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India Expo Centre

# Enriching Sourcing Experience as fashion jewellery & accessories trade, regional exclusives, seminars, ramp shows, awards & felicitations define 18<sup>th</sup> IFJAS

This edition of IFJAS concluded after three eventful days marked by the display of trendy and stylish lines, regional crafts, and sustainable products; global connections, industry insights, and fashion extravaganza; as well as a well-attended Valedictory Ceremony and Best Display Awards. It was inaugurated with a vibrant ceremony on 24th June, graced by Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Chief Mentor in the role of Director General, EPCH and Chairman, India Exposition Mart Ltd.; Mr. Sagar Mehta, Vice Chairman II, EPCH; Mr. Sobinder Singh Kohli, President; and Mr. Naveen Yadav, Vice President, Reception Committee, IFJAS 2024. Former Chairmen of EPCH, Mr. Ravi K Passi and Mr. Raj K Malhotra, as well as Committee of Administration members, and Mr. R K Verma, Executive Director, EPCH; exhibitors, and trade members were also in attendance.

The primary goal of the show was to establish oneself and one's brand. Exhibitors focused on building confidence, brand loyalty, and networking, rather than just short-term business. IFJAS presented opportunities for learning, updating on the latest designs, and understanding competitors' strategies. Besides showcasing lines conforming to international trends, India's varied geographical locations also brought distinct cultural identities and products made from an abundant raw material base to IFJAS. Significantly, the regional displays with participants from across India received their share of attention and market exposure. Some of the jewellery crafts displayed at IFJAS have a rich history and are continued as family traditions, but with chic touches to suit today's trends. With broadening artisan and manufacturing bases, faster turnaround times, and eco-friendly and sustainable





processes, more business opportunities from buyer connections can be realized. "Our strategy would be to help our customers grow with our distinctive products and grow with them," shared Mr. Dileep Baid, Chairman, EPCH, at the closing of the fair.

Dr. Rakesh Kumar, Chief Mentor in the role of Director General, EPCH and Chairman, India Exposition Mart Ltd., added, "The dynamism and competencies of our manufacturers gathered at IFJAS make this show a destination with many opportunities, and our buyers agree. Product lines and production practices confirming to the sustainability theme remain a focal point and are among the most sought-after products at IFJAS. Mr. Sobinder Singh Kohli, President, Reception Committee, IFJAS 2024, emphasized the show's objective of fostering stronger ties between the traders' community and the global market while celebrating the artistic excellence and cultural heritage of the nation displayed by the artisans. He expressed his gratitude to the fashion jewellery and accessories exporters for their continued trust in EPCH, collectively accentuating the sector's strength and dynamism through IFJAS. Mr. Naveen Yadav, Vice President, Reception Committee, IFJAS 2024, acknowledged the commitment and contribution of exhibitors and overseas buyers, who have shown significant interest in sourcing from India, adding value to the show.

IFJAS is a one-of-a-kind trade show that attracts buyers from all over the world seeking to source fashion jewellery, accessories, apparel, related gifting, packaging, and more. It is an opportunity to view collections and source the very best in fashion jewellery and accessories that India's leading manufacturers have to offer, ranging from elegant and subtle adornments to engaging statement accessories that reflect individualistic styles.

Multi-faceted innovations, inspirations, and design developments—the advantage of the Indian handicrafts sector lies in its design innovation base spread across manufacturing hubs and craft concentration areas. Fashion jewellery and accessories are produced in craft clusters across India, reflecting the traditions and cultures of the concerned regions, which strengthens production. This diversity imbues the industry with remarkable strength, particularly evident in tradition-inspired contemporary innovations. The sector's vitality stems from a fusion of heritage-inspired contemporary designs and heritage-backed, well-researched innovations. This edition enthused buyers from across the globe with myriad designs, styles, and concepts brought to life through a product display in five broad categories and enticing selections in regional treasures from the Northern, Western, Southern, Eastern, North Eastern, and Central regions by a total of 175 exhibitors.



