participating in EPCH fairs." A hand painted leather bags exhibitor from Kolkata, who had attended the virtual fairs was here to experience the fair in its physical form.



Theme Pavilions bring in regional fare

Artisans are the repository of the cultural heritage and traditions of any country. At IFJAS, artisans, crafts persons and entrepreneurs from the North Eastern, Eastern, Western, Southern, Northern and Central Regions of India, were located in a collective Regional Theme Pavilion. The Central Region participation had products like fashion and imitation jewellery, beaded accessories and metal adornments from Bareilly, Hathras and Moradabad.

Priding in a rich cultural legacy, plentiful amount of natural minerals, and great literary personalities and artists, the eastern region of India was represented by fashion accessories, leather bags, jute bags & accessories, imitation jewellery, hand painted stoles, etc. from West Bengal.



Product offerings from craft pockets spread over India's North Eastern Region connected one back with nature as raw and intrinsic styles emerge with the use of natural raw materials and derivatives. Many of these sustainable lines featured a contemporary twist and were especially suited to themes ranging from rustic to modern to traditional. The exhibitors here showcased design elements using natural materials like cane, bamboo, areca nut leaves, river grass/reed, jute, clay, wood and paraffin wax as well as handloom lines including responsible manufacturing techniques, offer themes in eco-friendly and sustainable fashion ware. There were others from Himalayan states of Ladakh and Himachal Pradesh with their own assortments made from locally available raw materials.

Artisans and entrepreneurs from the Northern Region came from Jaipur, Jodhpur, Rajsamand and Delhi with leather accessories, artisanal fashion footwear, silver meenakari jewellery,

Window for the world to see India's niche in this category



Mr. Sandeep Chhabra President, Reception Committee, IFJAS 2022

This exclusive sector specific show is the window for the world to behold the niche India has carved. I urge my fellow exporters to use their best resources and give attention to trends in the fashion industry for which our buyers are our best guides. I, on behalf of the reception committee, thank all the overseas buyers & exhibitors for their participation.

Instrumental in understanding buyers and markets



Mr. Hitesh Ahuja Vice President, Reception Committee, IFJAS 2022

These exhibitions are fruitful for all of us, whether one is a newcomer or an established exporter. They are instrumental in understanding buyers and markets, as, here, we can interact with international buyers, understand their needs and requirements, latest trends and then we work on it. EPCH's initiative to bring small artisans, big exporters and buyers all under one roof is commendable because they've put lot of efforts in connecting buyers & sellers.

embroidered bags, artistic textiles, hand printed scarves & stoles and imitation jewellery.

The Western Region brought fashion jewellery, imitation jewellery, leather accessories, Kolhapuri footwear, banjara embroidery bags, cotton bags, fashion accessories, hand printed textiles, metal crafts, zari goods, etc. from artisan hubs in Maharashtra.

Southern states of India too brought in a unique thematic representation with artisans, entrepreneurs and exporters from cities that have made their mark for rich craft heritage. Products on display included fashion and imitation jewellery from Tamil Nadu, hand printed bags and textile accessories from Pondicherry, tribal, clay and imitation jewellery from Telangana.

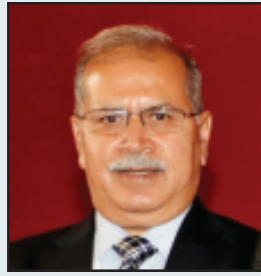
Enriching sourcing experience

Buyers were happy to visit the show and meet their regular as well as new suppliers, experience the Delhi NCR region after a long time as 30 months and we at EPCH and the India Expo Centre couldn't be more delighted in welcoming them. Buyers visited from USA, UK, France, Netherlands, Australia, Greece, Chile, Belgium, South Africa, Mexico, Tajikistan, Israel, Greece, Argentina, Poland, etc. They look forward to attend EPCH's upcoming shows in the next few months.

A buyer from USA, who has been sourcing fashion accessories and apparel from India said, "this show has helped me a lot in finding new suppliers, many of whom have long term association with me. Indian products have market potential due to quality and unique designs. I try to find such fantastic products every time I visit." A buyer from Greece, whose company has been importing from India since 35 years said, "I am here for bags, cotton and silk scarves, fashion accessories, kaftans and dresses. India has many ideas for designs and prints. I always find new items and fresh ideas. Manufacturers have worked on design and products in these two years and I got to see plenty of it. Glad to be here and will visit again." Another, from Australia said, "I am here for fashion, garments, accessories and jewellery. This is my first time and my experience has been good. We import from Italy and China and now we are turning towards India just to open up to new options. Jewellery from Indian manufacturers are attractive and innovative."

A buyer from United Kingdom said, "this is the perfect show for us. We have been importing for 5 years from India and it's always great to expand. We have about 10 regular suppliers from India and we are always looking to increase business

Always a privilege to welcome our patrons



Mr. R K Verma
Executive Director, EPCH

It is my privilege to welcome all our patrons to our shows. IFJAS enables Indian manufacturers to showcase their innovative products and the same time allows buyers to get products customized to their specification and taste.

