

JNA

DECEMBER 2018 ISSUE #412 US\$15

Splendour
of nature

THE INVINCIBLE
PARAIBA
TOURMALINE

POETRY IN
MOTION



UBM



VENUS JEWEL

WORLD LEADERS IN SOLITAIRES

Certified Rounds & Fancies

Size: 0.50 to +20.00 Cts., Color: D to L, Clarity: FL to I2



Sales Office: EC - 5021 BDB, BKC, Bandra (E), Mumbai - 400 051 INDIA

T: +91 22 2672 0000, +91 22 2367 4444 | E: netsales@venusjewel.com

venusjewel.com



SIGHTHOLDER
OF THE DE BEERS GROUP OF COMPANIES



Dominion
Diamond Mines

The first company in the world certified by the RJC on full traceability of our diamonds from Rough through Polish.



Download the App



Visit us at:

The Centurion Jewelry Show

Booth No. 408 | 27 - 29 Jan, 2019 | Scottsdale, Arizona, USA



JNA

Issue number 412 | DEC 2018

CONTENTS

9

MESSAGE FROM THE EDITOR

Celebrating success

10

NEWS

Pink Legacy makes history, sells for US\$50m at auction
WDC wants expanded definition of conflict diamonds

14

MARKET INDICATORS

18

EDITOR'S PICKS

Festive Glam

20

SHOWCASE

Poetry in motion

26

SPECIAL FEATURES

The rise of lab-grown diamonds



A vibrant blue particle explosion radiating from a central point. The particles are represented by numerous thin, bright blue lines and small white dots, creating a sense of motion and energy. Several larger, translucent blue spheres of varying sizes are scattered throughout the explosion, some appearing to be in motion. The background is a deep, dark blue.

BASELWORLD

A blue, textured, wavy pattern that resembles water or a stylized landscape. The pattern is composed of many small, overlapping, diamond-shaped or wave-like shapes, creating a sense of depth and movement. The color is a rich, dark blue.

2019

THE PREMIERE SHOW
MARCH 21 – 26

WWW.BASELWORLD.COM

Art Direction & Styling: Irene Foo
Styling Assistant: Tingo Ko
Model: Orsoya S @ Model Genesis
Make Up: Chi Nip
Hair: Po Lam @ Hair Peace
Photography: Kim Ham
Jewellery: Lydia Courteille



On the Cover

Rings in 18-karat gold adorned with a variety of gems including moonstones; sapphires; tsavorites; pearls; agate and onyx stones; and diamonds

