

Dive Retail Jeweller World

The Favourite playbook that connects Jewellers and Designers of the MENA region

Volume 2021 Edition 11, August 24th



DEV SHETTY :
An Indian entrepreneur's journey of creating a colored gemstone mining giant



Dev Shetty: An Indian entrepreneur's journey of creating a colored gemstone mining giant

Can one company reinvent a market, reshape an industry and change the world from scratch? FURA Gems is doing just that. Founder Dev Shetty takes pride in having built the first truly pioneering, nimble, creative and ethical enterprise to cover the entire spectrum of colour gemstones. Here's the story so far. In 2007, an unassuming young chartered accountant began to reshape his world.

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FURA

MARKETING COUNCIL

Supporting Rough to Retail



The Future of Sapphire: A Panel Discussion with FURA Marketing Council and GIA During the AGTA Gem Fair in Las Vegas

Austin, Texas – FURA Gems and the FURA Marketing Council are wasting no time in transforming the colored gemstone industry. Only a small percentage of jewelry store sales staff and consumers know and have seen the full array of sapphires that nature gives us. FURA's Australian Sapphire mine produces seven distinct colors including blue, teal, green, yellow, black, and bicolor and tricolor Parti Sapphires.

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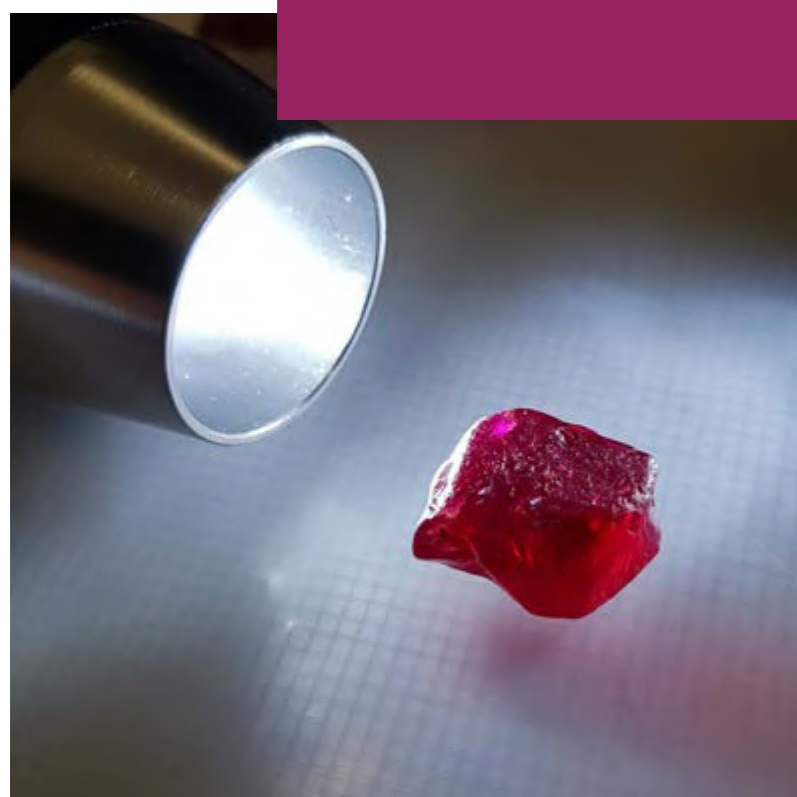


Jawhara brings premium 22k Jewellery experience at Lulu hypermarket Al Barsha, Dubai

Jawhara Jewellery, the region's leading jewellery brand, has opened its latest store at Al Barsha Lulu Hypermarket, adding to the existing six 22k store concept in Dubai. The new store will showcase traditional and contemporary styles in high fashion jewellery, diamonds and precious gemstones. The opening of the store further complements Jawhara's new expansion strategy that was announced earlier this year.

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MOZAMBICAN RUBY MASTERPIECES BY FURA



Mozambican Ruby Masterpieces By Fura

Rubies are rarer by far than diamonds — and some of the finest rubies today come from Mozambique. Mindful of the opportunities, FURA Gems, a fast-moving young mining company, is resolute in expanding the ruby market.

Gemstone miners do love rubies. For centuries Burma, now Myanmar was the leading source of rubies. But Burma's mines have been running out, and sanctions have squeezed supply, so fewer and fewer high-quality rubies have been available to consumers.