On behalf of EPCH, I thank the Ministries of Textiles, Commerce and MSME, Government of India, for their support and guidance. My best wishes to the participating companies and to the overseas buyers for excellent business.

with them, helping each other grow. About 95 percent of our supplies are from India. I like the facilities arranged by EPCH. Good AC, nice coffee! "

IFJAS has often astonished new buyers as they leave with business contacts and experimental orders. Most of them cherish the variety, quality and even prices of many products. The visitors profile to the show includes overseas buyers from across the globe comprising wholesalers, distributors, chain stores, departmental stores, retailers, mail-order companies, brand owners, buying houses and designers and trend forecasters as well as domestic volume buyers from India. The top importing nations for fashion jewellery are USA, Germany, UK, France, Japan, Switzerland, Netherlands, Canada, Belgium, Hong Kong, Australia, Italy and Latin American countries and India is already exporting to these markets. ■



Glimpses...



Shri Piyush Goyal, Hon'ble Union Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles, Govt. of India, inaugurating the concurrent fairs - Indian Fashion Jewellery & Accessories Shoe - IFJAs as well as India International Garment Fair - IIGF and meeting exhibitors at the shows held at India Expo Centre & Mart.



His Excellency Mr. Claudio Ansorena Montero, Ambassador, Embassy of the Republic of Costa Rica in India; Ms. Sofia Salas Monge, Deputy Head of Mission, Minister Counsellor and Consul General, Embassy of Costa Rica in India; along with Mr. Sandeep Chhabra, President, Reception Committee, IFJAS 2022; and Mr. Rakesh Kumar, Director General, EPCH and Chairman, IEML



Ajai Shankar Memorial Awards for Best Stand Design and Display at 16th IFJAS



Mr. Rakesh Kumar, Director General, EPCH and Chairman, India Exposition Mart Ltd. addressing the gathering at the ceremony



Mr. Lalit Thukral, Chairman, IGFA, Guest of Honour at the ceremony being felicitated by Mr. Rakesh Kumar, Director General, EPCH and Chairman, India Exposition Mart Ltd.; Mr. Sandeep Chhabra, President; Mr. Hitesh Ahuja, Vice President - Reception Committee, IFJAS 2022 and COA Members of EPCH



Mr. Sandeep Chhabra, President - Reception Committee, IFJAS 2022, welcoming everyone to the Display Awards ceremony



The vote of thanks was proposed by Mr. Hitesh Ahuja, Vice President - Reception Committee, IFJAS 2022



Cultural performances during the ceremony



The prestigious Ajai Shankar Memorial awards for best stand design & display at IFJAS 2022 were given away at a ceremony on the second day of the show. The occasion was graced by Mr. Lalit Thukral, Chairman, IGFA, as Guest of Honour; Mr. Rakesh Kumar, Director General, EPCH and Chairman, India Exposition Mart Ltd.; Mr. Sandeep Chhabra, President and Mr. Hitesh Ahuja, Vice President - Reception Committee, IFJAS 2022; and Committee of Administration members of EPCH.

Fashion Jewellery



M/s. Rajsons Impex Pvt. Ltd., Noida
Stand No. F05/08, Hall 4
Received by: **Mr. Ashok Gandhi**



M/s. Shailja Creations, New Delhi, Stand No. F05/02, Hall 4
Received by: **Ms. Shailja Goel**



M/s. Manglam Arts, Jaipur
Stand No. F02/04, Hall 4
Received by: **Mr. Chaitanya Rawat**



Fashion Accessories

GOLD



M/s. Exmart International Pvt. Ltd., Moradabad
Stand No. F02/06, Hall 4
Received by: **Ms. Preeti Jain**

SILVER



M/s. Prits Leather Art Pvt. Ltd., Noida
Stand No. F06/07, Hall 6
Received by: **Mr. Ashwani Bhatia**



BRONZE



M/s. Gayatri International, New Delhi
Stand No. F07/01, Hall 6
Received by: **Mr. Rishi Soni and Ms. Monika Soni**

Sustainable Products



**M/s. Lyke Sustainable Design Private Limited,
Mumbai**
Stand No. F01/20, Hall 4
Received by: **Ms. Arundhati Kumar**

Entrepreneur



Gunavathy, Tamilnadu
Stand : Theme Pavilion, Hall 6
Received by: **Ms. Gunavathy**



Nengneithem Hengna, Dimapur
Stand : Theme Pavilion, Hall 6
Received by:
Ms. Nengneithem Hengna



Srijan Das, Kolkata
Stand : Theme Pavilion, Hall 6
Received by: **Mr. Srijan Das**



Overseas Buyers

The buyers who have supported IFJAS are felicitated with mementos.



Mr. Katie Williamson, M/s My Doris, UK



Ms. Spyridoula Karyotou, M/s 4 Queens, Greece



Ms. Lidia Gonzalez Delgado, M/s Islas Natura, Spain



Ms. Widad Kanafani, M/s Tuilp Marketing, Netherlands