30 INSIGHT

Baselworld in a modern era

32 DESIGN

JNA Jewellery Design Competition holds workshops in China
Splendour of nature

37 INTELLIGENCE

Promoting pearls to young Japanese consumers
The invincible Paraiba tourmaline

42 TRENDS & STYLES

Psychedelic World
Back to Basics

46 EVENTS

JNA Awards: Honouring innovation and tradition



37

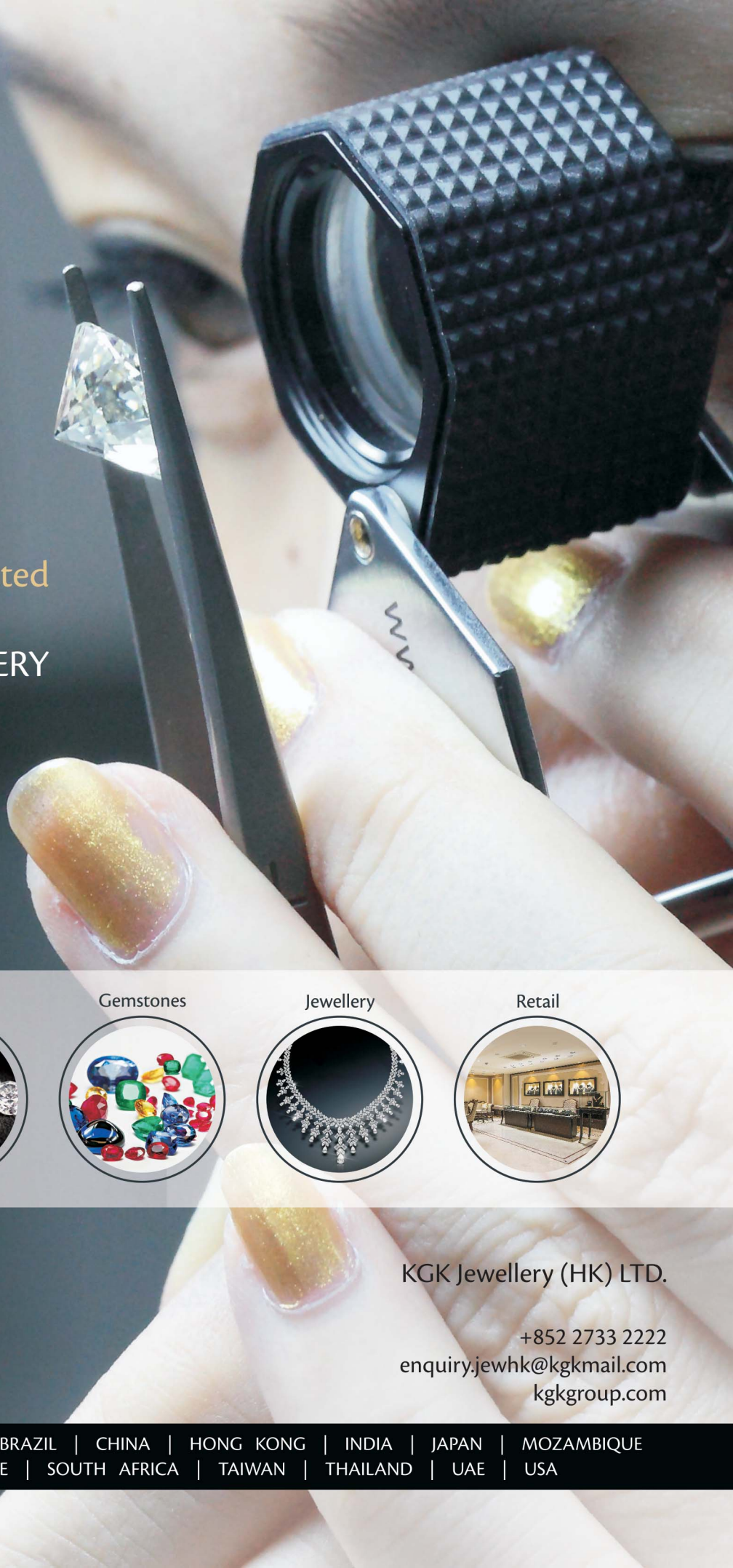


42



SINCE 1905

For over a hundred years we have ENRICHED, DELIGHTED AND ENLIGHTENED people with our vertically integrated businesses in GEMS, DIAMOND AND JEWELLERY spanning from MINES TO BRANDS.



Mining



Diamonds



Gemstones



Jewellery



Retail



Inspired to shine

KGK Jewellery (HK) LTD.

+852 2733 2222
enquiry.jewhkh@kgkmail.com
kgkgroup.com

AUSTRALIA | BELGIUM | BOTSWANA | BRAZIL | CHINA | HONG KONG | INDIA | JAPAN | MOZAMBIQUE
NAMIBIA | RUSSIA | SINGAPORE | SOUTH AFRICA | TAIWAN | THAILAND | UAE | USA

JNA

Director Irene Foo

Publisher & Editor-in-Chief Christie Dang

EDITORIAL

Editor **Olivia Quinquini**

Managing Editor **Sze Man Young**

Assistant Editors **Bernardette Sto. Domingo, Dodo To**

Senior Researcher **William Yick**

ADVERTISING

Assistant Director **Christine Sinn**

Advertising Manager **Tina Hui**

Account Manager **Karen Lam**

Sales Administrator **Tingo Ko**

MARKETING

Assistant Marketing Manager **Winkle Yim**

Senior Marketing Executives **Althea Long, Grace Tam**

Online Specialist **Pansy Lo**

CIRCULATION & SUBSCRIPTION

Senior Circulation Executive **Lonita Hui**

PRODUCTION

Senior Production Manager **Jessie Quek**

Senior Graphic Designer **Eva Kam**

Advertising Administration **Eva So**

ADVERTISING REPRESENTATIVES

China: Wendy Yip, UBM China (Guangzhou) Co Ltd | Tel: (86) 20 8666 0158 E-mail: wendy.yip@ubm.com
Shenzhen Office | Tel: (86) 755 8268 6301 E-mail: christine.sinn@ubm.com

