

## Buzz of the Month

# Coronavirus plagues the G&J industry; HK Show postponed

With the onset of the deadly virus outbreak, HKDTC postponed its March show. While the health and safety of the people are of foremost concern, a part of the industry is skeptical about the timing of the show in May, as it is sandwiched between the Basel Fair and JCK.

The dreadful coronavirus outbreak has left the jewellery industry in a state of frenzy. Hong Kong, which is one of the main centers for gems and jewellery globally, is facing the aftermath of this epidemic – more than 15 cases have been reported so far in HK. The Hong Kong International Diamond, Gem & Pearl Show, one of the most important events for the gems and jewellery industry which was originally scheduled to take place in March has now been postponed to May.

China is an important economic centre for various trades and more than 17,000 people have been affected by the outbreak, causing trades across all sectors to come to a standstill.



The industry will be greatly affected as the buying season officially kicks in after the Chinese New Year. Now with the postponement of the show and with more countries imposing travel bans on people travelling to and from HK, sales will be af-

ected without a doubt.

In its statement, HKTDC said, “the safety of exhibitors and buyers has always been a priority for the HKTDC. In line with the measures taken by the Hong Kong SAR Government against the spread of the novel coronavirus, and after consultation with representatives of the jewellery industry, the HKTDC will reschedule its HKTDC Hong Kong International Diamond, Gem & Pearl Show 2020 (originally scheduled for 2-6 March) and the HKTDC Hong Kong International Jewellery Show 2020 (originally scheduled for 4-8 March) to 18-21 May 2020.”

The virus is leaving a major strain on the global macroeconomic affairs and no one knows when the epidemic will be contained and when things would get back to normalcy.

## Message from the Director



Business transparency is all about the process of being open, honest and straightforward about various company operations. As entrepreneurs, we are held to a higher standard now more than ever. With online platforms like social media, review sites, and discussion forums, transparency is critical to success of any business. From increasing employee retention to boosting sales, transparency can do a lot for our business' reputation and success. Transparency in business eventually leads to trust. And, many consumers only want to support companies they trust. That's why deceitful companies fall off the map so quickly. Transparency doesn't just help businesses become financially successful. It makes them good citizens. And good citizens never go out of business. So, no matter what, focus on doing clean business and always be transparent, be it with your staff or your customers.

- Adeesh Nahar,  
Director, Rosentiques

## Jewellery Industry Round Up

- Gold rises above Rs 41,000 amid US-Iran tension
- Budget 2020 not favourable for the G&J industry
- GIA decides to shut down Dubai operations to use its resources effectively to fulfill its mission of protecting consumers
- GJC announces the 9th edition of National Jewellery Awards (NJA) 2019
- Coronavirus plagues the G&J industry; HK Show postponed

# Forevermark unveils its Spring Summer Trend Report for 2020

*Developed at Forevermark's Design and Innovation Centre in Milan, two key themes have been identified to inspire and shape desire for diamonds in Spring Summer 2020.*



“From finding personal fulfilment, and creating meaningful design, to protecting our precious planet, and the value of empowerment and acceptance, the Forevermark 2020 Trend Book speaks to important truths about the choices we make as we live our lives, and the legacy we wish to leave.” says Federica Imperiali, Head of New Product Development at Forevermark. “Across these inspiring trends, the essential concepts are translated into a rich array of design solutions at the very heart of which sit beautiful, rare and responsibly sourced Forevermark diamonds.”

## Spring/Summer 2020 Trends

### URBAN NATURE

The challenges our planet currently faces have opened a space for design that addresses important topics such as climate change, sustainability and the protection of endangered habitats and species.

With many of us now living in urban environments, jewellery that suggests a harmonious connection to the natural world speaks to our hope for a positive future. Botanical forms such as flowers, leaves and tendrils combine with sculptural outlines, dramatic planes, and abstract symmetries to create a striking new design language.

Silhouettes that are part organic,





part architectural are conjured from precious metals such as white and black gold. Spectacular settings hold beautifully cut diamonds in designs that entwine fingers, cascade from ears and lovingly embrace wrists and necks. The designs that bloom from these ideas will appeal to an urban tribe that remains acutely in tune with the earth.

“More than a trend, Urban Nature is a whole philosophy of life whose ethos is the protection of our beloved planet. In designs where urban drama and nature’s bounty come together, we are reminded of the beauty that grows when perfect harmony is achieved.” says Federica Imperiali, Head of New Product Development at Forevermark.

## OPEN MIND

Open Mind is an ode to those free-spirited individuals who have unbounded curiosity about the world

around them. They reject stereotypes, whilst celebrating the liberties that allow them to define their preferred way of life, championing the rights of others to express alternative opinions and lifestyles.

Jewellery inspired by Open Mind has an informal, joyful quality. As new design boundaries are explored and pushed, playful, experimental forms emerge. When baguette diamonds take centre stage, scintillating silhouettes are the thrilling result. A rainbow palette of enamel colours adds to the sense of enchanted wonder in designs that trigger a jubilant emotional response.

“The fact that Open Mind works on many levels is what makes it such an important and relevant concept right now. It is a reminder to protect our liberties, whilst at the same time seizing life’s opportunities and celebrating them with a happy-go-lucky vibe.”



# Self-Purchase – the growing trend among Indian women

*Keeping up with the changes in consumer mindset and understanding that women are increasingly leaning toward buying their own diamond jewellery are of paramount importance in today's business observes Sachin Jain, President, Forevermark*



In 1953, Marilyn Monroe featured in the popular song, 'diamonds are a girl's best friend.' Back then, diamonds were always considered as a symbol of love and often gifted. Today, almost 70 years later, diamonds still remain a girl's best friend, however, they prefer to acquire their own diamonds without waiting for a man to gift it to them.