# Moments from inauguration day...



Mr. Dileep Baid, Chairman, EPCH (above) and Mr. Sobinder Singh Kohli, President, Reception Committee, IFJAS 2024 (below) addressing the gathering at the inauguration

IFJAS 2024 being inaugurated at a vibrant ceremony, graced by Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Chief Mentor in the role of Director General, EPCH and Chairman, India Exposition Mart Ltd.; Mr. Sagar Mehta, Vice Chairman II, EPCH; Mr. Sobinder Singh Kohli, President; and Mr. Naveen Yadav, Vice President, Reception Committee, IFJAS 2024; Former Chairmen of EPCH, Mr. Ravi K Passi and Mr. Raj K Malhotra; COA members, EPCH; and Mr. R K Verma, Executive Director, EPCH



A delegation of buyers from South Africa, Middle East and CIS nations the IFJAS 2024 inauguration

## Empowering Indian exporters & artisans to establish significant international alliances



**Pabitra Margherita**  
Minister of State for  
Textiles, Govt. of India

*IFJAS 2024 presents an excellent opportunity for Indian exporters and artisans, to exhibit their products and establish significant international alliances. It will be truly inspiring for overseas buyers to see Indian fashion product manufacturers embracing eco-friendly and ethical practices which not*

*only align with global sustainability goals but also contribute to enhancing the competitiveness of Indian products in the global market.*

*EPCH's efforts in organising IFJAS 2024 serve as a catalyst for positioning India as a preferred global manufacturing and sourcing destination. Your continued support and guidance to the Indian handicrafts fraternity are invaluable in driving Innovation and growth in the sector.*

## Intricacy and appeal of Indian fashion jewellery have carved a unique niche



**Rachna Shah, IAS**  
Secretary, Ministry of  
Textiles, Govt. of India

*I express my appreciation for the consistent efforts of EPCH in showcasing Indian fashion jewellery and accessories through a special fair. It holds great promise in propelling export growth of fashion jewellery, accessories and the handicrafts sector at large.*

*The global market potential for fashion jewellery and accessories is substantial, given India's illustrious legacy in arts and crafts. The intricacy and appeal of Indian traditional as well as contemporary fashion jewellery, have carved a distinct niche in the world market. I am confident that the Fair will provide an opportunity to further excel and foster robust export growth. I extend my best wishes to the participating companies, artisans, and organisers for a highly successful event.*

## Distinctive allure of India's fashion jewellery and accessories resonate globally



**Sunil Barthwal**  
Commerce Secretary,  
Govt. of India

*India's reputation for unparalleled craftsmanship and the distinctive allure of its fashion jewellery and accessories resonate globally.*

*I am sure that the Indian Fashion Jewellery & Accessories Show (IFJAS) 2024 will provide an excellent opportunity for small and medium manufacturers/*

*exporters to showcase their latest range of products under one roof and will be of great help to the sector in boosting its exports. It will also serve to bolster the reputation of our exporters and their products on the global stage, fostering increased commitments from buyers worldwide.*

*I convey my best wishes to all the participating exhibitors, buyers and EPCH for the success of the Fair.*

## India is emerging as an incredibly coveted hub propelled by its rich array of offerings



**Amrit Raj, IPOS**  
Development  
Commissioner  
(Handicrafts),  
Ministry of Textiles,  
Govt. of India

*India is emerging as an incredibly coveted hub propelled by its rich array of offerings, proficient artisans, and boundless potential. Crucially, this event plays a pivotal role in cultivating a vibrant marketplace for the sector, benefiting a multitude of craftspeople and marketers alike. This is an important event to create a market for the sector that involves a large number of crafts persons. The*

*Government of India has taken various measures in order to enhance the handicrafts exports and has also formulated various promotional and developmental schemes for generation of employment in the sector. I convey my best wishes for the grand success of the fair and congratulate the Council for the efforts.*



## Business ambition & dynamics of sector in focus

Trendy, sustainable and exotic fashion expressions & accessories to apparel took centerstage at India Expo Centre as the show gathered 175 manufacturers from key cities and production clusters across India, including Delhi, Noida, Mumbai, Jaipur, Meerut, Moradabad, Faridabad, Bhadohi, Gurgaon, Kolkata, Srinagar, Varanasi, Odisha, Assam, Manipur, Kerala, and others.

Showcased was a diverse spectrum of styles, ranging from refined adornments to distinctive statement pieces, through inspirational and creative collections. The exhibitors, comprising medium and small exporters, artisan entrepreneurs, and leading manufacturer-exporters in India, offered a wide-ranging product portfolio for various tastes and preferences with fashion jewellery; semi-precious jewellery; belts & wallets; hand bags & purses; fashion accessories; head & hair accessories; stoles & scarves; shawls; embroidered, beaded & sequined accessories; fancy footwear; and artisanal apparel.