Italy: Mauro Arati, Studio Luciano Arati sas, Largo Camus, 1, 20145 Milan - Italy
Tel: (39) 02048517853 E-mail: info@studiocarati.it

Japan: Nobuaki Nito, UBM Japan Co Ltd | Tel: (81) 3 52961020 E-mail: nobuaki.nito@ubm.com

Taiwan: Sabine Liu, UBM Asia Ltd - Taiwan Branch | Tel: (886) 2 2738 3898 E-mail: sabine.liu@ubm.com

Thailand: Anuchana Vichvech, UBM Asia (Thailand) Co Ltd | Tel: (66) 2 642 6911 E-mail: anna.v@ubm.com

US: Cecilia Wun, UBM Asia Ltd - USA | Tel: (1) 516 562 7855 E-mail: cecilia.wun@ubm.com

President Jimé Essink

CEO Margaret Ma Connolly

Senior Vice President David Bondi

Founder Letitia Chow Mei Lai



UBM

Published by UBM Asia Ltd

17/F, China Resources Building, 26 Harbour Road, Wanchai, Hong Kong

Telephone: (852) 2827 6211 Fax: (852) 3749 7348

JewelleryNet.com



jewellerynet.com

Copyright

Contents of JNA are copyright. Reproduction of material in part or in whole is not permitted in any form without the written authorisation of the publisher. JNA is published in Hong Kong each month and is available on subscription. Printed by Asia One Printing Limited, 13/F, Asia One Tower, 8 Fung Yip Street, Chai Wan, Hong Kong.



Message from the Editor

Celebrating success

As we prepare to count our blessings and losses over the past 12 months, and set new goals and resolutions, the retail industry is at the height of probably one of the most hectic seasons of the year, Christmas!

Christmas festivities in Hong Kong started as early as the beginning of November, marked by celebrative decorations filling up shopping malls and retail outlets – perhaps as a means for retailers to seize last-minute opportunities to make robust sales before the year comes to a close. In Western countries, Christmas in July is becoming more popular, especially in the Southern hemisphere when gift giving and the holiday spirit reach their peak during a white Christmas.

In fact, marketing campaigns for different product themes, age groups and consumer segments can be launched any time of the year. All kinds of festivals that give consumers an element of surprise and spark their interest are likely to turn into potential business opportunities, depending on how creative we can be. The year 2018 is coming to an end and before we wrap up yet another year, let's not forget to celebrate our successes and achievements with our loved ones!

Publisher & Editor-in-Chief

Christie Dang



Pink Legacy makes history, sells for US\$50M AT AUCTION

A scintillating 18.96-carat fancy vivid pink diamond sold for over US\$50 million at Christie's Magnificent Jewels auction in Geneva and was subsequently renamed The Winston Pink Legacy by its new owners, Harry Winston.

Rahul Kadakia, International Head of Jewellery at Christie's, commented, "The saturation and intensity of this stone is as good as it gets in a coloured diamond. To find a diamond of this size with this colour is pretty much unreal. You may see this colour in a pink diamond of less than one carat. But this is almost 19 carats and it's as pink as can be. It's unbelievable."

Most pink diamonds exhibit a colour modifier like purple,



The Winston Pink Legacy diamond

orange, brown or grey but the Pink Legacy shows no trace of a secondary colour, according to the auction house. This even colour distribution, combined with a balanced saturation, tone and straight pink hue, qualify the 18.96-carat diamond for the coveted "fancy vivid" colour grading from the Gemological Institute of America. "Only one in 100,000 diamonds possesses a colour deep enough to qualify as fancy vivid and the Winston Legacy set a new record price per carat for a pink diamond," it added.

