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India's Leading Jewellery Magazine & Media

July-August 2026

GOLD OUTLOOK 2026

Market Trends,
Price Projections &
Investment Insights

BOLD DESIGNS, BRIGHT FUTURE

What's Shaping
the Next Chapter
of Jewellery

DIAMONDS REIMAGINED

Innovation, Lab Grown
& the New Luxury
Consumer

INDIA SHINES GLOBALLY

Exports, Hallmarking
& Policy Reforms
Driving Growth

RETAIL REVOLUTION

Omnichannel,
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Jio World Convention Centre- Mumbai
6th to 10th August 2026
Bombay Exhibition Centre- Mumbai

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PREMIERE, Mumbai 2026

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A Brilliant Bharat Concept

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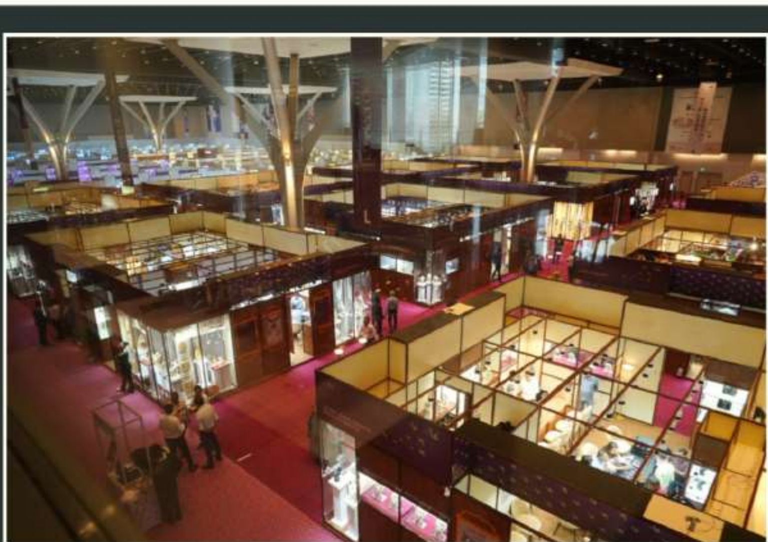

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सत्यमेव जयते

प्रधान मंत्री
Prime Minister

MESSAGE

It is encouraging to learn about the 42nd edition of the Indian International Jewellery Show (IIJS) Premiere organised by Gem & Jewellery Export Promotion Council (GJEPC) in Mumbai. It is particularly heartening to note that this event is growing into a vibrant global platform, attracting visitors and gems and jewellery enthusiasts from across the world.

India's gems and jewellery industry reflects the country's rich civilisational heritage, artistic excellence and entrepreneurial spirit. The GJEPC has consistently worked towards promoting the industry and expanding its export potential.

Our Government is committed to positioning India as a global hub for design, manufacturing and trade in the gems and jewellery sector. Targeted policy measures include boosting MSMEs, indigenous manufacturing of lab-grown diamonds, enhancing Ease of Doing Business through improved access to finance, promoting digital adoption and encouraging skill development.

The future of the industry lies in inspiring and empowering younger generations. Through its efforts to nurture young entrepreneurs, the Council is fostering innovation, fresh ideas and leadership. By encouraging talent and recognising emerging leaders, it is strengthening India's journey towards becoming a global leader in the gems and jewellery sector.

The journey towards Viksit Bharat presents immense opportunities for the gems and jewellery industry to contribute to India's economic progress while showcasing our rich cultural heritage to the world.

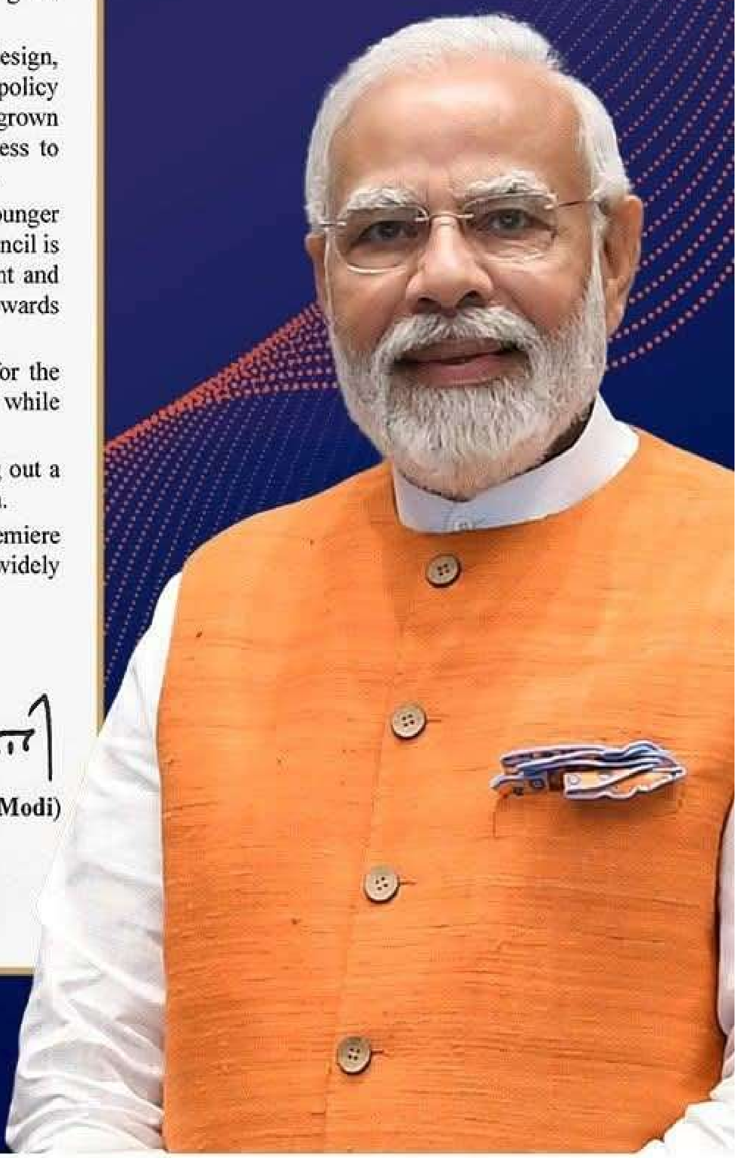
On this occasion, I also appreciate the initiative of GJEPC in bringing out a special edition of Solitaire International magazine to mark this occasion.

Greetings and best wishes to everyone participating in IIJS Premiere 2026. May the special edition of Solitaire International magazine be widely read and appreciated.

नरेन्द्र मोदी

(Narendra Modi)

New Delhi
आषाढ़ 22, शक संवत् 1948
13 July, 2026



IIJS BHARAT. WHERE GLOBAL BUSINESS HAPPENS.

IIJS Bharat PREMIERE MUMBAI 2026
INDIA INTERNATIONAL JEWELLERY SHOW

CELEBRATING 42ND EDITION 25 YEARS OF B2B SHOW FORMAT

GJEPC INDIA
Sponsored by Ministry of Commerce & Industry

निर्मला सीतारामन
वित्त एवं कॉर्पोरेट कार्य मंत्री
भारत सरकार

सत्यमेव जयते

Nirmala Sitharaman
Minister of Finance and Corporate Affairs
Government of India

27th July, 2026

MESSAGE

It is heartening to note that the Gem & Jewellery Export Promotion Council (GJEPC) is organising the 42nd edition of India International Jewellery Show (IIJS) Bharat Premiere 2026 in Mumbai.

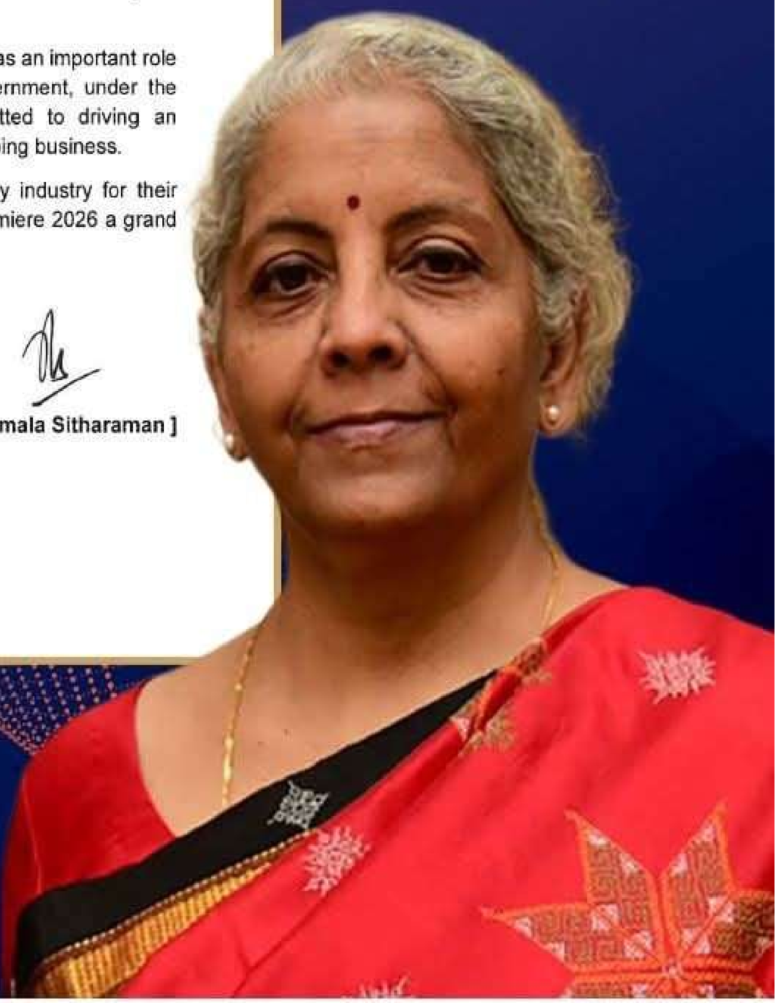
Over the years, 'IIJS Bharat Premiere' has grown into one of the world's leading business platforms for the gem and jewellery industry, bringing together manufacturers, exporters, retailers, designers and buyers from close to 80 countries. Its steady expansion reflects the scale, resilience and global competitiveness of the sector.