A varied range of different raw materials, applications, and reinventions of culturally backed designs through modern translations formed part of the diverse range that vied for buyers' attention. Be it variety in raw material usage or techniques in the making, intricately hand-crafted or gently machine finished, beautified with the colors from nature or embellished with threads, beads, or sequins, visitors to the show found concepts in everyday fashion accessories to flamboyant ones and stylized line-ups in the indulgent array of products.

Visitors to the show got concepts in everyday fashion accessories to stylized line-ups in Leather Bags & Cases, Fashion

Jewellery & Accessories and plenty of responsibly manufactured products and new introduction.

A Delhi based fashion jewellery exhibitor, participating in IFJAS since its inaugural edition said, he has met many regular clients through this fair. "We continually innovate, introducing new colour tones and fresh designs. Our design process is centered around customer feedback, allowing us to customise our products according to their specifications. Our latest eco-friendly jewellery line, created by my son, features cuffs and bangles made from mango and acacia woods," he added. Their family business, established in 1968, is one of the pioneering jewellery export companies in India, which had only 4-5 businesses engaged in the trade at that time. Today their maximum exports are to Europe and the USA.

Another exhibitor from Delhi, whose product line includes bangles, cuffs, bracelets, rings, earrings, etc., spoke of her diverse range of products that are designed entirely based on customers' preferences and ideas. Customers typically provide the mood board that serves as a source of design inspiration. With 15 units spread across India, they strive to incorporate specialised and traditional designs into their products, such as Kashmiri paper mache, Jaipuri woodblock print, and Moradabad metalworks. Notably, 60% of their artisans are women, and they include a brief story and background of the artisan's manufacturing process to foster a connection with their customers.

A Mumbai-based handbags and accessories specialist company participating in IFJAS for ten editions called his experience good, with buyers sourcing their beaded bags, cotton bags, embroidered bags, jute bags, toiletry bags, clutch purses, coin purses, fashion accessories pouches, purses, and wallets. "All



## Innovative designs resonating with consumer preferences



**Dileep Baid**  
Chairman, EPCH

*The fashion jewellery and accessories industry in India holds immense potential for global exports. Through concerted efforts and initiatives, such as training programs in skill development and design development facilitated by the EPCH, significant strides*

*have been made in innovating designs that resonate with consumer preferences. Presenting these innovations to visiting buyers at IFJAS creates invaluable marketing opportunities, fostering business growth and bolstering exports.*

*I extend heartfelt gratitude to the Ministry of Commerce and the Ministry of Textiles, Govt. of India, for their unwavering support in advancing the objectives of EPCH and promoting key sectors within the handicrafts industry. I also express appreciation to all participants for their contributions in making IFJAS a unique and specialised show.*

## Enhanced business environment and Marts complement event



**Dr. Rakesh Kumar**  
Chief Mentor in a role of  
Director General, EPCH  
and Chairman, IEML

*This exemplary international exhibition showcases the strength of this segment in the international market and has been attracting more focused buyers with each successive edition.*

*EPCH is renowned for organising the best international fairs, and their efforts in facilitating training in design development aligned*

*with consumer choices and market demands are commendable.*

*I urge each exhibitor and sourcing consultant to harness their finest resources and stay attuned to the ever-evolving business trends in the industry, ensuring we meet the discerning needs of our buyers at the show. We must make every effort to propel this segment forward, drawing the utmost from this exclusive presentation of our fashion jewellery and accessories. I am hopeful that IFJAS will enable the sector to perform at its best.*

our products are handmade, and we have been in this business for 10 years now. While we have our own designs, we also create custom designs. We primarily export to Japan, with our duffle bags being our bestsellers. The fair has been nice, and we had customers right from day one," shared their proprietor.

A designer from Jaipur, with a brand name after her own, was among the first-time participants at the fair. She said, "The

fair has provided a great platform to showcase our unique, trendy jewellery and connect with new customers. I am happy to see genuine buyers here," and added that all of the jewellery products are designed by her and manufactured in Jaipur. The raw materials and artisans are also from Jaipur. They curate effortless pieces that are minimal and contemporary, keeping in mind the style of millennial women. They export primarily to the US, UK, and France,







but also cater to domestic buyers. Their bestselling product is a pair of earrings that has been loved by many celebrities.

