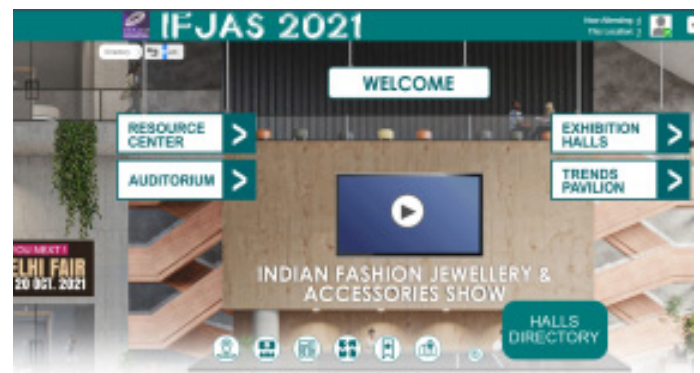


Indian Fashion Jewellery & Accessories Show

Global buyer base connects with leading suppliers from India



The fair was inaugurated by Mr. U P Singh, IAS, Secretary, Textiles; Mr. Shantmanu, IAS, Development Commissioner (Handicrafts); Mr. Raj Kumar Malhotra, Chairman, EPCH; and Dr. Rakesh Kumar, Director General, EPCH



The 14th edition of Indian Fashion Jewellery & Accessories show (IFJAS' 21) virtual fair concluded successfully after running its course of four days, made eventful with visits of over 475 overseas buyers, buying agents, wholesalers and retailers to stalls of 150+ exhibitors at the virtual show. Business enquiries worth around Rs.80 crores were generated for products in the broad categories of Fashion Jewellery; Semi-Precious Jewellery; Stoles, Scarves & Shawls; Fashionable Protective Wear; Belts, Waistbands & Wallets; Hand Bags, Purses & Pouches; Head & Hair Accessories; Handmade Attires; Embroidered, Beaded, Sequined Accessories; Fancy Footwear; Beads, Stones & Components; and Dresser Accessories.

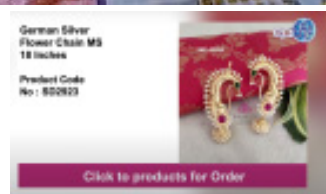
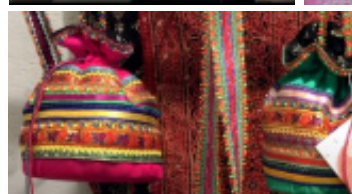
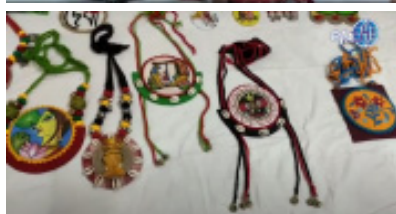
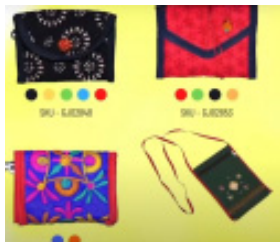
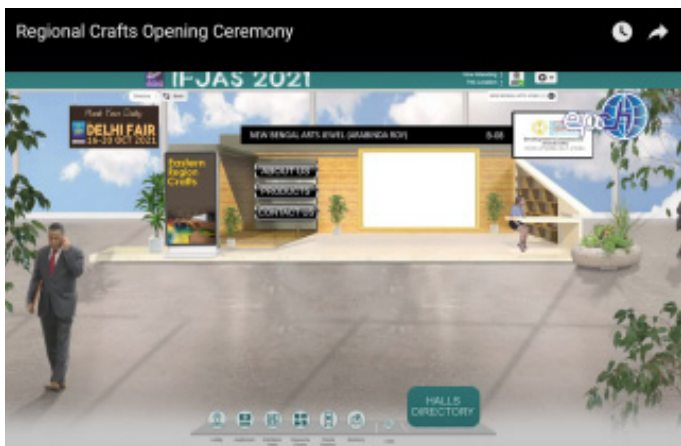
The exhibitors offered distinct products in a wide variety of categories in line with the lifestyle changes given the new normal, comprise the ever popular lines that exude the latest international design trends alongside those that boast of unique traditional workmanship & techniques. Concepts in everyday fashion accessories to flamboyant ones stand out amidst stylized line-ups comprising sustainable, artistically crafted, artisanal as well as responsibly manufactured fashion jewellery & fashion accessories. Among theme displays were unique and signature crafted products from India's North Eastern States as well as select lines from Eastern and Western Regions.