The gem and jewellery sector remains an important contributor to export earnings, employment and value addition. Its strength rests on the skills of lakhs of workers across the country, complemented by technology, design capabilities and robust systems of certification and quality assurance. Together, these strengths continue to reinforce buyers' confidence in global markets.

As our country advances towards a Viksit Bharat, this sector has an important role in driving manufacturing, exports and entrepreneurship. The Government, under the leadership of Hon'ble PM Shri Narendra Modi, remains committed to driving an ecosystem that supports investment, competitiveness and ease of doing business.

Congratulations to GJEPC and the entire gem and jewellery industry for their contribution to India's economic progress, and wish IIJS Bharat Premiere 2026 a grand success.

[Nirmala Sitharaman]



IIJS BHARAT. WHERE GLOBAL BUSINESS HAPPENS.

VINOD VERMA
Director & Chief-Editor

AABHUSHAN WORLD MEDIA

Editorial Page

Welcome to the latest edition of our jewelry magazine, where timeless elegance and modern innovation collide. As a leading jewelry publishing company and media group, we've always prided ourselves on providing you with the freshest insights, trend reports, and expert commentary on the ever-evolving jewelry industry. In 2026, however, we're excited to share how our platform continues to transform, bringing you even closer to the world of luxury, craftsmanship, and design through the power of digital media.

Aabhushan World is not just a Magazine, but a "Jewellery community" –
where every story, every article, and every image is a harmonious blend of luxury, tradition, and creativity.

I truly believe –
"The success of every jeweller lies in the way their story is told, and Aabhushan World is the most beautiful page of that story."

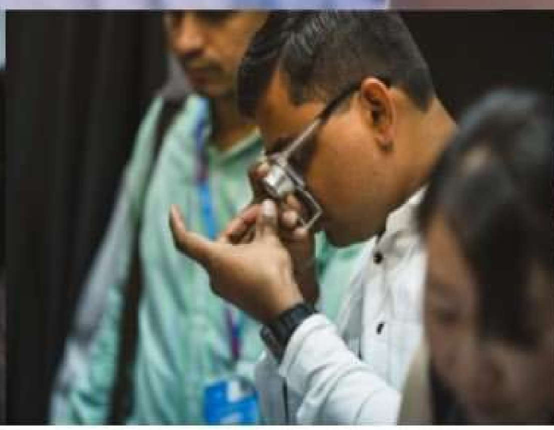
For many, jewelry is more than just an accessory–it's a reflection of identity, a symbol of love and legacy, and a testament to artistry. As trends shift and the definition of luxury grows more inclusive, one thing remains constant: jewelry's ability to captivate, inspire, and express our deepest emotions.

In this issue, we explore how established maisons and emerging designers alike are blending the old and the new. From the intricate artistry of handcrafted pieces to the cutting-edge innovations brought by 3D printing and lab-grown gems, 2026's jewelry scene is a balance of classic beauty and forward-thinking ingenuity.

I Extend My Heartfelt Gratitude to all our Readers and the Entire Jewellery Fraternity
who continue to support us in this Creative Journey.

We invite you to journey through the pages of this issue with us, celebrating the brilliance of the designers, artisans, and innovators who continue to push the boundaries of the jewelry world.

India's Leading Jewellery Media



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Industry Speaks

INSIGHTS FOR A STRONGER, BRIGHTER TOMORROW

Sustainability in Jewellery Manufacturing

"Sustainability is at the heart of the natural diamond industry, where responsible sourcing, environmental stewardship, and positive community impact are essential to building long-term consumer trust."

Amber Pepper
CEO, Natural Diamond Council

Lab-Grown Diamonds

"Gujarat powers India's diamond industry and is rapidly emerging as a global hub for lab-grown diamonds."

Shri Jayantibhai N. Savaliya
Regional Chairman, Gujarat Region

Export Growth

"June's export rebound reflects the resilience of India's gem & jewellery sector and signals renewed confidence in global markets. Strengthening demand and strategic initiatives are paving the way for sustained export growth."

Kirit Bhansali
Chairman, GJEPC

Kimberley Process

"The Kimberley Process remains committed to safeguarding the integrity of the natural diamond supply chain through international cooperation and responsible trade."

Ahmed Bin Sulayem
Chairman, Kimberley Process

Global Trade Partnerships

"The India–UK Free Trade Agreement is expected to unlock significant export opportunities, improve market access, and strengthen India's competitiveness in one of its key jewellery markets."

Kirit Bhansali
Chairman, GJEPC

Skilling & Next-Gen Talent

"Developing a skilled workforce and nurturing young talent are essential to strengthening India's leadership in the global gem and jewellery industry."

Kirit Bhansali
Chairman, GJEPC

TOGETHER TOWARDS A STRONGER,
MORE COMPETITIVE GEM & JEWELLERY INDUSTRY

GJEPC'S INDIA PAVILION & DESIGN GALLERY SHOWCASE INDIA'S CRAFTSMANSHIP, INNOVATION AND DESIGN AT JCK LAS VEGAS 2026

GJEPC marks a defining milestone this year, celebrating its 21st consecutive participation at JCK Las Vegas, the world's premier jewellery trade event. From May 29th to June 1st, 2026, at The Venetian Expo, the India Pavilion will serve as a global stage for 33 of India's most visionary member exporters. Spanning 3,900 sq. ft., the pavilion represents the "Brilliant Bharat" initiative, showcasing a transition from a manufacturing powerhouse to a global trendsetter that blends centuries-old hand skills with a sophisticated, design-first approach for the international market.

The India Pavilion was inaugurated by Dr. K.J. Srinivasa, Hon'ble Consul General of India, Los Angeles, in the presence of Mr. Kirit Bhansali, Chairman, GJEPC; Mr. Vijay Mangukiya, Convener – International Exhibitions, GJEPC; Mr. Ashish Borda, Convener – Promotions, Marketing & Business Development (PMBD), GJEPC; Mr. Mital Doshi, Convener – Banking, Insurance & Taxation Committee (BITC), GJEPC; and Mr. Sabyasachi Ray, Executive Director, GJEPC.

The pavilion's architecture across two strategic levels is designed to guide international buyers through a curated journey of Indian excellence. On Level One's Passport Section, the narrative begins with the timeless elegance of natural diamonds and the intricate artistry of studded and plain gold jewellery, reflecting India's deep-rooted connection to precious metals. The experience continues at Level Two, which serves as a specialised hub for high-end natural diamonds and couture jewellery collection. The collections speak the refined language of global aesthetics.

Another standout is the India Design Gallery at level 1-105, a showcase of specially crafted one-off jewels presented under the overarching theme, Quantum Couture. Curated by Paola De Luca, a globally recognised jewellery trend forecaster, the pieces reimagine India's rich artisanal heritage through a modern lens. The India Design Gallery spans three narratives, namely, Embroidery, Micro Painting, and Poetic Layers, each translating heritage techniques into bold, future-facing expressions of design.

Mr. Kirit Bhansali, Chairman, GJEPC, said: "For over two decades, GJEPC has maintained a strong presence at JCK Las Vegas, and our 21st year marks a significant evolution in how we present Indian craftsmanship to the world. With 33 exporters across 3,900 sq. ft., we are not just showcasing products; we are showcasing India's capability as a design-led manufacturing powerhouse. By blending our ancestral savoir-faire with modern innovation, we have ensured that the India Pavilion offers a vision of jewellery that is innovative, market-ready, and deeply rooted in excellence, reinforcing our position as the world's preferred sourcing destination."

"The India Design Gallery reflects the creative evolution of Indian jewellery, where heritage craftsmanship meets contemporary design thinking. By showcasing exceptional creations from the Artisan Jewellery Design Awards 2026, we are presenting India's growing capabilities as a global hub for design-led jewellery innovation." added Bhansali.

Commenting on GJEPC's recently announced membership of the Natural Diamond Council, Mr. Bhansali, noted: "The Natural Diamond Council plays a vital role in promoting the desirability and enduring value of natural diamonds among consumers worldwide. Our membership reflects GJEPC's commitment to supporting collective industry efforts in category marketing, consumer education and storytelling, ensuring that natural diamonds continue to resonate with a new generation of consumers across global markets."

THE **DIWALI** EDITION

GJS

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A GRAND BUSINESS TO BUSINESS EXPO
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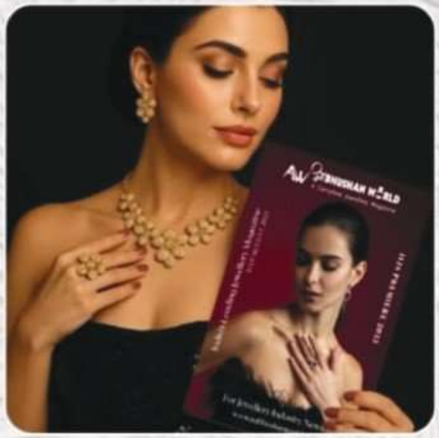

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BIS PREPARES GROUND FOR MANDATORY SILVER HALLMARKING ROLLOUT

India may move towards compulsory hallmarking of silver jewellery and artefacts as the Bureau of Indian Standards (BIS) evaluates the infrastructure and regulatory measures needed for nationwide implementation, according to The Economic Times.

BIS is studying the readiness of the hallmarking ecosystem before introducing mandatory compliance. While silver hallmarking has been available on a voluntary basis since 2005, the sector has seen increased traceability since the introduction of Hallmark Unique Identification (HUID) numbers for hallmarked silver articles in September 2025.

Silver products are sold through a wide range of retail channels and include not only jewellery but also artefacts and decorative items.

BIS Director General Sanjay Garg said the standards body is taking a measured approach to implementation, noting that systems and processes must be fully established before any mandatory framework is introduced, The Economic Times reported.