In the saleroom, fancy vivid pink diamonds of over 10 carats are virtually unheard of – in over 250 years of auction history at Christie's, only four such stones have ever appeared for sale.

DANISH RETAILER PRESENTS Greenlandic gem-set jewellery

A new collection of jewellery pieces adorned with rubies and pink sapphires from Greenland is gracing the display windows of Danish luxury brand Hartmann's Jewellery.

The collection – which used exclusive gems from Greenland Ruby, Greenland's only miner of rubies and pink sapphires – features more than 50 pieces of jewellery using a total of approximately 300 carats of rubies and pink sapphires. Designed by Hartmann's, the prices range from US\$1,500 to US\$45,000. The collection is currently available in Scandinavia.

"Though other designers have worked with our gems, Hartmann's is the first jewellery brand to create an entire collection," noted Hayley Henning, Greenland Ruby vice president for sales and marketing. "We're especially delighted to welcome a Danish retailer as our first full partner, given Denmark's long relationship with Greenland."

Hartmann's is known for its diamond expertise. It is one of only three retailers in Europe to carry the title, "Argyle Pink Select Atelier," for its Argyle Pink Diamond Collection. It is also the sole distributor of Boucheron's luxury jewellery and timepieces in Scandinavia.

Gems from Greenland Ruby meanwhile are mined following strict ethical, social, human rights and environmental laws, and responsible practices.

Hartmann's jewellery collection adorned with Greenland Ruby gems



Hartmann's Greenlandic rubies and pink sapphires can also be tracked along every step of their journey, from the mine to the store. The brand also supports Greenland Ruby's Pink Polar Bear Foundation, an initiative created to support international polar research in all disciplines, especially protecting the inhabitants of Greenland, who are affected by climate change.

SRCE 深圳钻石毛坯交易中心
Shenzhen Rough Diamond Exchange

THE ONLY INTERNATIONAL DIAMOND, JADE & GEMSTONE TRADING
PLATFORM APPROVED BY SHENZHEN MUNICIPAL GOVERNMENT
深圳市政府唯一批准钻石、宝玉石要素交易平台

SHENZHEN
NEW DIAMOND HUB OF THE WORLD

深圳 — 世界钻石新都

Bonded Warehouse
保税仓储

Import And Export
一般贸易进出口

Supply Chain Financing
供应链服务

FREE HONG KONG ⇌ SHENZHEN
SHIPPING EVERY WEDNESDAY IN 2018

2018年每周三 **香港 ⇌ 深圳** 免费货运

Vinna Chen (+86) 135 3780 9986



地址 Add : 深圳市罗湖区莲塘港莲路4号
4 Ganglian Road, Liantang, Luohu District, Shenzhen, China

电话 Tel : (+86) 755 8239 9116
传真 Fax : (+86) 755 8239 0093

网址 Web : www.szrde.com
邮箱 Email : info@szrde.com



WDC wants expanded definition of conflict diamonds

The World Diamond Council (WDC) has called for an expanded definition of conflict diamonds to strengthen the industry's campaign to protect consumer confidence in the entire diamond supply chain.

WDC, along with the Civil Society Coalition, voiced its support to broaden the definition of what constitutes conflict diamonds at the 2018 Plenary Session of the Kimberley Process (KP) in Belgium in November.

"The proposed change would expand the scope beyond rough stones that finance wars against governments," WDC said. "The reforms require all participants to respect human rights in accordance with the UN Guiding Principles on Business and Human Rights, and encourage stronger understanding

of the Organisation for Economic Cooperation and Development Due Diligence Guidance."

The definition should include "rough diamonds used by public security forces or private (including criminal or mercenary) armed groups to acquire wealth through the illegal control, bribery, taxation, extortion or dispossession of people." It would also include rough diamonds "acquired through systematic and widespread violence, forced labour, the worst forms of child labour, or through violations of international humanitarian law."

"This is a tremendous opportunity for us, through the KP process, to make a difference in the lives of people residing in some of the most challenged diamond-producing nations around the world," noted WDC President Stephane Fischler.