Making upcycled denim accessories since 2019 and associated with EPCH for the past two years brought an NCR-based women entrepreneur duo to IFJAS. They shared, “our products have been upcycled from fabric often lying waste in factories and mills, mostly in Lucknow and places in Gujarat. Our business aims to showcase various crafts on denim bags, including chikankari, block print, lambani embroidery, and more. Previously, we just sold tote bags, so this is a new venture for us. We work with different clusters to give them a platform and highlight their craftsmanship.”

Another such firm based in Haryana also shared the sustainable story. Their products are made from 100% recycled materials. They transform ocean plastic waste into durable products by converting recycled fibers into fabric, which is then used to craft bags and laundry baskets. They release two curated collections annually, complete with mood boards, motifs, and trending colors. Their sustainable products have gained global appeal, with buyers from every country. “This is our first time at the fair, and we’re grateful for EPCH’s guidance and support. The fair has provided us with invaluable opportunities to showcase our unique, eco-friendly products and connect with like-minded professionals,” said the proprietors.

A Delhi-based export firm’s representative spoke of their commitment to sustainability. “As the chief designer and owner of the company, I oversee the creation of a diverse range of bags. We’re committed to using only natural materials in our production

process, sourcing high-quality raw materials like NZ wool and coconut leather from Australia, renowned for its exceptional softness. Our production process prioritises sustainability, utilising LWG certified leather that ensures optimal water management, chemical management, and labour practices. We’ve recently expanded our material palette to include denim and canvas. Our materials are carefully sourced from various regions across the country, such as felt from Bikaner, leather from Kolkata and Sonipat, and printing services from Jaipur. Additionally, we offer customisation services,” he elaborated.

A Kolkata-based manufacturer of authentic leather goods, handbags, and business bags crafted from locally sourced leather was among second-time participants. He informed that they cater exclusively to high-end clients and emphasised, “we’re proud to showcase our innovative new collection of bags made from recycled PET blended with leather. This sustainable, eco-friendly, and durable product line reflects our commitment to staying ahead of the curve in terms of style and colour trends.”

Another exhibitor from Kolkata, specialising in a wide range of products, offered shopping bags, handbags, pillowcases, and coasters, all made from sustainable natural raw materials, primarily jute, complemented by cotton and leather. He shared, “Our jute is expertly processed and woven to achieve a soft, linen-like texture. We export to USA, UK, Germany, and France, and domestically, we supply major retail chains like Fabindia with their shopping bag requirements. Additionally, we export jute bags to renowned international retailers such as Banana Republic, Whole Foods, and ShopEco, among others.”

## Diversity of rich traditions and craftsmanship instills our industry with remarkable strength



**Dr. Neeraj Khanna**  
Vice Chairman,  
EPCH

*Fashion jewellery and accessories are produced in craft clusters across the country, reflecting rich traditions and craftsmanship. This diversity instills our industry with remarkable strength, particularly evident in tradition-inspired contemporary innovations. Notably, IFJAS places a strong emphasis on sustainable fashion,*

*showcasing eco-friendly wearables crafted from nature's derivatives.*

*IFJAS stands out as a thoughtfully curated marketplace for sourcing the best in fashion jewellery and accessories from India within the international trade landscape. It presents a unique sourcing opportunity for chain and departmental stores, wholesalers, importers, distributors, retailers, designers, merchandisers, forecasters, and buying houses. May IFJAS 2024 be marked by fruitful business endeavors and successful partnerships.*

## Sector's vitality stems from fusion of tradition inspired contemporary designs and innovations



**Sagar Mehta**  
Vice Chairman II,  
EPCH

*Our sector's vitality stems from a fusion of tradition-inspired contemporary designs and heritage-backed, well-researched innovations.*

*The growing international patronage of the Indian Fashion Jewellery & Accessories Show (IFJAS) is a fitting testimony to the capabilities and versatility of Indian manufacturers. Various EPCH-facilitated measures, including training in design development, have been implemented in accordance with consumer choices and market demands. Showcasing these efforts to visiting buyers will create significant opportunities for marketing prospects, business exploration, and export enhancement.*

*I convey my good wishes to participating companies and overseas buyers. May IFJAS 2024 be marked by fruitful business endeavors and successful partnerships.*

## Regional & Artisan Crafts add to the vibrancy

Over 40 artisans, craftspeople, and entrepreneurs from various regions - Northern, Western, Southern, Eastern, North Eastern, and Central, brought in intricate designs, rich cultural significance, and diverse heritage-inspired patterns and motifs.