The agency plans to introduce compulsory hallmarking in stages rather than through an immediate nationwide rollout. BIS currently recognises around 230 Assaying and Hallmarking Centres (AHCs) for testing silver jewellery.

FOREVERMARK TAPS CRICKET'S STAR POWER TO POSITION DIAMONDS AS SYMBOLS OF ACHIEVEMENT

De Beers' Forevermark Diamond Jewellery has unveiled a limited-edition pendant collection in collaboration with Indian cricketer Suryakumar Yadav. The SKY × Forevermark Limited Edition Pendant features a cricket-inspired bat-and-ball motif crafted in 14-karat gold and set with a Forevermark diamond.

Limited to 25 individually numbered pieces worldwide, the collection combines fine jewellery with elements commonly associated with sports memorabilia and collectibles.

Mallikarjuna Reddy Yarabolu, Managing Director, Forevermark, De Beers India Pvt. Ltd., said, "At Forevermark Diamond Jewellery, we are constantly exploring meaningful ways to celebrate individuality, excellence and authentic achievement."

Each purchase will also include a cricket bat personally autographed by the cricketer. The limited-edition collection will be available through select Forevermark boutiques and the brand's e-commerce platform. Price details have not been disclosed.

SACHIN TENDULKAR FRONTS TANISHQ CAMPAIGN ON TRANSPARENT GOLD EXCHANGE

Tanishq has launched a new Gold Exchange campaign featuring cricket legend Sachin Tendulkar, reinforcing the brand's focus on transparency and trust in gold exchange transactions.

The initiative highlights Tanishq's Gold Exchange programme, which has served over 3.6 million customers over the years. As consumers increasingly look to unlock value from existing gold holdings amid high gold prices, the brand is positioning gold exchange as a practical route to fund new jewellery purchases, particularly for weddings and milestone celebrations.

The campaign film takes viewers through the exchange process inside a Tanishq store, showcasing each stage from purity assessment using the Karatmeter to the melting of old jewellery in full view of customers. The company said the process is designed to ensure complete transparency, with gold never leaving the customer's sight during evaluation.

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Tanishq accepts old gold from any jeweller and across purities starting from 9 karats. The company said customers can exchange broken, inherited or outdated jewellery and receive value based on prevailing gold rates without hidden deductions.

"Gold Exchange is fundamentally a trust-led decision because customers are parting with jewellery that carries both emotional and financial significance," said Arun Narayan, CEO, Jewellery Division, Titan Company Limited. "As this category becomes more mainstream, we believe the differentiator will not be the availability of exchange, but the trust in the process itself."

Tendulkar said, "In India, gold carries a deep emotional connection, tied to life's most important moments, especially weddings and family celebrations. Trust and transparency are therefore essential for people to feel confident and comfortable when they buy or exchange gold."

Key highlights:

- Over 3.6 million customers have used Tanishq's Gold Exchange programme.
- The campaign targets consumers looking to unlock the value of existing gold holdings, particularly amid high gold prices, to fund new jewellery purchases for weddings and other milestone occasions.
- The campaign film demonstrates the entire exchange process inside a Tanishq store, including:
  - Purity assessment using the Karatmeter.
  - Melting of old jewellery in front of the customer.
  - A transparent process where the gold never leaves the customer's sight during evaluation.
- Tanishq accepts:
  - Gold from any jeweller.
  - Gold with purity starting from 9 karats.
  - Broken, inherited, or outdated jewellery.
- Customers receive value based on prevailing gold rates, with no hidden deductions, according to the company.

India Shines Globally as Exports, Hallmarking, and Policy Reforms Drive Gold Industry Growth

New Delhi: India's gems and jewellery sector is strengthening its position on the global stage, supported by rising exports, expanding hallmarking coverage, and government-led policy reforms aimed at improving transparency, quality, and international competitiveness. Industry experts believe these developments are helping India reinforce its reputation as one of the world's leading hubs for gold jewellery manufacturing and exports.

Gold jewellery exports have shown renewed momentum as demand from key international markets improves and Indian manufacturers continue to diversify their product offerings. The country's skilled craftsmanship, competitive production capabilities, and growing adoption of modern technologies have enabled exporters to meet evolving global consumer preferences while maintaining high quality standards. Industry stakeholders expect exports to remain a significant contributor to economic growth and employment in the coming years.

A major milestone for the sector has been the expansion of mandatory gold hallmarking, which has significantly improved consumer confidence by ensuring the purity and authenticity of gold jewellery sold in the domestic market. The hallmarking system has encouraged greater transparency across the supply chain, strengthened trust between buyers and sellers, and aligned India's quality standards more closely with international benchmarks. As more jewellers adopt certified practices, the industry is expected to benefit from increased formalization and stronger consumer protection.

Government policy reforms have also played a crucial role in modernizing the industry. Measures focused on simplifying compliance, promoting digitalization, encouraging responsible sourcing, and enhancing ease of doing business have created a more supportive environment for manufacturers, exporters, and retailers. These initiatives are expected to improve operational efficiency, attract investment, and strengthen India's position in the global precious metals and jewellery market.

The growing emphasis on sustainability, innovation, and value-added jewellery is further enhancing India's competitive advantage. Manufacturers are increasingly investing in advanced production techniques, contemporary designs, and digital retail channels to reach a broader international customer base. This transformation is enabling Indian brands to compete more effectively in premium global markets while preserving the country's rich heritage of jewellery craftsmanship.

Despite ongoing challenges such as fluctuations in global gold prices, geopolitical uncertainty, and changing consumer spending patterns, industry analysts remain optimistic about the sector's long-term prospects. Continued export growth, wider hallmarking adoption, supportive government policies, and strong domestic demand are expected to provide a solid foundation for sustained expansion.

With a combination of traditional craftsmanship, modern manufacturing capabilities, and progressive policy support, India is well positioned to strengthen its leadership in the global gold and jewellery industry. As exports expand, quality standards improve, and reforms continue to reshape the sector, the country is expected to play an increasingly influential role in meeting global demand while driving economic growth and employment at home.

India Eyes Stronger Gem & Jewellery Trade Ties with Kyrgyzstan

A GJEPC delegation led by Sohil Kothari, Convener – SEZ Panel, concluded a market study visit to Kyrgyzstan, gaining firsthand insights into the country's jewellery retail landscape, consumer preferences and trade environment while exploring opportunities to strengthen bilateral ties between India and the Kyrgyz Republic.

Following a networking event with local industry stakeholders, the delegation visited leading retail destinations including Bergen Gold, TSUM, GUM, Dordoi Plaza and Asia Mall. The visits enabled delegates to assess product offerings, pricing, design trends and consumer demand, while interacting with local retailers to better understand the evolving jewellery market.

The delegation also met Mr. Sultan Mamatovich Akhmatov, Deputy Minister of Economy and Commerce of the Kyrgyz Republic, in a meeting facilitated by the Embassy of India in the Kyrgyz Republic. Officials from the State Customs Service, State Tax Service, Department of Precious Metals under the Ministry of Finance, KyrgyzAltyn OJSC, the Union of Jewellers and Entrepreneurs, the Turan Jewellers' Association, M.A. Fisenko and KYUZ LLC also participated.

Discussions focused on the structure of Kyrgyzstan's gems and jewellery market and opportunities to expand bilateral trade. The delegation sought clarity on import and export procedures, customs duties, tariff structures, taxation, regulatory requirements and incentives for new businesses. The meeting also provided insights into the country's infrastructure, resource availability and potential as a future manufacturing and trading hub.

As part of the study tour, the delegation visited Alten, one of the region's largest gold and studded jewellery manufacturers based in Almaty, Kazakhstan. The factory visit offered an overview of regional manufacturing capabilities, production processes, quality standards and product offerings.

The market study found that silver jewellery set with cubic zirconia, 14K plain gold jewellery and 18K diamond jewellery dominate the retail market. Much of the jewellery sold in Kyrgyzstan is imported from Russia and Turkey. At the same time, gemstone jewellery manufactured in Jaipur was widely available across several retail outlets, reflecting an established presence for Indian products.

Overall, the study reinforced Kyrgyzstan's potential as an emerging trading partner for India's gems and jewellery industry. Engagements with government agencies and industry stakeholders highlighted a supportive policy environment, improving infrastructure and opportunities to expand bilateral trade and investment.

The GJEPC delegation's market study confirmed that Kyrgyzstan presents promising opportunities for India's gems and jewellery industry. Strong demand for quality jewellery, an improving business environment, and constructive engagement with government and industry stakeholders indicate significant potential for expanding bilateral trade and investment. The presence of Indian gemstone jewellery in the market, combined with prospects for greater collaboration in manufacturing, trade, and distribution, positions Kyrgyzstan as an emerging strategic partner for India in the Central Asian jewellery sector.

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GJEPC INVITES HON'BLE FINANCE MINISTER TO IIJS BHARAT PREMIERE 2026, SEEKS EXPORT-FOCUSED REFORMS

GJEPC's leadership including Kirit Bhansali, Chairman; Shaunak Parikh, Vice Chairman; Sabyasachi Ray, Executive Director; and K.K. Duggal, Director – Trade & Policy, held a meeting with Smt Nirmala Sitharaman, Hon'ble Union Minister of Finance and Corporate Affairs, in New Delhi on 22 July to brief her on the current status of the gem and jewellery industry and discuss key policy priorities.

The Chairman thanked Smt Sitharaman for the Government's continued support and invited her to visit IIJS Bharat Premiere 2026 and interact with India's gem and jewellery exporters.

To strengthen the sector's global competitiveness, GJEPC submitted the following key recommendations:

- Include the gem and jewellery sector under the Sale from SEZ to DTA framework.
- Permit reverse job work for SEZ units.
- Promulgate the Risk Management System - (RMS) for Customs appraisal of gem and jewellery parcels to enable faster clearances.
- Ensure uninterrupted availability of duty-free gold, silver and platinum for exports by notifying GST relief at the import stage for Nominated Agencies.
- Notify IIGJ-Udupi as a Centre of Excellence for Skill Development to strengthen the industry's talent pipeline.