SLGJA appoints new leaders

The Sri Lanka Gem and Jewellery Association (SLGJA) has appointed a new governing body as it focuses on further strengthening its relationships with global gemstone markets, a report from ft.lk said.

Ahsan Refai, the association's new chairman, said one of his major tasks would be to further foster international relationships with major markets including Hong Kong, Thailand, Singapore, Malaysia, Japan, Korea, the UK, the US, Germany and other European nations. The focus would be on signing agreements and conducting regular bilateral and multilateral discussions, Refai was quoted as saying.

Altaf Iqbal, for his part, was appointed chairman of Sri Lanka's premium gem and jewellery event, FACETS, and vice-chairman, Promotions and Trade Fairs. He is tasked to lead FACETS International Gem and Jewellery Exhibition 2019.

"Our target next year would be to attract more wholesale buyers from abroad, tourists and the local expatriate community. This would ensure that the local gem and jewellery industry will be highlighted in the international market. The committee intends to launch

an aggressive marketing campaign, internationally and locally," the report quoted Iqbal as saying.

To further promote Sri Lankan coloured gems and gem-set jewellery, SLGJA also launched a coffee table book entitled, "Sri Lanka Gems," at FACETS 2018.





PREVIEW
ULTIMATE LUXURY
 IN THE BUSINESS OF JEWELLERY.



India's leading exhibition organiser UBM India, proudly presents the preview edition of the most comprehensive international B2B jewellery trade fair, Mumbai Jewellery & Gem Fair.



21 – 23 December 2018
Hotel Sahara Star - Mumbai

KEY FEATURES



100+
 Premium Exhibitors



Hosted Buyers



Buyer Seller Meet



Networking Night

Contact: Surendra Singh M: +91 98197 19695 | E: surendra.singh@ubm.com





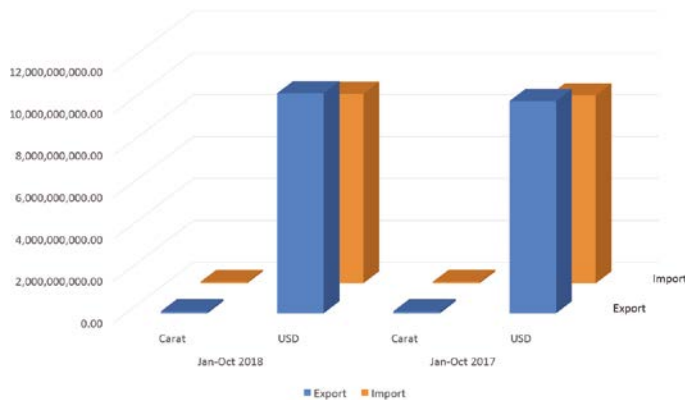
US\$28.4 million

Total revenues from Gemfields' latest auction of high-quality emeralds in Singapore

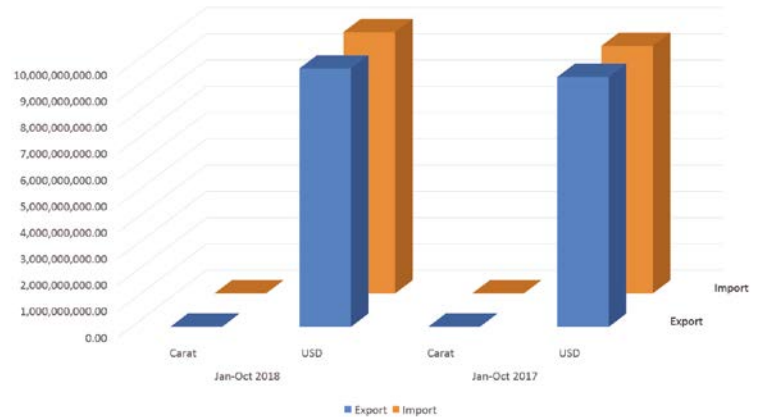
The emeralds, extracted from the Kagem Mine in Zambia, generated an overall average value of US\$68.03 per carat. According to Gemfields, the auction saw 40 companies placing bids, with 74 percent of lots offered being sold.