This growing trend has been supported by a recent research by the De Beers Group which found some unexpected signs of changing dynamics in relationships and the status of diamond jewellery as a

symbol of love and commitment. According to this research, more and more women are purchasing their own jewellery. Today's women aspire to own their diamond as a self-gift.

A sense of independence, global exposure and higher disposable income gives women the power to invest in luxury purchases. India has seen a drastic change in the self-purchase segment with a growth of 25 per cent of consumption that has emerged as the fastest growing segment for the diamond jewellery.

There has been more self-purchase among the young working women, which has increased from 21 per cent to 30 per cent since 2013. Diamond necklaces, bracelets, halo earrings and stud drops have grown in popularity. The idea of self-purchase comes from the desire for self-expression. Younger consumers are on the constant look out for brands that reflect their own values and help them express their own personalities.

The increasing purchasing power among women is also of growing significance for diamond businesses seeking to meet evolving customer desires, not only for self-purchase but also as symbols of love and commitment. Interestingly, when women contribute to the cost of their engagement or wedding ring – or pay for it in full themselves – they tend to spend more than when their male partners alone pick up the tab.

Keeping up with the changes in society and being aware of what the customer desires, we will



enable the industry to evolve and continue to meet the demand for diamonds. Not just as a symbol of love and commitment, but also as an expression of financial independence and self-expression.

Being a part of the gems and jewellery industry, we need to be aware of this growing trend and present our offerings accordingly. Affordable, everyday jewellery with classic designs are sought after by women of today. Meaningfulness is becoming more and more important, the same has to reflect in our offerings and designs.

So, my dear friends, let's make this change, most importantly a change in our mindset, our belief that everything that was successful in the past, WILL work in the future'. We need to shape a future together that is different and relevant to the needs of today's consumer.

I wish you all a very successful 2020.

## Amolya Collection: Crafted with Perfection



Amolya Diamond Jewellery is a range of fine diamond jewellery in gold, fashioned with enchanting rubies, emeralds, and pearls, adding a vibrant and colourful break to Rosentiques Fine Jewellery collections. Each piece from Amolya is stylish with a contemporary twist, conceptualised and created from scratch by the in-house team at Rosentiques. The pieces represent the latest in the fashion and diamond jewellery trends and eulogize the same.

Rosentiques Fine Jewellery is a niche jewellery brand known for creating bespoke pieces for the customers who want mid-to-high-end pieces created through innovation, creativity and craftsmanship.

The brand stands for the legacy that has been passed down for over 4 generations, each carrying forward the heritage to the next generation, adding irreplaceable traits and characteristics unique to the brand with every passing year, thereby becoming exclusive to the family.

Staying true to its name, in its launch year 'the legacy of Amolya' begins by celebrating the concept of 'priceless-ness'. Since there is nothing better that could represent 'Amolya' than 'the gift of life' itself 'The legacy of Amolya' goes into Rosentiques' repertoire of priceless treasures.



## Red & Rare: The Allure of Burmese Rubies

The most coveted stone, a Burmese ruby is regarded special by jewellers and gemstone experts alike for their beautiful colour, a red with a hint of bluish tinge and a pure red fluorescence that cannot be found in any other variety of rubies. These beautiful rubies occurred during the tectonic movement in the Himalayan region many million years ago. The ban on Burmese rubies by the U.S. was officially lifted in 2016 because it was found that most Burmese rubies were mined in conflict-free zones. High jewellery designers and auction houses have



witnessed an increased demand for these priceless Burmese rubies because of their rich colour and silk-like velvety appeal. Consumers are also aware of the preciousness and the

rarity of these gemstones, and their limited supply has made them popular world over. The bright red hue comes from low iron content in the gemstone. Some of the famous jewellery pieces that fetched heavy sums in auctions include Queen Victoria's ruby brooch that was sold for CHF 365,000 in 2016, the Hope Ruby set in a ring by Chaumet for CHF 6,243,000 in 2012, the Graff Ruby that sold for CHF 4,724,000 in 2006, the Queen of Burma that sold for CHF 5,877,000 in 2014, a 10.05-carat Burmese 'pigeon blood' ruby ring by Faidee that sold for HK\$78,940,000 in 2016 and a ruby and diamond necklace by Etcetera that sold for HK\$100,360,000 in 2015.

### Going once, going twice, gone...

## Fashion Mogul Louis Vuitton acquires 1,758ct Sewelô diamond

Sewelô - the largest rough diamond discovered since 1905 now belongs to French fashion house and luxury retailer Louis Vuitton. The news created quite a stir in the gems and jewellery industry worldwide since this was an unprecedented move from anyone in the fashion industry.

While the biggies of the industry wrap their heads around the big move by LV, Michael Burke, the chief executive of Louis Vuitton, in one of his interviews, shared how surprised his competitors are



adding that it will spice things up a bit and wake up the industry.

Discovered in April 2019 at the Karowe mine in Botswana (owned by Lucara Diamond Corp, a Canadian miner), the baseball-size Sewelo is the second largest rough diamond ever mined. The largest was 3,106.75 Cullinan diamond, which was discovered in South Africa in 1905 and eventually yielded two enormous high-quality stones — one of 530.4 carats and one 317.4, both now part of the British crown jewels, as well as many smaller stones.