The Central Region offered products like fashion and imitation jewellery, beaded accessories, metal adornments, scarves, stoles, and apparel accessories from Khurja, Agra, Baghpat, Ghaziabad, Sambhal, Varanasi, Firozabad, and

Moradabad. An artisan of filigree jewellery shared, "We expertly interweave and coil fine wires to create delicate, ornate patterns. While we have our own unique designs, we also accommodate custom requests from clients. We source our raw materials from renowned suppliers. Our best-selling items include vibrant anklets, bracelets, and earrings, which have gained popularity for their vibrant colours. Additionally, we empower artisans by providing training to enhance their skills and craftsmanship."

The Eastern Region presented leather bags and accessories, including Shanti Niketan GI products, hand-printed stoles and





scarves, fashion accessories, Dhokra and tribal jewellery, jute bags, hair accessories, imitation jewellery, beads, rings, brooches, and more from Howrah, Kolkata, and artisan clusters in West Bengal, as well as Bhubaneswar, Dumka (Jharkhand), and Champaran (Bihar). An artisan of shell jewellery shared that Mehsi in Bihar is home to the renowned Pearl Button Industry, a unique and sole enterprise of its kind in the country, celebrated worldwide. Artisans, divided into two main categories, work tirelessly to collect oyster shells from rivers and manufacture buttons. "Our shell jewellery, with its bohemian flair, is effortlessly stylish, lightweight, and evokes the beauty of the sea. The natural hues and shapes of the shells resonate with the earthy charm of the ocean. For years, shell jewellery has been an essential part of every jewellery collection, and we're proud to continue this legacy," he added.

Product offerings from craft pockets spread over India's North Eastern Region connected visitors with nature through products made from natural raw materials and derivatives. Exhibitors from Guwahati and Hojai (Assam), Imphal (Manipur), Dimapur (Nagaland), and others showcased design elements using natural materials like cane, bamboo, areca nut leaves, river grass/reed, jute, clay, wood, and handloom lines with responsible manufacturing techniques. "We source our raw materials locally,

## Event highlights capabilities of the sector, uniqueness and diversity of our products



**Naveen Yadav**  
Vice President,  
Reception Committee,  
IFJAS 2024

*On behalf of the IFJAS 2024 Reception Committee, it is my pleasure to extend a warm welcome to all esteemed buyers attending our exclusive fashion jewellery and accessories show.*

*This event showcases India's exceptional capabilities in the sector, highlighting the uniqueness and diversity of our products.*

*Our exhibitors have curated an impressive display of their finest offerings, eager to expand their global footprint. We are grateful for your participation and wish you a fruitful and enriching experience. May this platform foster meaningful connections and propel business growth.*

## Leverage resources effectively and pay close attention to evolving industry trends



**Sobinder Singh Kohli**  
President,  
Reception Committee,  
IFJAS 2024

*IFJAS is an invaluable platform for both seasoned and start-up businesses to gain insights into buyers' preferences and global market trends by engaging directly with international buyers. This show serves as a showcase for the world to witness the distinctiveness that India has cultivated in this niche domain.*

*I encourage my fellow exporters to leverage their resources effectively and pay close attention to the evolving trends in the fashion industry, recognizing that our buyers serve as invaluable guides in this regard.*

*On behalf of the IFJAS 2024 Reception Committee, I express heartfelt gratitude to all overseas buyers, their buying representatives, sourcing consultants, and exhibitors for their enthusiastic participation. Your presence contributes significantly to the success and vibrancy of this event, and we are deeply appreciative of your support.*

supporting regional artists and communities, and preserving traditional craftsmanship. By promoting local talent, we aim to contribute to the rich cultural heritage of our region. Our handmade jewellery combines tradition, artistry, and sustainability, showcasing unique pieces that honor our cultural heritage. Inspired by traditional motifs and patterns, our collection features intricate earrings, necklaces, and bracelets, meticulously crafted from eco-friendly materials like Muga and Er silk, natural dyes,



bamboo, and recycled metals. Our sustainable process involves selecting materials, reeling and spinning silk, weaving on traditional looms, cutting, shaping, assembling, and polishing by hand. Each piece undergoes a quality check before being packaged sustainably, ensuring a perfect blend of heritage, craftsmanship, and sustainability," they said.