The Hon'ble Finance Minister gave a patient hearing to the delegation and assured them that each of the issues raised would be examined.

Kalyan Jewellers Appoints Sara Ali Khan as Brand Ambassador

Kalyan Jewellers has appointed Bollywood actor Sara Ali Khan as its new brand ambassador, expanding its roster of celebrity faces that already includes Amitabh Bachchan and Katrina Kaif. The move is aimed at strengthening the jewellery retailer's appeal among younger consumers while reinforcing its brand positioning across India and international markets.

The company said Sara Ali Khan will feature in upcoming integrated marketing campaigns spanning television, digital, print, outdoor and in-store platforms, showcasing Kalyan Jewellers' jewellery collections for various occasions.

Announcing the partnership, Ramesh Kalyanaraman, Executive Director, Kalyan Jewellers, said, "At Kalyan Jewellers, we celebrate the values, relationships and milestones that jewellery comes to represent in people's lives. Sara embodies a refreshing balance of confidence and authenticity. She represents a new generation of Indian women who are intellectually curious, culturally rooted and unapologetically themselves. That makes her a natural fit for Kalyan Jewellers and the values we have stood for over the years. We are delighted to welcome her to the Kalyan family and look forward to a meaningful association."

Founded in 1993, Kalyan Jewellers operates an extensive retail network across India, the Middle East, the US and the UK.

Gold Outlook 2026: Market Trends, Price Projection & Investment Insights

Gold remains one of the world's most trusted safe-haven assets in 2026, supported by persistent geopolitical uncertainty, central bank buying, and its role as a hedge against inflation and financial market volatility. After reaching record highs earlier in the year, gold prices have experienced periods of correction as investors reassessed expectations for interest rates, inflation, and global economic growth. Despite short-term fluctuations, analysts believe the long-term outlook remains constructive due to strong structural demand and continued economic uncertainty. Central banks across emerging and developed economies continue to add gold to their reserves, reinforcing confidence in the precious metal and providing a strong foundation for prices. At the same time, investment demand through physical bullion and gold-backed exchange-traded funds (ETFs) remains resilient, even as high prices have slowed jewellery demand in major consumer markets such as India and China.

Monetary policy continues to be the most influential factor shaping gold's performance in 2026. Market participants are closely watching decisions by the U.S. Federal Reserve and other major central banks, as changes in interest rates directly affect investor sentiment toward non-yielding assets like gold. Expectations of lower interest rates generally support higher gold prices by reducing the opportunity cost of holding the metal, while prolonged higher rates may limit upside potential. Inflation trends, the strength of the U.S. dollar, and Treasury yields also remain key drivers. A weaker dollar typically boosts international demand for gold, whereas a stronger dollar can place temporary pressure on prices. Investors are also monitoring employment data, inflation reports, and economic growth indicators to assess the future direction of monetary policy.

Market forecasts for 2026 remain mixed, reflecting uncertainty surrounding the global economy. According to recent analyst surveys, the average gold price is expected to remain at historically elevated levels, supported by sustained central bank purchases and ongoing investment demand. Some investment banks have projected further upside under scenarios involving slower economic growth, rising geopolitical tensions, or additional monetary easing, while others expect gold to trade within a broad range as markets adjust to changing macroeconomic conditions. Although precise price targets differ, most analysts agree that gold will continue to play an important role in diversified investment portfolios.

From an investment perspective, gold continues to offer several strategic benefits. It serves as an effective portfolio diversifier, helps preserve wealth during periods of inflation, and provides protection against financial market uncertainty. Long-term investors often view gold as a defensive asset capable of reducing overall portfolio risk, while short-term traders focus on economic data releases, central bank announcements, and geopolitical developments that can influence price movements. However, investors should also recognize the risks associated with gold, including potential declines if global economic conditions improve significantly, interest rates remain high for an extended period, or the U.S. dollar strengthens further.

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GJEPC Chairman Shri Kirit Bhansali Joins Hon'ble Commerce & Industry Minister's High-Level India-EU Trade Mission

AW NEWS: Shri Kirit Bhansali, Chairman, GJEPC, represented the Indian gem and jewellery industry as part of the high-level business delegation accompanying Shri Piyush Goyal, Union Minister of Commerce & Industry, during his official visit to Spain, Belgium and Finland from 13-17 July 2026. The multi-country mission was aimed at strengthening India's economic partnerships with the European Union through deeper collaboration in trade, investment, technology, innovation and sustainability, while advancing discussions around the proposed India-EU Free Trade Agreement (FTA).

The delegation participated in business forums, industry interactions and government engagements across the three countries to expand commercial partnerships and position India as a trusted long-term economic partner for Europe. For the gem and jewellery sector, the visit underscored the significant opportunities expected to emerge from the India-EU FTA, which is projected to provide zero-duty access for Indian gem and jewellery exports across all 27 EU member states. GJEPC estimates the agreement could help double India-EU gem and jewellery trade to US$10 billion within the next three years.

The Europe outreach commenced in Spain, where the delegation explored new trade opportunities in a market that imported US$4.62 billion-worth of gems and jewellery globally, with India ranked among its leading suppliers in several product categories.

In Brussels on 15 July, Shri Kirit Bhansali joined Shri Piyush Goyal, Hon'ble Minister of Commerce & Industry; Dr. S. Jaishankar, Hon'ble Minister of External Affairs; Shri Jitin Prasada, Hon'ble Minister of State for Electronics & Information Technology and Commerce & Industry; and Ms. Karen Rentmeesters, CEO, Antwerp World Diamond Centre (AWDC), at the Exclusive Business Roundtable hosted by the Federation of Enterprises in Belgium (VBO FEB). The roundtable brought together senior Indian and European business leaders to discuss trade facilitation, investment, resilient supply chains and digital innovation. Rajesh Kalyanaraman, Executive Director, Kalyan Jewellers, was also present.

Shri Bhansali also took part in the India-EU Business Roundtable hosted by BusinessEurope, where deliberations focused on strengthening the next phase of the India-EU economic partnership, unlocking opportunities arising from the proposed FTA, enhancing regulatory cooperation, promoting sustainability, encouraging investment and driving innovation. The programme included interactions with leading European business federations and sectoral associations to identify practical measures for expanding bilateral trade and investment.

During the Brussels visit, the delegation also engaged with the Antwerp World Diamond Centre (AWDC) to explore opportunities for deeper collaboration between the Indian and Belgian diamond industries in technology, traceability, sustainability and value addition. The engagement reaffirmed the strategic importance of the Mumbai-Surat-Antwerp diamond corridor, one of the world's oldest and most integrated diamond value chains.

Belgium remains one of India's largest export markets for cut and polished diamonds, with India's gem and jewellery exports to Belgium reaching US$1.61 billion in 2025-26, including US$1.39 billion in cut and polished diamonds. India is also Belgium's largest supplier of cut and polished diamonds, gold jewellery and lab-grown diamonds.

Shri Kirit Bhansali, Chairman, GJEPC, said, "This visit demonstrated that India and Europe are becoming stronger and more trusted economic partners. The proposed India-EU Free Trade Agreement has the potential to be a game changer for the gem and jewellery sector by improving market access, enhancing our competitiveness and creating new opportunities for collaboration across the value chain. As Europe looks to build resilient and transparent supply chains, India is well positioned to be its trusted partner, backed by world-class manufacturing, leadership in natural and lab-grown diamonds, and a strong commitment to responsible sourcing. GJEPC looks forward to working with industry and government stakeholders across Europe to translate these engagements into long-term trade and investment partnerships."

BOLD DESIGN, BRIGHT FUTURE: INDIA'S GOLD AND JEWELLERY INDUSTRY SETS THE NEXT CHAPTER OF ITS JOURNEY

India's gold and jewellery industry is entering a new phase of transformation, driven by a combination of innovative design, evolving consumer preferences, technological advancement, and supportive policy initiatives. As one of the world's largest markets for gold consumption and jewellery manufacturing, the sector is increasingly focusing on value creation through design excellence, sustainability, quality assurance, and global competitiveness. Industry leaders believe that this strategic shift is laying the foundation for the next chapter of India's growth story in the global jewellery landscape.

As India continues to blend heritage with innovation, the country's gold and jewellery industry is positioning itself for a bold and resilient future. By prioritizing world-class design, trusted quality, responsible business practices, and global market expansion, the sector is not only strengthening its international standing but also shaping the next chapter of its journey—one defined by creativity, confidence, and sustainable growth. With its unique combination of skilled craftsmanship, modern manufacturing, and forward-looking policies, India is well placed to remain a global leader in the gold and jewellery industry for years to come.

Traditionally recognized for its rich craftsmanship and cultural heritage, the Indian jewellery industry is now embracing modern design philosophies to appeal to both domestic and international consumers. Manufacturers are investing in research, product development, and advanced manufacturing technologies to create lightweight, contemporary, and customized jewellery collections that align with changing fashion trends. This transition is helping Indian brands strengthen their presence in premium global markets while continuing to preserve the country's centuries-old artisanal traditions.

The sector is also benefiting from a stronger emphasis on transparency and quality. The wider adoption of hallmarking has improved consumer confidence by assuring the purity of gold jewellery, while digital technologies are enabling greater traceability and operational efficiency across the supply chain. These developments have enhanced trust among consumers and strengthened India's reputation as a reliable source of high-quality jewellery for international buyers.

Government reforms aimed at improving the ease of doing business, promoting exports, encouraging formalization, and supporting digitalization have further accelerated the industry's transformation. Policy measures focused on strengthening manufacturing capabilities and expanding market access are expected to enhance India's competitiveness in global trade. Exporters continue to diversify their product portfolios and explore new international markets, helping reduce dependence on traditional destinations while creating fresh growth opportunities.

Sustainability has also emerged as a defining theme for the industry's future. Jewellery manufacturers are increasingly adopting responsible sourcing practices, improving environmental performance, and investing in ethical production standards that meet the expectations of global consumers.

