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Prelude to IJS 2018: A Dazzling Curtain Raiser

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On the eve of the official inauguration of the India International Jewellery Show (IJS) 2018, on the evening of August 8, 2018, The Gem & Jewellery Export Promotion Council held the Prelude to IJS.

It was a time when the stops were pulled out where design creativity and razzle dazzle were concerned. At the event, 15 jewellers showcased their best and brightest jewellery adorning models dressed in designer apparel. On display was every kind of jewellery consumers from markets across the world would desire and aspire to. From large bridal pieces worked in gold, highlighted with a coloured gemstones, minakari and other embellishments; to diamond studded jewellery set off with coloured gemstones; or then dazzling in white light of their own, were all dazzlingly displayed.

The companies participating in the Prelude to IJS included (in order of appearance): Sparsh Jewellers, Romil Jewellery, Mehta Gold, Kulthiaa Jewels, Sheetal Jewellery House LLP, Sanskriti Jewels, Alma Jewels, Agarwal & Co. by Narain Agarwal, Hreenkar Jewellers, Tatiwala's Gehna, Achal Jewels, CVM, Midas Diamonds Pvt. Ltd, Laxmi Export Pvt. Ltd, and Tara Fine Jewels.

Speaking briefly in the interlude between segments, GJEPC Chairman Pramod Agrawal welcomed the guests including the exhibitors, Indian and international; visitors from the world over and the media. He said that the Prelude to IJS was an opportunity for exhibitors to showcase their innovative designs and excellent craftsmanship. "India is well known all over the world for its gems & jewellery; its designs and the skills of its craftsmen," he emphasised.

Speaking about the IJS, the Chairman remarked that it had grown greatly over the years and that this year's edition would be even bigger than earlier shows, with the addition of 800 stalls housed in a new Hall. He also