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**BRILLIANT
EMERALDS
FROM
COLOMBIA**





Tanishq captures UAE's Joie De Vivre in its latest collection

The future is looking bright here in the UAE, and with exciting world-class events like Expo 2020 just around the corner, the energy and zest for life is palpable. Inspired by the UAE discerning consumer who embodies joyous living, Tanishq has launched the Lightness of Being collection. Featuring gorgeous rings, brilliant earrings, statement necklaces and exquisite pendants, combining captivating cuts with immaculately crafted settings, this diamond collection celebrates the joie de vivre of the UAE.

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Mahallati Jewellery implodes on the Middle Eastern ethos of creating trends

We are a business that is fully owned and run by the family. The high diamond jewellery brand now spans 3 generations —a true representation of a Middle Eastern heritage of opulence, trust and hospitality. We pride ourselves in developing long lasting relationships with all our clients and ensuring that all their jewellery needs are met. We specialise in high-end diamond jewellery with a flair for unique opulent sets.

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**GORGEOUS
RUBIES
FROM
MOZAMBIQUE**





‘Suntech is the ideal ERP partner to navigate the jewellery industry towards digital shores’

Jewellery has been a technology-driven sector for a long time now. The pandemic has only brought in faster innovations. When it comes to the production processes, manufacturing machines had come in as early as the beginning of the 20th century. Chains were the first to be made by machines. In the last 5 years, there has been a big jump as technology has become affordable. Earlier, we would cast with machines, moulds had to be made by hand and masterpieces were still handmade.

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Oman's Al Felaij Jewellery is on a mission to deliver innovation for its customer's luxury needs

The Retail Jeweller World explores more about the gem it found amongst the thriving jewellery industry in Oman. When the traditional and the modern come together in a stunning amalgamation, what props up as a result is something surprisingly unique. For all jewellery connoisseurs who have been looking for this perfect mix in Oman, a one-stop solution is Al Felaij Jewellery.

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**WONDROUS
SAPPHIRES
FROM
AUSTRALIA**



Asia Jewellers



بجوهريت آسيا



A Bahraini powerhouse: Asia Jewellers is the one-stop solution for the best brands

The days of browsing around the marketplace for the best brands is over. The Retail Jeweller World found the right jeweller in Bahrain, who partners with the best brands around the world, to give customers a delightfully seamless shopping experience. A jewellery house has been creating ripples across Bahrain's luxury segment. The Retail Jeweller World is talking about Asia Jewellers, a Bahrain-based luxury jewellery retailer with a truly individual personality, and a commitment to entice customers with some of the world's most prestigious jewellery houses.

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Imseeh's jewellery gives form to the Arab sense of style and luxury

The Retail Jeweller World scans through the Kingdom of Jordan to pick out its very best jewellery stores. Imseeh features among the top entrants in the list. A woman wearing a piece from Imseeh is wearing a symbol of trust for life.

Since 1957, Imseeh has dressed Arab women and enchanted their daily life. Simple or sophisticated, according to mood and occasions, Imseeh offered irresistible collections. Unique and contemporary, infused with a subtle classical touch, its style is recognized by discerning women.