The Regional Crafts opening ceremony was graced by EPCH Regional Convenors: Mr. O P Prahladka for Eastern Region; Mr. Ashook Boob for Western Region; and Ms. Jesmina Zeliang for the North Eastern Region.



Eastern Region

Western Region



North Eastern Region



A View of Virtual Halls



A View of Virtual Auditorium



A View of Virtual Resource Centre



A View of Virtual Trends Pavilion



Live demonstrations of regional craft forms by National and International Awardees were among distinguished features while informative webinars offered plenty of insight on topical issues relevant to trade in the present times. Some of the topics covered were, Trends & Forecasts - Jewellery & Accessories Autumn/Winter 2022/23; Cyber Security & Proactive Measures; How To Increase Profit by using Solar Energy.

Over its 13 preceding editions, IFJAS has been drawing quality buyers dealing exclusively in fashion jewellery and accessories from various importing nations. This edition registered buyers from Argentina, Australia, Austria, Bahrain, Barbados, Belgium, Brazil, Bulgaria, Canada, Chile, Colombia, Denmark, Ecuador, France, Germany, Greece, Israel, Italy, Japan, Korea, Kuwait, Malta, Mauritius, Netherlands, New Zealand, Nigeria, Norway, Panama, Peru, Poland, Portugal, Qatar, Saudi Singapore, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, United Kingdom, United States, Uruguay and Virgin Islands, etc.

This edition of IFJAS was the sixth virtual fair in the series of fairs organised by EPCH during the last 16 months apart from 4 Buyer Seller meets. The current pandemic has forced everyone to embrace online technology and EPCH has taken up the challenge and provided a viable alternative marketing platform to the exporters to transact business.

Some of the brands represented were, Natty Accessories, Canada; Sun Asia Trade, China; Sophie deschamps bijoux, France; Frida Feeling GmbH, Germany; 4Queens EE, Greece; Karshi International Ltd., Israel; Lupingioielli srl., Italy; www.eBulkMartcom, Netherlands; French Country Collections, New Zealand; Faro Tekstylija Sp z oo Spk, Poland; Bisutera Yuli, Slu, Spain; Pipols Bazaar AB, Sweden; Populart AG, Switzerland; The Bridal Dressing Rooms, UK; Twos Company and Jnahoni Import, United States. Domestic volume buyers like Amazon India, Reliance Retail, Mantra Designs, Aditya Birla Fashion and Retail Group, Ajio.com, Qalara and Ferns N petals visited the IFJAS'2021.

The virtual show concluded with EPCH felicitating exhibitors for best virtual display at the fair in Fashion Jewellery and Fashion Accessories segments. ■

Ajai Shankar Memorial Awards for Best Virtual Booth at IFJAS 2021

On the last day of the virtual show, as per past practice, Ajai Shankar Memorial Awards were given to the participants in two product categories- Fashion Jewellery, Fashion Accessories, and Regional Crafts Pavilion, for best virtual stand set up. The award was given on the basis of optimum utilisation of the features of the show, creativity shown in display of booths, marketing efforts to attract buyers / direct invitees to the booth, how many visitors entertained on real time basis at the booth, time spent at the booth and information displayed in the booth. Special Commendation Award was also given.

Regional Crafts Pavilion

NORTHEASTERN REGION CRAFTS PAVILION

Fashion Accessories



M/s. Hinar Corporation, Mumbai

Received by: **Mr. Anil Hinduja and Ms. Shivani Badve**



M/s. Chikong, Imphal West

Received by: **Ms. K. Priyanka Chanu**

Fashion Jewellery



M/s. Shilpi Overseas, New Delhi

Received by: **Mr. Sripal Yadav and Mr. Vicky Yadav**



M/s. Earthbags Export Pvt. Ltd., Kolkata

Received by: **Mr. Shashvat Himatsingka**

EASTERN REGION CRAFTS PAVILION



M/s. Abiraa Arts, Jamshedpur

Received by: **Ms. Sweta Singh**



M/s. Jairika Accessories & Apparel (OPC) Private Ltd., Gurugram

Received by: **Ms. Neha Mehta**

Special Commendation Award



Mrs. Pabiben Rabari, Bhuji

Received by: **Mrs. Pabiben Rabari**

WESTERN REGION CRAFTS PAVILION



M/s. Saavi's Design, Pune

Received by: **Ms. Supriya Vishwas Nagare**