Industry experts believe that innovation in design will remain one of the strongest competitive advantages for Indian manufacturers. Younger consumers increasingly seek jewellery that reflects individuality, versatility, and everyday wearability, encouraging brands to develop products that combine traditional craftsmanship with contemporary aesthetics. This evolution is expanding the customer base while creating new opportunities across luxury, bridal, fashion, and investment jewellery segments.

Despite challenges such as fluctuations in global gold prices, geopolitical uncertainty, and changing consumer spending patterns, the long-term outlook for the sector remains positive. Strong domestic demand, growing exports, improved quality standards, and continued investment in technology are expected to support sustainable growth over the coming years.

IIJS BHARAT RETAILERS' CONNECT IN AMRITSAR DRAWS 160+ ATTENDEES, HIGHLIGHTS EXPORT OPPORTUNITIES

More than 160 jewellery retailers and industry stakeholders attended the IIJS Bharat Retailer Connect held in Amritsar on 11 July 2026. Organised with the support of the Swarankar Sangh Punjab, the programme focused on expanding industry outreach, promoting exports, and encouraging local jewellers to explore opportunities in international markets.

Addressing the gathering, Antarpal Singh Sawhney, Regional Chairman - North, GJEPC, outlined the Council's key initiatives, including IJEX, Dubai, and the Bharat Ratnam Mega Common Facility Centre. He stressed GJEPC's continued focus on strengthening India's gem and jewellery exports and encouraged retailers to consider transitioning into exporters. Sawhney also urged participants to attend IIJS Bharat Premiere 2026 to benefit from its extensive business networking opportunities, product showcases and commercial prospects.

Providing an overview of IIJS Bharat Premiere 2026, Pranabes Hazra, Chief Manager, GJEPC, highlighted the exhibition's scale, international buyer participation and the business advantages it offers exhibitors and visitors. He explained how the show serves as a key platform for sourcing, networking and expanding market reach.

The programme also featured a dedicated session on MSME support by Sanjay Madaan, Chief Manager, GJEPC. He outlined various government schemes available to the gem and jewellery sector, explained eligibility requirements, and highlighted how MSME registration can help businesses access financial and operational benefits while improving their competitiveness.

GJEPC SEMINAR IN VARANASI SPOTLIGHTS IIJS GROWTH PLATFORM & EXPORT OPPORTUNITIES FOR MSME JEWELLERS

The Gem & Jewellery Export Promotion Council (GJEPC), in association with the All India Jewellers and Goldsmith Federation (AIJGF), organised a seminar on "Export Opportunities for MSMEs and IIJS Retail Connect" in Varanasi on 12 July, attracting over 100 members of the jewellery trade. The event aimed to help MSME jewellers explore global export opportunities while highlighting how IIJS Retail Connect supports business growth in domestic and international markets.

Mansukh Kothari delivered a detailed presentation on the India International Jewellery Show (IIJS), describing it as a premier business platform for the Indian gem and jewellery industry. He explained that participation in IIJS enables businesses to build valuable networks, access new markets, strengthen buyer-seller relationships and achieve sustainable growth.

Mithilesh Pandey, Senior Director, GJEPC, outlined the Council's initiatives to strengthen India's gem and jewellery export ecosystem. He guided participants through the essentials of starting an export business, including obtaining an Import Export Code (IEC), GST registration and meeting statutory compliance requirements. He also highlighted GJEPC initiatives such as IJEX, e-commerce opportunities through platforms like eBay, international trade exhibitions, overseas market access, Free Trade Agreements (FTAs), MSME support schemes and government assistance. The seminar concluded with an interactive Q&A covering exports, MSME schemes, business expansion, the GJEPC Parichay Card and Health Insurance Scheme.

GJEPC CONNECTS WITH BANGLADESH'S TOP JEWELLERY BUYERS AHEAD OF IIJS 2026

GJEPC has launched an extensive buyer outreach campaign across Bangladesh to strengthen trade ties and drive participation at IIJS Bharat Premiere 2026, India's largest B2B gems and jewellery exhibition. The initiative aims to engage leading retailers, wholesalers, importers and buyers from one of South Asia's fastest-growing jewellery markets.
Led by Kaushik Ghosh, Regional Director – Kolkata, GJEPC, the campaign includes meetings with H.E. Shri Dinesh Trivedi, High Commissioner of India to Bangladesh, the President and Executive Committee of the Bangladesh Jewellers' Association (BAJUS), as well as key industry stakeholders across Dhaka, Narayanganj, Cumilla, Feni, Noakhali, Rajshahi, Chittagong and other major jewellery trading centres.

GJEPC is showcasing the wide sourcing opportunities available at IIJS Bharat Premiere 2026, spanning gold jewellery, natural diamonds, coloured gemstones, silver jewellery, lab-grown diamonds, machinery, technology and allied industry segments. The Council is also reinforcing India's position as a trusted sourcing destination for the Bangladesh jewellery trade.

As part of the outreach, GJEPC is inviting some of Bangladesh's leading jewellery companies, including Apan Jewellers, Amin Jewellers, Jarwa House, Sharmin Jewellers, Shananda Jewellers, Venus Jewellers, Diamond World, Alankar Niketan, Alvi Jewellers, Azam Khan Jewellers and Ria Jewellers, along with other prominent retailers and wholesalers, to visit IIJS Bharat Premiere 2026 in Mumbai.

Bangladesh's jewellery market continues to expand on the back of rising disposable incomes, a strong wedding market and growing demand for premium jewellery. While gold jewellery remains the dominant category, demand for natural diamond jewellery is steadily increasing among organised retailers and established brands, presenting new business opportunities for Indian manufacturers.

Through direct engagement with the Bangladesh jewellery fraternity, GJEPC aims to deepen commercial partnerships, expand cross-border trade and encourage stronger buyer participation at IIJS Bharat Premiere 2026.

Conclusion

GJEPC's buyer outreach campaign in Bangladesh underscores its commitment to strengthening bilateral trade and expanding business opportunities between the two countries' jewellery industries. By engaging key industry stakeholders and promoting the diverse sourcing opportunities at IIJS Bharat Premiere 2026, the Council aims to attract greater participation from Bangladeshi buyers, foster long-term commercial partnerships, and reinforce India's position as a preferred sourcing hub for gems and jewellery in the South Asian market.

JEWELSTART INNOVATION CHALLENGE ENTERS EVALUATION STAGE AS GJEPC, SINE IIT BOMBAY SHORTLIST 27 STARTUPS

The inaugural JewelStart 2026 Industry Innovation Challenge has moved into its next phase with GJEPC and SINE IIT Bombay commencing the evaluation of shortlisted startups through a three-day virtual pitch round. The initiative aims to identify practical technology-led solutions to some of the gem and jewellery industry's most pressing operational challenges.

The evaluation round, being held from 15 to 17 July, follows months of industry consultation that began with the collection of more than 90 problem statements from manufacturers, retailers, innovators and other stakeholders. Working jointly with SINE IIT Bombay, these were refined into 22 priority challenges, which formed the basis of the first JewelStart Innovation Challenge.

The challenge attracted over 120 startup applications, of which 62 complete submissions were received. Following an initial screening process, 27 startups have advanced to the virtual pitch stage, where they will present their solutions before an expert jury.

Addressing the opening session, Vikrant Pradhan, Director – Events, GJEPC, said the initiative was designed to connect the industry's real-world challenges with India's innovation ecosystem.

Six months ago, we reached out to around 50 companies and gathered more than 90 problem statements from across the industry. Together with SINE IIT Bombay, these were narrowed down to the most critical challenges. The objective was simple: bring the best minds from outside the industry to develop solutions that can solve these problems. From over 120 applications, we have shortlisted 27 startups, and ultimately only seven will be selected to move forward," Pradhan said.

The seven finalists will present their innovations during Demo Day on 8 August 2026, where they will showcase their solutions to leading jewellery companies, investors and mentors. Beyond recognition, the selected startups will receive opportunities for industry mentorship, investment access and incubation support to help commercialise their technologies.

Disha Kadam, Program Manager and Coordinator at SINE IIT Bombay, outlined the evaluation framework. She said the shortlisted startups would be assessed on five parameters worth 20 marks each: Product & Solution Offering, Innovation, Alignment with the Industry Problem Statement, Team Capability to Execute, and Incubation Readiness. Each startup had 15 minutes, comprising an eight-minute presentation followed by a seven-minute Q&A session with the jury.

The evaluation process also emphasised two key considerations: the practical relevance of each solution for the gem and jewellery industry, and the startup's readiness to benefit from the JewelStart incubation programme.

The JewelStart Innovation Challenge was launched earlier this year by GJEPC in partnership with SINE IIT Bombay to encourage startups to develop solutions across manufacturing, retail and supply chain operations. The programme forms part of GJEPC's broader effort to accelerate innovation and technology adoption across India's gem and jewellery sector.

Conclusion

The JewelStart 2026 Industry Innovation Challenge marks a significant step in driving innovation within India's gem and jewellery sector by connecting industry challenges with startup-led technological solutions. Through its partnership with SINE IIT Bombay, GJEPC is fostering a collaborative ecosystem that supports innovation, incubation, and commercialization. As the competition advances toward Demo Day, the initiative is expected to accelerate technology adoption, improve operational efficiency, and strengthen the industry's long-term competitiveness through practical, scalable solutions.

MEHUL SHAH ELECTED PRESIDENT OF WORLD FEDERATION OF DIAMOND BOURSES (WFDB)

MEHUL SHAH, VICE PRESIDENT OF BHARAT DIAMOND BOURSE, HAS BEEN ELECTED PRESIDENT OF THE WORLD FEDERATION OF DIAMOND BOURSES (WFDB), THE APEX GLOBAL BODY OF THE DIAMOND TRADE COMPRISING 26 DIAMOND BOURSES FROM ACROSS THE GLOBE AND SIX AFFILIATED MEMBERS. THE ELECTION TOOK PLACE ON MONDAY, JULY 12, DURING THE ONGOING WORLD DIAMOND CONGRESS WHICH IS CURRENTLY UNDERWAY IN SINGAPORE.