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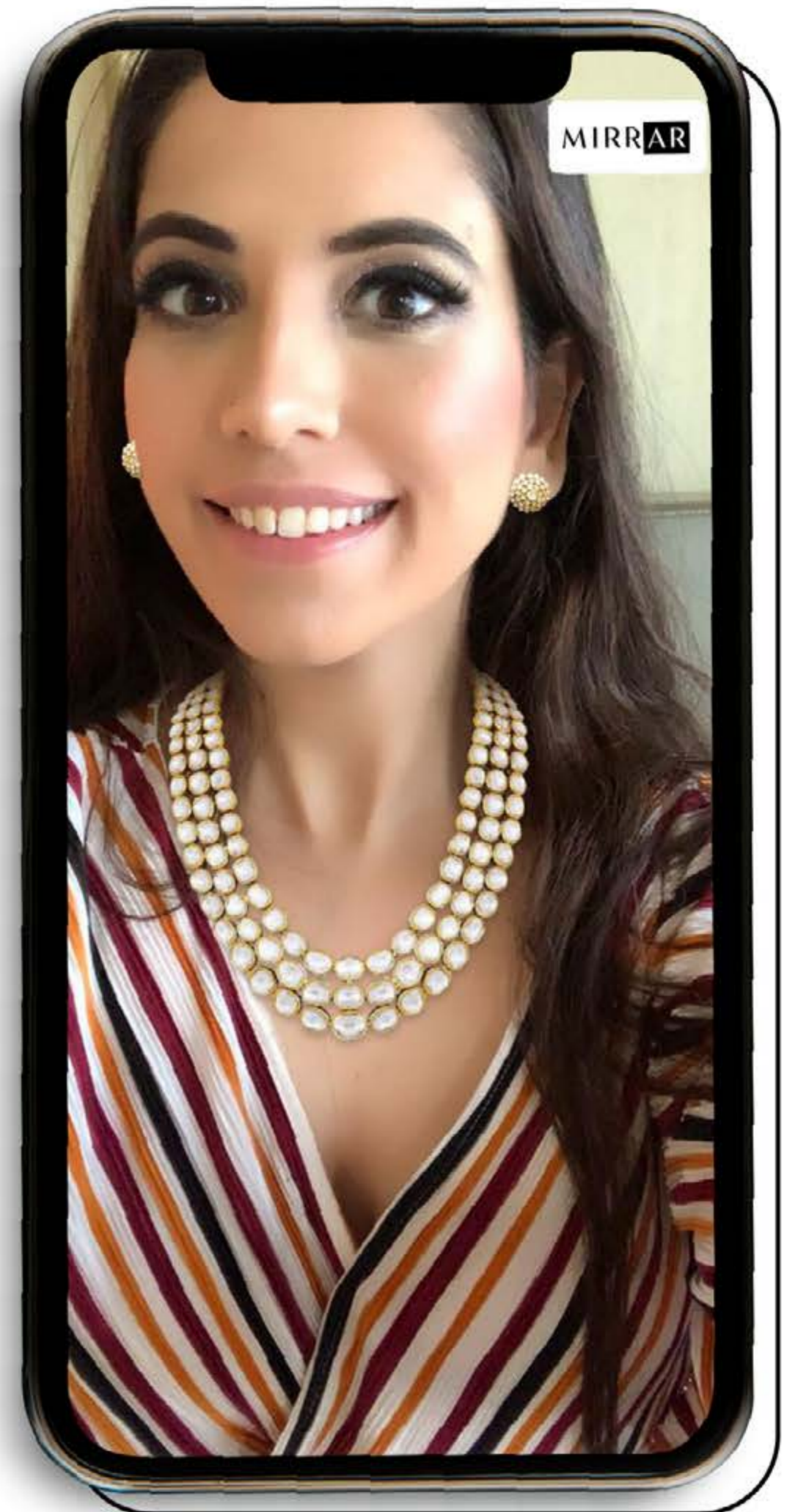
Revolutionizing the Future of
the Jewellery Industry

On a mission to improve the growth and sales of jewellery brands, mirrAR helps jewelers sell without having any real physical inventory, over and above providing a great experience for their customers both offline and online.


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Tiffany & Co ropes in Beyoncé and Jay-Z as their ambassador to woo millennials

Eager to shake off its “old fashioned” tag that was popularized by Audrey Hepburn, the jewellery brand has been on a spree to onboard fresh faces that the young relate to

Iconic jewellery brand Tiffany & Co has roped in Beyoncé and Jay-Z as their new faces.

Along with actress Anya Taylor-Joy and Olympic skier and model Eileen Gu (who recently became a Victoria’s Secret spokesperson), the couple will serve as brand ambassadors.

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Mikimoto's newest collection is a ballet on the seasons

The Retail Jeweller World discovers the Japanese jeweller's craftsmanship, replete with the transparent flow of all things beautiful

Mikimoto, a famous jewellery brand in Japan, has launched its new collection, 'Blossoms', taking a cue from the floral beauty that percolates through the nation at the helm of summer.

Mikimoto adapts the shifting of the seasons in Japan into a new line of high jewellery items, which are inspired by the country's appealing nature.

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THEME 2021: **RESET. REINVENT. REIMAGINE**

SESSIONS 2021

- 1. AGILE LEADERSHIP:** Strategic shift in business for managing risks, survival and success in uncertain markets and future of jewellery business
- 2. 2021-2030 A DECADE OF HOME:** How will Jewellery consumption trends transform in the future?
- 3. MANDATORY HALLMARKING:** How will a uniform quality standards and HUID transform business opportunities for jewellers?
- 4. FROM FOOTFALLS TO FINGERFALLS:** How will customer expectations and convenience rule retail in the coming decade?
- 5. DRIVING EXPERIENCE DRIVEN ONLINE RETAIL:** Building new solutions for recreating the magic of interactive retail selling
- 6. SUPERCHARGING EMPLOYEES FOR CHANGE MANAGEMENT:** How to foster a 'High Skill and High Will' and 'No boundary learning' approach?
- 7. DECODING THE GREAT INDIAN BRIDAL MARKET:** Understanding the changing nuances of bridal market in the post covid era


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INDIA



14 September 2021
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