Artisans and entrepreneurs from the Northern Region came from Srinagar (J&K),

Jaipur, Jodhpur, and Delhi NCR with leather accessories, artisanal fashion footwear, silver meenakari jewellery, metal jewellery, paper jewellery, beaded jewellery, embroidered bags, hand-printed scarves and stoles, and fashion and imitation jewellery. A designer artisan of unique spiral brass jewellery deeply rooted in Rajasthan's rich heritage said, "I take pride in creating exquisite pieces that are not only visually stunning but also sustainable and hypoallergenic. We source all our raw materials from Jaipur, ensuring authenticity and quality. While we specialise in spiral brass jewellery, we also offer custom designs to cater to diverse tastes. Our primary export markets are the US and Europe, where our non-tarnish and allergy-friendly jewellery has gained a loyal following."

The Southern Region offered screw pine and water hyacinth handmade bags and accessories, beads and stone jewellery, fashion jewellery, imitation jewellery, leather accessories, and

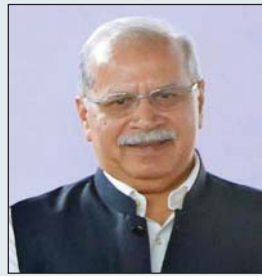


traditional jewellery (Panchlogam) from Kodungallur (Kerala), Puducherry, Chennai, and Vellore (Tamil Nadu), among others. An artisan of screw pine products shared that in the heritage town of Kodungallur, Kerala, screw pine weaving has been a timeless tradition for generations. Many of the rural residents of the ancient, coastal village of Kottapuram owe it

to the abundant growth and availability of screw-pine trees in this remote, coastal land. The artisanal process involves harvesting and slicing screw-pine leaves, drying and dyeing the fibers. They create everyday fashion accessories using screw pine and water hyacinth, celebrating traditional craftsmanship and sustainability. An artisan with Panchalogam jewellery shared that Panchdhatu, a unique alloy of gold, silver, copper, zinc, and iron, is used to craft this jewellery in distinctive and traditional craftsmanship.

The Western Region brought jute, terracotta, bamboo, and other natural and sustainable jewellery and accessories, packaging accessories, embroidery bags, cotton bags, fashion accessories, beaded jewellery, shell/pearl jewellery, hand-painted jewellery, stone jewellery, handcrafted fabric beads jewellery, and more from artisan hubs in Pune and Thane (Maharashtra), Kutch,

## Unique product portfolio; key production clusters manufacturers from across India



**R K Verma**  
Executive Director,  
EPCH

*This show features a diverse lineup of exhibitors, ranging from medium and small exporters to artisan entrepreneurs and leading manufacturer-exporters in India, showcasing fashion jewellery and accessories from all production hubs across the country. It enables Indian manufacturers to showcase their innovative products while allowing buyers to customize products to their specifications and tastes.*

*Drawing manufacturers from key cities and production clusters across India, the 18th IFJAS 2024 provides a unique opportunity for buyers and their sourcing representatives to explore a comprehensive product portfolio in fashion jewellery and accessories.*

*The exhibitors, their designers and artisans have worked diligently to present the latest and exclusive in fashion innovations.*

*On behalf of EPCH, I extend my gratitude to the Ministries of Textiles, Commerce and MSME, Government of India, for their support and guidance. My best wishes to the participating companies and overseas buyers for an excellent business experience.*

Ahmedabad (Gujarat), and Bhopal (Madhya Pradesh). An artisan of handmade, hand-painted jewellery said, "Our vision is to form a deeper connection with our customers. As artists, we pour our soul into our craft, and we want our jewellery wearers to feel that same emotional resonance." An artisan of Kutch embroidery jewellery and bags said that IFJAS provided an excellent platform to showcase unique heritage craftsmanship to a broader audience, and he was thrilled with the response.





