

## Buzz of the Month

### DPA joins forces with the trade to introduce the concept of the 'New Mom Gift'



The Diamond Producers Association (DPA), an international alliance of the world's leading diamond mining companies, launched its latest initiative in collaboration with the trade. This initiative aims to create a positive shift in the ideology and prevalent purchase behavior of the Indian consumer, by building the occasion of the birth of a child into the newest reason for Indian consumers to buy diamond jewellery. The product hook for this occasion is the half-bangle/diamond bracelet, which they have termed – 'New Mom Gift'.

The product has been featured in the ad and will be carried across all their communication this year.

Their research found that 39% of Indians consider the birth of a child to be an occasion for purchase of jewellery, including diamond jewellery. However, this space is not yet associated with any one specific jewellery or product. Their new campaign intends to leverage this opportunity and create a strong association between the 'birth of a child' & purchase of the 'new mom gift'.

The new ad for the 'New Mom Gift', captures a very

real and rare moment between a couple, as their relationship transforms from marriage to becoming a complete family unit with the birth of their child.

A baby is a miracle of nature and only a gift that is as real, rare unique and precious as a diamond can commemorate the journey of a couple as they welcome their miracle of nature into their lives. And hence DPA's thought - "Celebrate the miracle of life with a miracle of nature".

The industry response in the first two weeks has been overwhelming - several chains and independents have shown a keen interest in joining forces with DPA to make this initiative into a powerful industry movement that will positively change existing purchase trends and seasonality.

Sunil Nayak, CEO, Reliance Jewels said, "The diamond industry

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## Message from the Director



If the ever evolving world of jewellery has taught us one thing- it is change. As an inevitable part of life, change can be extremely empowering as it reinforces your commitment to your business. Since it is often accompanied by uncertainty and resistance, it is natural for a business owner to fear change. However, if one embraces this uncertainty, and works with it instead of against it, there can be beautiful moments of growth and success in your business. We at Rosentiques believe in change and are willing to incorporate this into our brand story.

- **Adeesh Nahar**,  
Director,  
**Rosentiques**

needs to come together and steer a new occasion which is not only an important milestone but is also a perfect fit to be celebrated with a natural diamond. With building the occasion of diamond gifting around birth of a child, DPA has taken this much needed step for our industry to accelerate the consumer demand for Diamond Jewellery.”

Asher O, Managing Director – Malabar Gold & Diamonds said, “As an industry, we see the building of this new occasion as the ideal moment for diamond gifting and purchase. It is a reflection of changing consumer behaviour and demands. We need to unite in our endeavour to make this initiative a success and give our industry an added boost.”

Saurabh Gadgil, MD, PN Gadgil Jewellers said, “The diamond industry needs to come together and steer a new occasion which is not only an important milestone but is also a perfect fit to be celebrated with a natural diamond. With building the occasion of diamond gifting around birth of a child, DPA has taken this much needed step for our industry and we should all be a part of it as we will be the end beneficiaries once the Indian consumer buys into this concept.”

Colin Shah, Vice- Chairman, GJEPC



said, “The Diamond industry needed a new occasion to drive sales and enhance consumer confidence. This occasion is the perfect fit for diamond jewellery sale as the birth of a child is a universally celebrated moment across all cultures in our country, and is not seasonal in nature. Like Akshay Tritiya, this can be another occasion for giving this industry a boost and we look forward to making this a success with DPA.”

Richa Singh, Managing Director, Diamond Producers Association said, “I am delighted that everyone in the industry we speak with believes in this idea and is willing to join hands with us to champion the initiative for promoting diamond purchase through the ‘New Mom Gift’. The celebration of life, in any Indian family, has always been an occasion calling for purchase of jewelry. And we believe that our endeavor to translate this moment for diamond purchase will resonate with people across the country, old and young, alike. We are excited about our campaign as we have received a very positive response from our trade partners who are joining us to promote this occasion and help drive diamond sales in India”.

## Message from the CEO



The overwhelming response to the launch of our new B2B boutique experience is extremely humbling and motivational. It has energized us to work harder and provide our valued customers with the most exceptional designs along with attractive price points in all categories of Polki, Diamond, Bikaneri Jadau, Rosecut and Platinum. We thank our esteemed clients for their continued patronage.

**Amish Kothari**, CEO



## B2B Experience Boutique

# Rosentiques Fine Jewellery begins a brand new chapter : B2B Experience Boutique



On Gudi Padwa, the crème de la crème of Indian jewellery industry were seen in attendance at the opening of Rosentiques Fine Jewellery's luxurious B2B 'experience' boutique. The launch saw the attendance of Anantha Padmanabhan, Chairman GJC, Shaankar Sen, Vice Chairman GJC, Pramod Agrawal, Chairman GJEPC, Ashok Minawala and Bachhraj Bamalwa amidst other dignitaries.

"The retailers who come to us are very sophisticated and special. We wanted to create a B2B atmosphere, which is luxurious and memorable, something that they can themselves recreate in their businesses for their customers," said Adeesh Nahar, Director, Rosentiques Fine Jewellery. The plush boutique sprawling over 2500 sq-ft exudes luxury and warmth with its beige tones and pastel interiors. The retailers will be privy to finely crafted open set polki, diamond, Bikaneri jadau, platinum and rose cut diamond jewellery at this boutique.