Leaders of the 21 global diamond bourses attending the Congress voted to elect the new office bearers.
Mehul Shah was elected from among 3 candidates by a significant majority in the very first round. Luigi Cosma, President Borsa Diamanti d'Italia, and Philippe Barsamian of Antwerp were elected Vice Presidents of WFDB. They have supported Shah's vision for the Federation.
The election of Shah is an important milestone for the Indian diamond industry and opens a new chapter for the country to play a key role in taking the global diamond industry forward.
Thanking the delegates and Presidents of global diamond bourses, Shah said, "This is a victory for India. I am humbled by this appointment and proud to have represented India, as Bharat Diamond Bourse and The Gem & Jewellery Export Promotion Council on the international stage."
"My sincere thanks also to BDB President Anoop Mehta and Saunak Parikh, Vice Chairman, GJEPC, who guided me and were always there providing support in Singapore," he added.
Shah also said that this new responsibility given to him is rooted in his journey of 46 years of commitment to the natural diamond industry.
He assured the members of the industry, "As the delegates to the Congress deliberate over the way forward in a challenging global market, I am confident that the discussions in Singapore will lead to meaningful outcomes. The new leadership team at WFDB is committed to taking forward the vision of the Congress and building a stronger future for the industry."

GJEPC DELEGATION EXPLORES TRADE OPPORTUNITIES WITH UZBEKISTAN AT TASHKENT

A 10-member Indian gems and jewellery delegation participated in a high-level networking event in Tashkent, Uzbekistan, engaging with more than 60 stakeholders from the jewellery trade, government bodies, customs authorities and industry associations to strengthen bilateral trade ties.

The Indian delegation was led by Sohil Kothari, Convenor – SEZ Sub-committee, GJEPC, who outlined the objectives of the visit and reaffirmed India's commitment to expanding cooperation with Uzbekistan's gems and jewellery sector.
The event opened with a welcome address by Her Excellency Smt Smita Pant, Ambassador of India to Uzbekistan, who emphasised the importance of closer economic engagement between the two countries.

Among the key dignitaries in attendance were Roziboyev, Head of the Department of Supporting Business at the Customs Committee of Uzbekistan, along with other Customs Committee officials; Alisher Shaykhov, Advisor to the Chairman of the Chamber of Commerce and Industry of Uzbekistan; and Nodir Mirahmedov, Chairman of the Jewellery Association of Uzbekistan.

During the networking session, the GJEPC delegation showcased India's strengths across the gems and jewellery value chain, highlighting the country's manufacturing capabilities, export expertise and comprehensive industry ecosystem. The presentation also focused on opportunities to deepen trade cooperation, facilitate business partnerships and enhance collaboration between Indian and Uzbek jewellery companies.

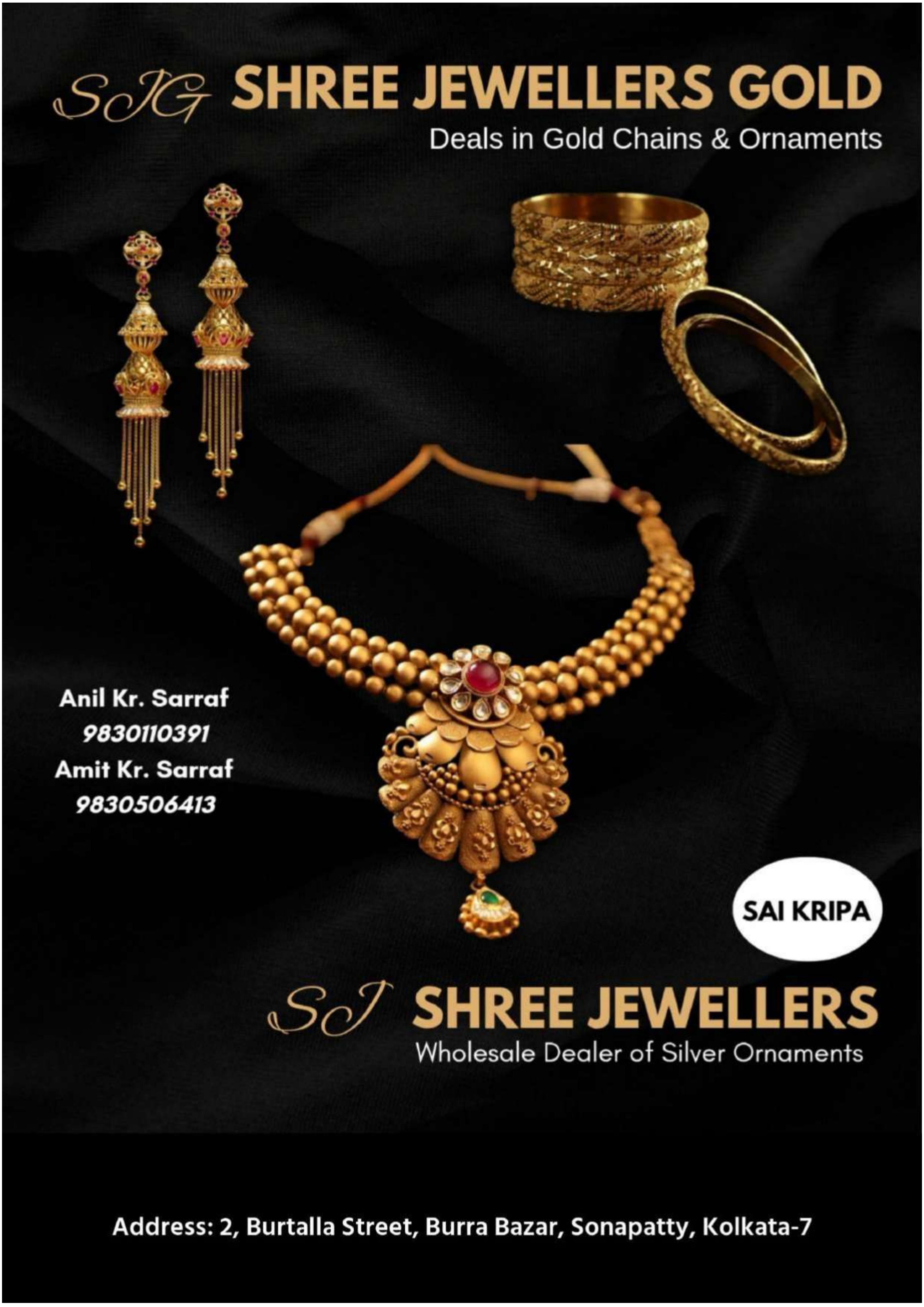
IIJS BHARAT RECEIVES SPECIAL LEGACY HONOUR AT EXHIBITION EXCELLENCE AWARDS 2026

IIJS Bharat, organised by GJEPC, has been conferred the prestigious Special Legacy Honour at the Exhibition Excellence Awards 2026, marking the third consecutive year that the show has received recognition at the industry awards.
The honour recognises IIJS Bharat's enduring contribution to the exhibition industry and its evolution over the past 42 years into one of the world's leading B2B sourcing platforms for the gem and jewellery trade.
The award was accepted by Shamal Pote, Director – National Exhibitions, GJEPC, on behalf of the Council. "The recognition reflects the continued support and confidence of exhibitors, domestic and international visitors, industry stakeholders and partners who have contributed to the growth of IIJS Bharat over the decades," he said.
The show has played a significant role in connecting manufacturers, wholesalers, retailers and international buyers, while showcasing India's strengths as a global jewellery hub.

IGI HONOURS GJEPC CHAIRMAN KIRIT BHANSALI WITH DIAMOND TRIBUTE AWARD

Kirit Bhansali, Chairman, GJEPC, was honoured with the Diamond Tribute Award by IGI at the D Show Goa 2026 in recognition of his immense contribution to India's diamond and jewellery industry.
K. Srinivasan, Convener, Gold Panel, GJEPC, and Chairman, Emerald Jewel Industry India Ltd., was also honoured with the award for his significant contribution to the jewellery industry.