## Sustainable Fashion: Elegant, Sophisticated and Conscious

Dedicated to contributing to a more sustainable and ethical future, many exhibitors and suppliers presented vibrant eco-friendly products, including cotton and jute lifestyle accessories, hand-painted artisanal apparel using natural dyes, bags made from recycled denim, waste cloth and paper, fashion accessories crafted from plant fibers like screw pine, water hyacinth, kauna, sabai grass, etc. sourced during nature's cyclical changes, among others. These and many such ideas attracted many buyers.

This sustainable collective at IFJAS reflected how the Indian fashion industry is undergoing a significant transformation, prioritising eco-friendly and ethical practices alongside innovative designs and materials. With the use of nature's cyclical changes and derivatives such as jute, water hyacinth, cane, bamboo, stones, shells, seeds, and recyclable materials, this category at IFJAS 2024 showcased selections with textural depth, rich construction, a myriad of colours, and interesting value additions.

The stylized line-ups included sustainable jewellery crafts and a stunning collection of bags in versatile sustainable jute, juco (jute+cotton), seetalpatti, kauna grass, sabai grass, banana fibre, lotus stems, and bamboo, embodying both strength and sophistication. Growing in favouritism was terracotta jewellery, crafted from natural clay, which had been cherished for its rustic charm and eco-friendliness. This continued to captivate hearts with its earthy hues and intricate designs. From statement necklaces to elegant earrings, terracotta jewellery pieces were celebrated for their unique aesthetic appeal and sustainability.

### Enriching sourcing experience for buyers

Each EPCH show focuses on the crucial connection and the subsequent journey of growth for both the manufacturer and the buyer. This show gave the fashion jewellery & accessories segment many new buyers looking at India as a promising sourcing base. The regular patrons completed their business and noted the next EPCH trade platform.

The business interactions and exchanges kept participants busy. Fashion shows saw many inquiring about the products showcased at the ramp sequences throughout the event. Buyers, including a good number of first-timers, visited and expressed their interest

In the current fashion landscape, sustainability has evolved from a trend to become an imperative. As environmental and ethical awareness intensifies, the demand for sustainable jewellery surges. Sustainable jewellery represents a harmonious convergence of artistic expression, skilled craftsmanship, and environmental awareness. This genre of jewellery encapsulates the essential principles of ecological sustainability, responsible sourcing, and social accountability. In India, where traditional jewellery is deeply rooted in cultural heritage, the rise of sustainable jewellery signifies a significant shift towards a more conscious and responsible approach to adornment, aligning with the country's rich legacy of craftsmanship and artistry. Among these are some heirloom pieces that seamlessly blend the intricate artistry of old jewellery-making techniques with modern designs in a very eco-friendly way.



in placing orders with their regular and new suppliers at the fair. According to feedback, they appreciated pieces with laborious handcrafting techniques. This trend will see prominence in many of the world's significant markets for India.

Visiting to source silver and copper jewellery and attending the fair to gather inspiration for new designs and stay updated on the latest trends, Claudio Lococo from Argentina shared that he was a regular visitor to the exhibition during earlier editions, and it was great to be back, reconnecting with familiar suppliers. Vincenzo Toscano, a buyer from the UK, said, "I'm interested in sourcing sustainable and recycled products. Additionally, I've noticed that customers are willing to pay a premium for products



with a compelling backstory about their manufacture, so I'm looking for products with such narratives." Dot Lynn Butler and Emma from the USA shared, "We're thoroughly enjoying the experience! We're sourcing home accessories and clothing for our boutique in Texas, as well as beads and raw materials for our jewellery business. We're particularly fond of the grass bags and the exquisite beadwork, which resonates with our appreciation for heritage styles. The fair is a treasure trove of beautiful products, and it's thrilling to discover the artists' creations—a truly fun and inspiring experience!"

Cherese Duffield and Irna Bezuidenhout from South Africa said, "We're drawn to the exceptional craftsmanship here. Our online store and boutique showcase the best of Indian products, and we're eager to replenish our inventory with exquisite garments, jewellery, bags, and crafts. The quality and variety on display here are truly remarkable, and we're excited to discover more." "I've spent the last 25 years in the industry, attending numerous

handicraft fairs. My focus is on sourcing fashion accessories, bespoke jewellery, and scarves. I've already discovered an excellent jewellery supplier, and I'm eager to explore more options. I've always been drawn to Indian products because of their vibrant colours and stunning designs," added another buyer from South Africa, Robyn Pearl Sher.