The guests were happy to be amidst a sophisticated ambience and an exclusive experience which they themselves found inspiring – the Indian retail fabric is going through many changes and the need of the hour is to give consumers an unforgettable experience. This is exactly what Rosentiques Fine



(L-R) Ashok Minawala, Saiyam Mehra, Prem Mehra, Shaankar Sen, Hemant, Bachhraj Bamalwa, Amish Kothari & Sanjay Agarwal



(L-R) Manish Jain, Mansukh Kothari, Sabyasachi Ray, Amish Kothari, Adeesh Nahar & Darshit Hirani

(L-R) Anantha Padmanabhan, Adeesh Nahar, Amish Kothari and Arpit Kala

Jewellery is seeking to do with this brand new boutique.

Synonymous with the milieu of the store, the jewellery too speaks a language that is classy and elegant. The jewellery is crafted using the choices of gemstones, brilliant diamonds, emeralds from Zambia and rubies from Mozambique. Rosentiques is one amidst a very few brands that offers collections ranging from jadau to rose cut diamonds in both gold and platinum.

"We are very thankful for

the industry's support and encouragement – it is their goodwill that allows us to constantly reinvent and evolve in this industry," said Amish Kothari, CEO, Rosentiques Fine Jewellery. Some of the other top industry veterans seen at the event were Ishu Datwani from Anmol Jewellers, Ashraf Motiwala from AS Motiwala, Jim Vimadalal, Director, Indian Rep Office, Alrosa, Anil Bharwani from Seth Sunderdas & Sons and more.

Expert Column by Richa Singh, MD, DPA

# Celebrating a New Life: The diamond industry's exciting new opportunity

India is a country largely driven by tradition and jewellery purchase too follows a very set pattern. Engagements, weddings and festivals are the major purchase triggers for gold and diamond jewellery. However, many Indians shy away from actively purchasing diamonds through the year. The need of the hour then for us, was to create an occasion which is not dependent on seasonality. From this need, grew the seed of the #NewMomGift campaign.

There is data to support this thinking. Consumer research shows that 39% of Indians consider the birth of a child to be auspicious for purchase of jewellery, so why not diamond jewellery? The birth of a child is a milestone in a couple's journey, it is a life-defining moment that completes their family. Childbirth is the most precious, rare and real moment in a couple's life, therefore only a gift that is as precious and rare will do to mark this occasion. It can be argued strongly, therefore, that the miracle of life can only be celebrated with a miracle of nature – diamonds.

The Diamond Producers Association (DPA), an international alliance of the world's leading diamond mining companies, is



working with industry stakeholders to make #NewMomGift a new occasion for diamond purchase. Our new commercial beautifully highlights the celebration of life, with this miracle of nature. The TVC had a high-impact launch targeted towards the urban, affluent and aspirational audiences and was featured during the recent Indian Premier League and the latest season of the immensely popular 'Game of Thrones' series. Along with a robust social media & digital push and with the TVC airing across channels and regions pan-India, the DPA also got on board influencers



who are new parents like actor Shahid Kapoor's wife Mira Kapoor, cricketer R Ashwin and TV personality Roshni Chopra to showcase their real & rare moments around childbirth and how they celebrated it with diamonds.

In a country where a majority of marriages are arranged, the DPA has always focused on the real & often unacknowledged moments that mark the evolution of a couple's relationship. A natural

progression of this thought of 'Real is Rare', the #NewMomGift campaign will also be leveraged in-store through active retailer participation. We have garnered support from major national chains and the campaign will soon be visible in 500+ stores, across India.

We are very happy that retailers and trade partners have bought into our concept and are working with us to make this an industry anthem. We now have an occasion that is inherent to Indian culture and an integral part of every family across the country, but is not restricted by seasonality.

So, let's rally together to recognize meaningful moments and celebrate diamonds - the billion-year-old miracles of nature.



## Stone Talk: Blue Sapphire

# Into the Blue



A poet once described an ideal sapphire as ‘the blue of a clear sky just minutes after sundown’. The ancient rulers of Persia even believed that the sky was painted by the reflection of these precious stones. There’s something about this deep blue stone that has captured the imagination of the world; so much so that Prince Charles presented Lady Diana with a gorgeous sapphire engagement ring which was later given to Kate Middleton by Prince William as a mark of their everlasting love. The intense vividness of the stone coupled with its multiple facets is what makes a sapphire

one of the most coveted gemstones. India’s crown jewel, Kashmir is home to some of the most exquisite and priceless sapphires in the world and is a heritage piece which can be passed on through generations. The biggest sapphire till date is on display at the Museum of Natural History in New York known as the ‘Star of India’ at an eye popping 563 carats!



Jewellery Courtesy: Rosentiques Fine Jewellery

## Auction Alert

# The Story Behind a Stunning Tiara

Geneva saw the showcase of some of the most spectacular pieces of jewellery at Christie’s magnificent Jewels Auction. Among the exclusive selection is a rare aquamarine and diamond tiara that is a great collector’s item. A prized possession of the Duchess Alexandra of Mecklenburg-Schwerin, the tiara consists of nine



resplendent graduated pear shaped aquamarines which reflect the most beautiful light. Coupled with a cluster of several cushion, rose-cut diamonds this tiara is a true testament to royalty. The standard inner circumference measuring 29cm will sit comfortably on most heads and act as a perfect finishing touch to anybody’s stately persona.

For any feedback & suggestions or to receive email copy of the newsletter, please mail us at: [amish@rosentiques.com](mailto:amish@rosentiques.com)

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