The award was presented by Tehmasp Printer, Global CEO, IGI, during the Tribute Awards ceremony held at D-Show, Goa.
The honour recognises Bhansali's leadership in strengthening India's position as a global leader in gems and jewellery, driving export growth, expanding international market opportunities, and championing the interests of the industry and exporters.
The awards were instituted as a tribute to individuals whose leadership, vision and contribution have left a lasting impact on the gem and jewellery industry.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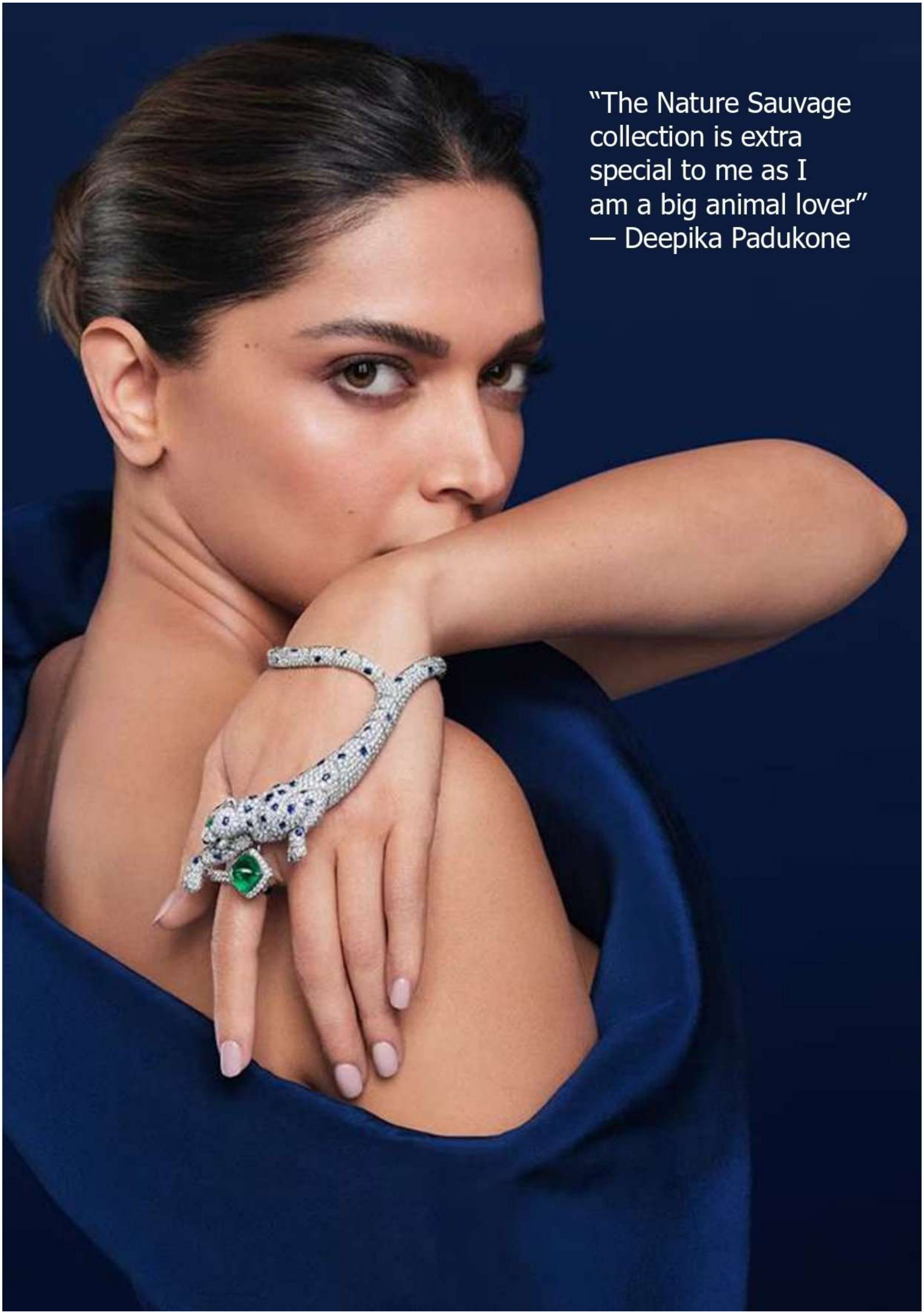
Zendaya Maree Stoermer Coleman

The new jewellery brand face

Zendaya's unstoppable rise in Hollywood has made her the perfect muse for luxury jewellery brands. With her elegance, youth, and powerful global presence, she is redefining glamour for a new generation. Today, she stands as one of the most sought-after faces in fashion and fine jewellery campaigns.


"The Nature Sauvage collection is extra special to me as I am a big animal lover"
— Deepika Padukone

CARTIER

NATURE SAUVAGE

Cartier unveils its breathtaking Nature Sauvage collection, a bold celebration of the wild and untamed beauty found in nature. Blending creative imagination with exquisite craftsmanship, the collection transforms powerful animal figures into stunning high jewellery pieces. Every creation — from majestic big cats to exotic birds — reflects Cartier's artistic excellence and deep respect for the natural world.

Representing the spirit of Nature Sauvage is global icon Deepika Padukone. With her natural elegance and strength, Deepika brings a modern energy to the collection, embodying both fierceness and sophistication. From intricate necklaces inspired by zebras and crocodiles to dazzling rings capturing the vibrancy of tropical creatures, each piece tells a story of freedom, boldness, and artistry.

New perspective on the Cartier Fauna, through new and unexpected encounters

Deepika's personal love for animals makes her association with Nature Sauvage even more meaningful. Her presence not only amplifies the collection's message but also bridges Cartier's historic legacy with today's powerful, expressive femininity. Nature Sauvage is more than jewellery — it's a tribute to nature's raw, mesmerizing charm, worn by a woman who embraces her wild beauty with pride.

UNEXPECTED WONDERS

Bulgari's Unexpected Wonders collection captures the extraordinary joy hidden in everyday moments. Inspired by life's spontaneous magic, the collection features radiant gemstones, bold designs, and a spirit of pure Italian sophistication. Each piece celebrates the wonder that unfolds when elegance meets surprise. Worn by icons like Priyanka Chopra Jonas and Zendaya, Unexpected Wonders invites us to embrace life's brilliance — whenever and wherever it appears. It is a reminder that true beauty often arrives when we are simply open to the unexpected.

Luxury jewellery houses have been quick to recognize Zendaya's undeniable influence. She became the radiant face of Bulgari, embodying the brand's bold spirit and timeless elegance. Her campaigns, filled with effortless sophistication, have connected Bulgari's heritage with a younger, more diverse audience.

In addition to Bulgari, Zendaya has dazzled in iconic pieces from Cartier and Valentino, bringing a modern, fearless energy to traditional luxury. Her collaborations are not just about showcasing jewels — they are about telling stories of empowerment, confidence, and individuality. Whether gracing red carpets or magazine covers, Zendaya's impact has made high jewellery feel more accessible and aspirational to the new generation.

More than just a model, Zendaya represents the future of luxury branding: authentic, inclusive, and inspiring. Her partnerships reflect a shifting industry landscape where charisma and narrative matter as much as beauty and style.

Zendaya's partnerships with iconic jewellery houses signal a shift toward modern luxury. Her blend of authenticity and elegance makes her the perfect muse, redefining how jewellery connects with a new generation of global icons. With her rising influence, brands are finding fresh ways to tell their timeless stories through her.

A LEGACY OF MAGNIFICENCE

BULGARI

At the helm of Bulgari stands Jean-Christophe Babin, a visionary leader whose influence has redefined the very spirit of the Italian maison. Since joining Bulgari as CEO in 2013, Babin has steered the brand into a new era of innovation, creativity, and global expansion, while preserving the soul of Roman craftsmanship that has defined Bulgari for more than 130 years. With a career spanning decades in the luxury industry, Babin brings a deep understanding of how tradition and modernity can coexist beautifully, creating a blueprint for timeless elegance.

Under Babin's leadership, Bulgari has strengthened its identity as a pioneer in fine jewellery, watches, and high-end hospitality. His strategic vision focuses on blending bold design with heritage, ensuring that every piece embodies the maison's spirit of audacity and beauty. Babin has been instrumental in expanding Bulgari's presence in new markets, launching spectacular high jewellery collections, and embracing new technologies to offer unparalleled transparency and sustainability practices.

Jean-Christophe Babin

A strong advocate for innovation, Babin introduced initiatives like Bulgari's commitment to carbon neutrality and ethical sourcing of gemstones. He has also overseen key creative collaborations and pushed the brand's storytelling onto a global stage, attracting a new generation of luxury enthusiasts. Through his dynamic leadership, Bulgari has not only grown commercially but also emotionally, staying intimately connected with its clients' dreams and aspirations.

Jean-Christophe Babin's philosophy is simple yet powerful — to transform Bulgari into a symbol of contemporary magnificence, rooted deeply in Rome's eternal spirit. His passion for excellence, artistry, and human connection continues to illuminate Bulgari's path, ensuring that every creation is not just an object of beauty but a lasting experience of wonder.

Beyond just business, Babin's passion for art, architecture, and culture resonates deeply with Bulgari's Roman DNA. His leadership embodies a rare balance of innovation and heritage, ensuring that every Bulgari creation is not only a masterpiece of design but also a celebration of timeless Italian grandeur.

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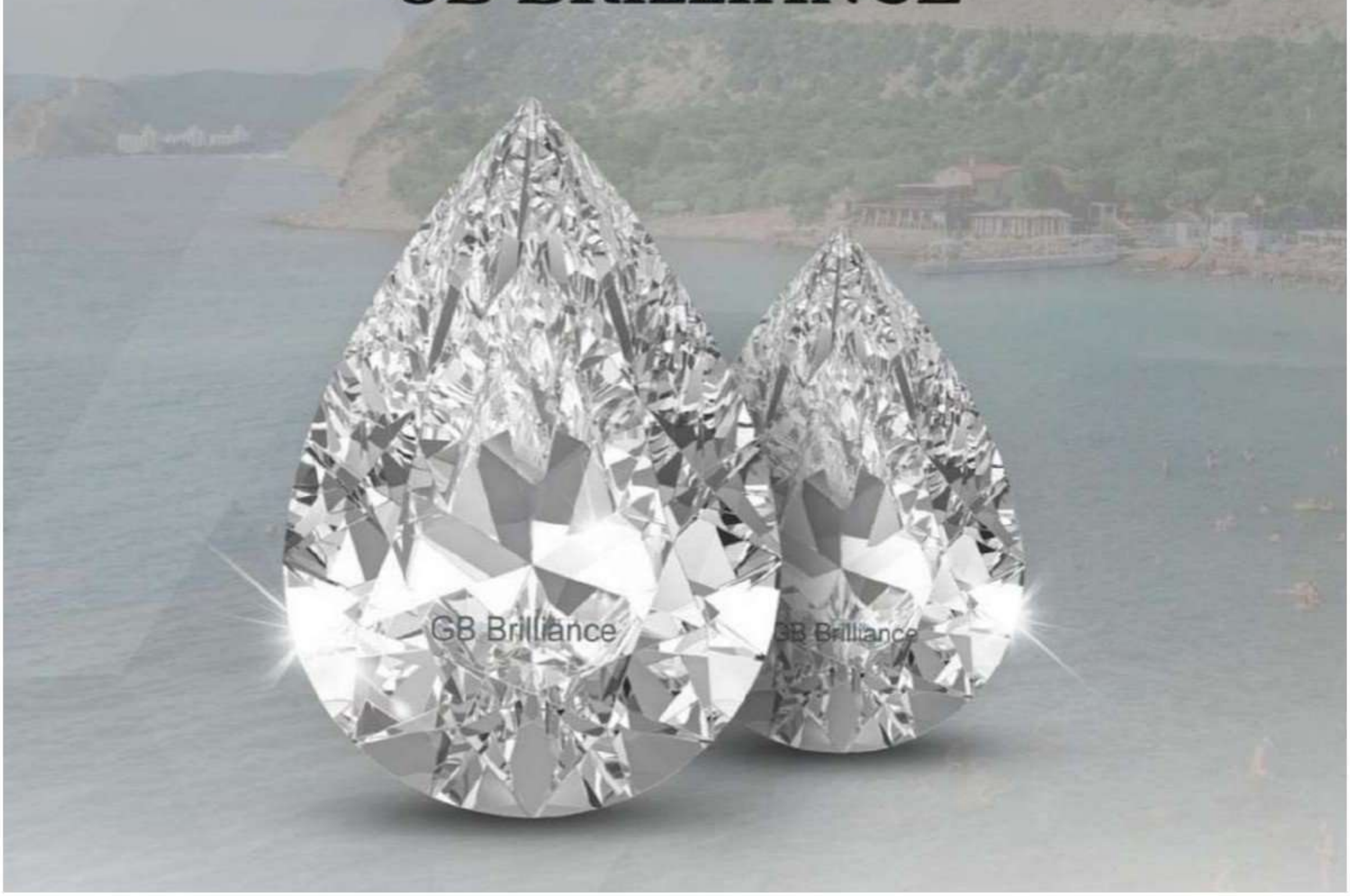