Moreover, facilitating the fast-changing retail landscape in India, fuelled by renewed buying dynamics and a quest for international designs and premium products, IFJAS hosted representatives of major Indian retail/online brands. Some of them are Archies Limited, DLF Brands Pvt Ltd, Fabindia Limited, Goodearth Design Studio Pvt Ltd, Myntra, Nicobar Design Pvt Ltd, Reliance Retail Ltd, Shoppers Stop Ltd., Ferns N Petals Retail Pvt. Ltd, V Mart Retail Ltd, Pal D'zigns, Reevaj, Jaypore, Fashion Life, Jewelry Adda, and many more. A total of around 500 buyers and buying representatives from 50 nations along with around 250 domestic volume buyers explored business opportunities and sourcing from India.





# From the IFJAS *Ramp*...

The Ramp Sequences presented at IFJAS 2024, brought alive collections in fashion jewellery & fashion accessories from many exhibitors at the show.

The sequences began with an exquisite showcase of chunky necklaces, cuffs & bangles, enamel jewellery, sterling silver pieces, imitation jewellery, etc. from Jewellery by Mitali Jain, Jaipur.

In the next were, bags by Gayatri International, New Delhi and included tote bags, slings, travel bags, purses and specialised laptop and iPad bags. Gayathri International manufactures and sells globally to the US, Europe, UK and Australia. Gayatri's bags were teamed up with elegant jewellery from Eco Serve. They make eco-friendly jewellery focusing on sustainable natural fibers. It's a blend of ethnic and modern fashion with sustainability. They make youthful jewellery as well as cuffs and belts, aiming to create a sustainable approach to fashion.

Kartik Kraft Vision, New Delhi showcased designer bags, embellished and hand-printed bags, mainly being exported to buyers in Canada, Spain, UK, Germany, Italy, etc. and many others. There were bags and jewellery pieces by MD Exports, Delhi. They are exporters of fashion jewellery and accessories using

sustainable materials like grass beads, wooden beads, etc. Their bags are vibrant in colour and feature patchwork. The designs are unique and very fascinating. The jewellery is finely crafted, keeping in mind youthfulness and tradition, making it modern yet very artistically rooted.

In yet another sequence were shawls by Rohit International, Jaipur, in a vast range of creations embellished with embroidery, patchwork, printed, and natural dyed fabrics. Ritex Leathers Pvt Ltd. from Kolkata brought in a wide array including handbags, folders, and briefcases. Known for blending traditional leather craftsmanship with modern design, they deliver avant-garde products to customers in the UK, Japan, Hong Kong, and other countries. Accompanying Ritex Leathers were scarves and stoles by Pravi Designs Pvt. Ltd., Noida - leading manufacturers and exporters of home furniture and lifestyle accessories. Pravi Designs focuses on functional and aesthetic products, delivering exceptional designs in winter scarves and stoles.

Kohli Overseas Trading Co., New Delhi that caters to international buyers with their ingenious designs and immaculate craftsmanship, showcased ornate jewellery, made from beads,





threads, metal, wood, and tassels, reflecting amazing handmade artistry. There were bold, fashionable, and eye-catching metal jewellery complemented by metallic bags from Carnival Home Concepts, New Delhi. Established in 2002, Carnival Home Concepts exports handcrafted leather goods, including versatile bags like tote bags, casual bags, and travel bags, to Germany, France, UK, Japan, and beyond.

Jewellery by Dugrstyle Statement, Faridabad was a presentation of captivating jewellery with intricate craftsmanship, including kundan jewellery, pearl jewellery, and American diamond pieces. Their timeless designs go beyond the usual, effortlessly catering to the needs of every customer. Anil Industries, New Delhi that is

credited with over 30 years in the industry, showcased vegan and eco-friendly bags. Their affordable and beautifully crafted products are designed for the modern woman, ensuring comfort and quality. ASR Collection, Kolkata brought in beautifully crafted jewellery that caters to the youth. Their products are eye-catching, fascinating, and bold. This collection was complemented by bags from House of Ecora, Kolkata that makes sustainable, handcrafted products inspired by the beauty of nature. Asian Handicrafts, Gurgaon presented jewellery made from nature's treasures, including wooden beads, cornshells, and tassels. They also showcased their bags and body jewellery. Next was N C Needle Crafts Pvt. Ltd., Noida, with their exquisite collection of bags.