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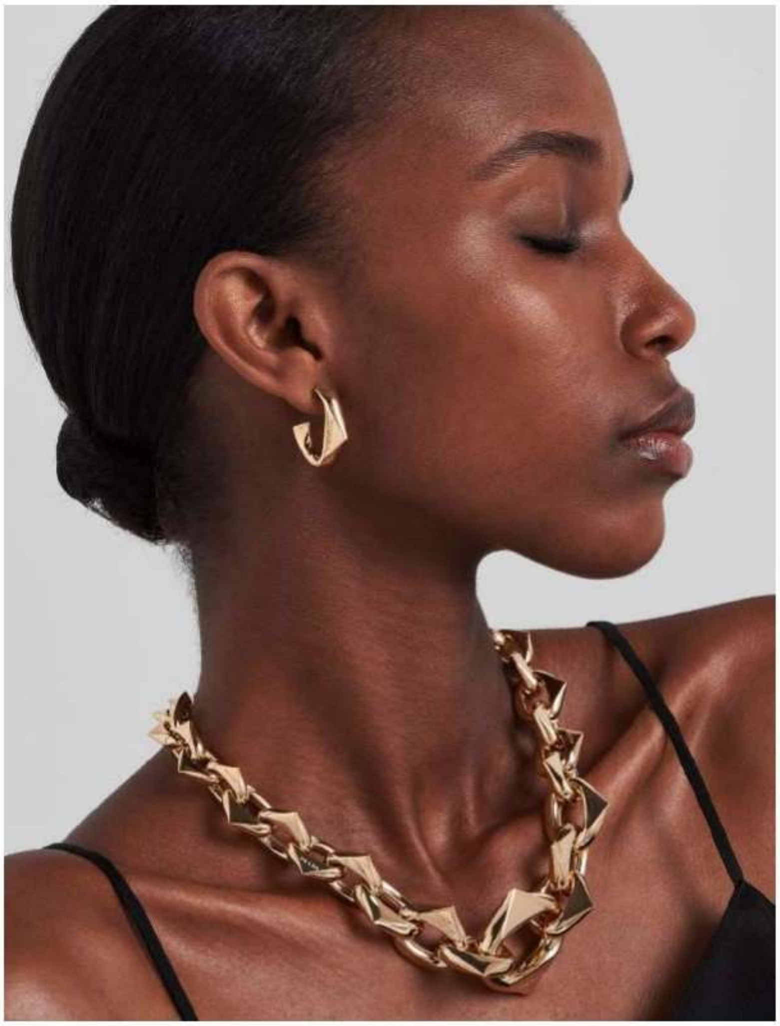



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PRADA

ETERNAL GOLD COLLECTION

In a world where luxury is constantly being redefined, Prada makes a bold and conscious statement with Prada Eternal Gold – the brand's first-ever fine jewellery collection crafted entirely from 100% certified recycled gold. With this revolutionary move, Prada not only enters the high jewellery space but also reshapes its future, blending exceptional craftsmanship with environmental responsibility.

At its core, Eternal Gold is a celebration of heritage and innovation. Each piece, whether it's the powerful sculptural bracelets, the sleek spiral earrings, or the signature chunky chains, carries a story of meticulous Italian artistry. What sets this collection apart is its unwavering commitment to authenticity and traceability. Every jewel is embedded with blockchain technology, offering clients complete transparency on the origin of their precious materials – a first for any global luxury brand. This is not just jewellery; this is jewellery with a conscience.

Design-wise, the Eternal Gold collection is a seamless extension of Prada's iconic aesthetic language. The house's signature triangle motif – symbolic of strength and modernity – makes a subtle yet powerful appearance throughout the collection, creating a visual thread that ties each piece back to Prada's legacy. The designs balance boldness with timeless elegance, resulting in jewellery that feels as contemporary as it is enduring.

But Eternal Gold isn't merely about form or material; it's about redefining what "eternal" truly means. These are pieces designed to transcend seasons and generations, becoming modern heirlooms in a world that craves both style and substance. Prada's daring approach challenges the traditional codes of high jewellery, proving that sustainability and luxury are no longer opposing forces but natural partners in the evolution of fashion.

Through Eternal Gold, Prada invites a new generation of luxury consumers – those who demand beauty, transparency, and ethics – to experience jewellery not just as ornamentation, but as a lasting statement of values. It is a bold step into the future, one that honours the past while setting a visionary course ahead.

With its masterful blend of cutting-edge innovation, iconic design, and deep respect for the planet, Prada Eternal Gold is more than a collection – it is a milestone. A promise that true luxury, like true beauty, is forever.

Each creation within Prada Eternal Gold speaks to a modern philosophy of beauty – one that values responsibility as much as craftsmanship. By intertwining heritage techniques with pioneering technology, Prada redefines what precious truly means in today's world, offering jewellery that is as meaningful as it is magnificent.


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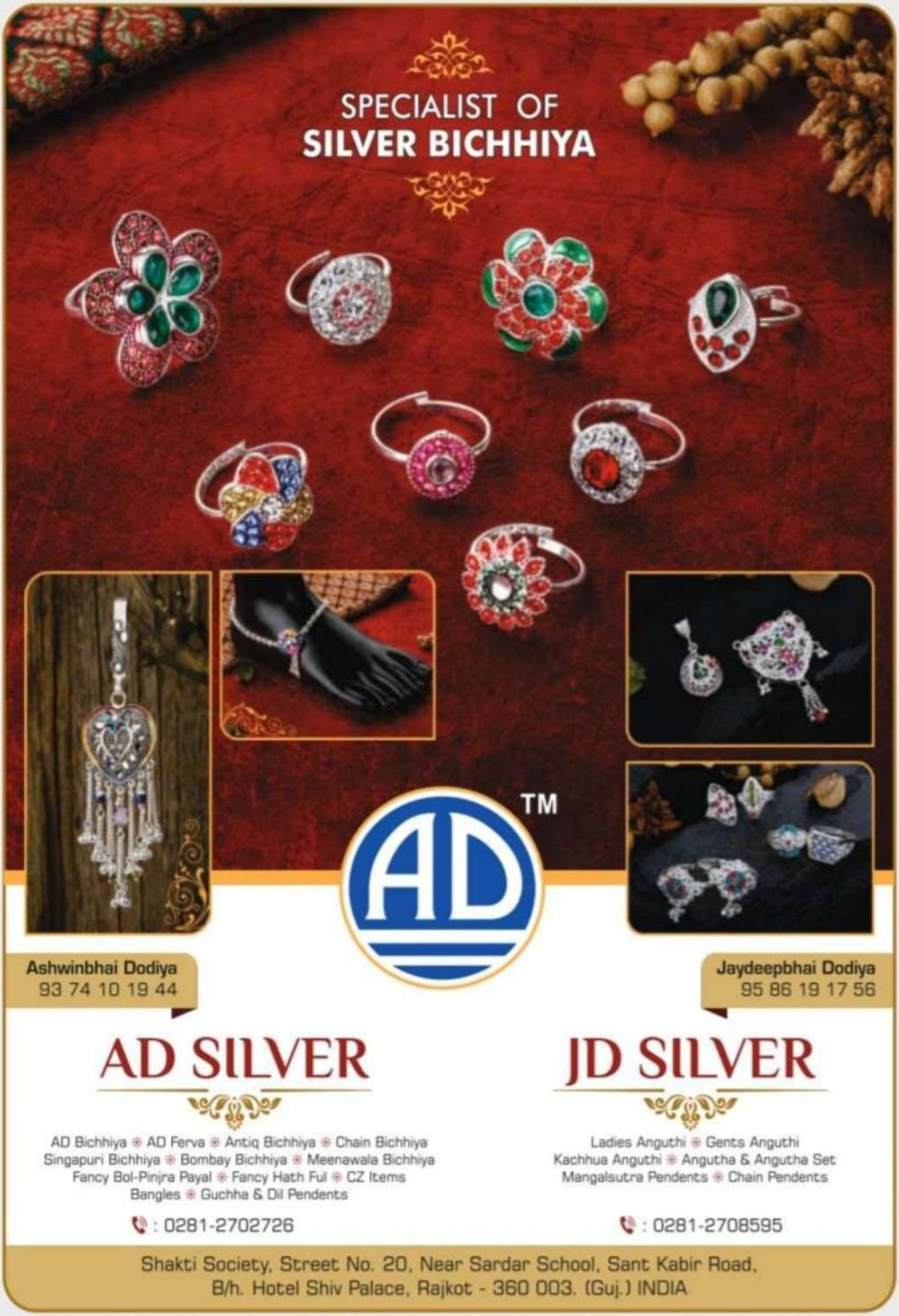
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