Antwerp diamond trade statistics Jan to Oct 2018

Rough diamonds



Polished diamonds



Source: Antwerp World Diamond Centre

CHF36.4m or US\$36.2m

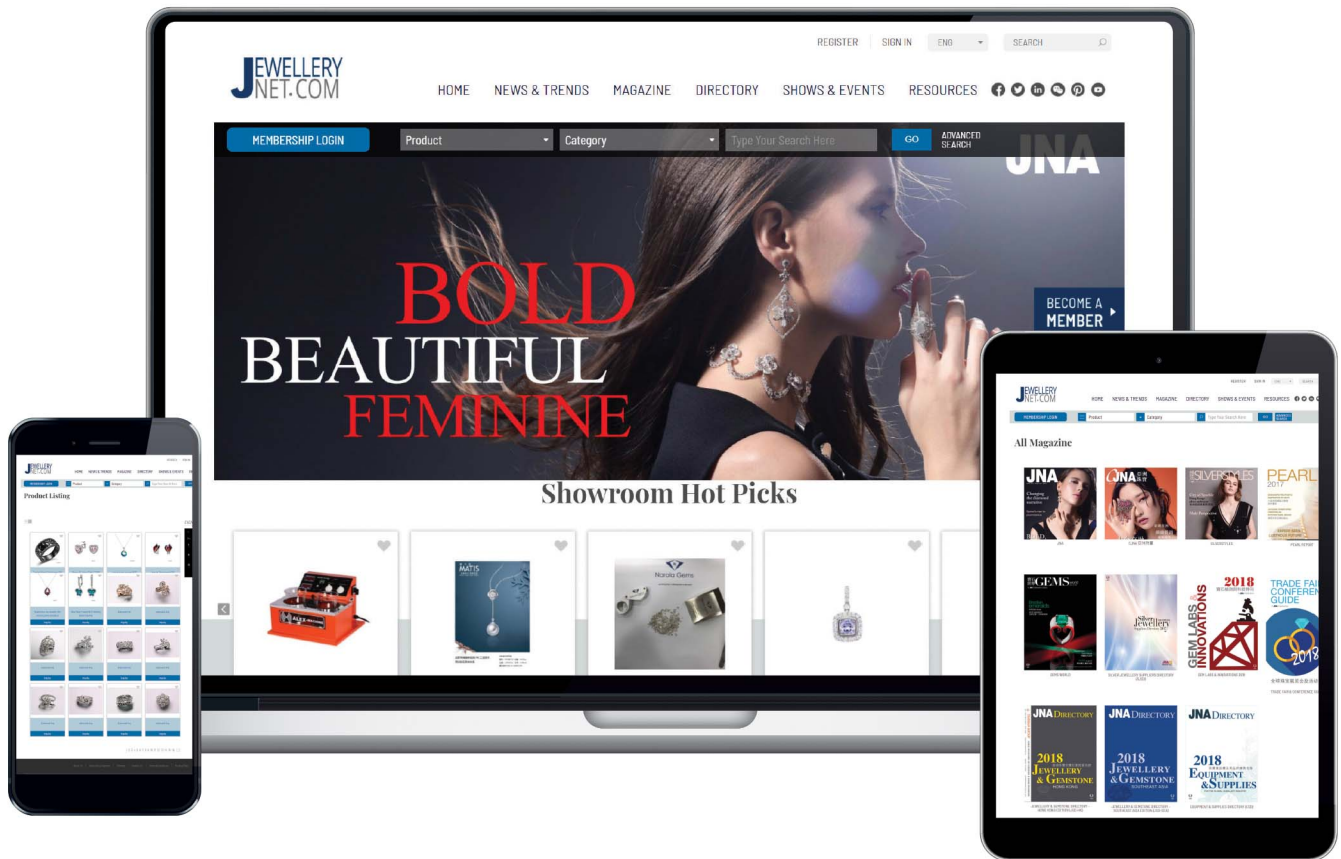
Value of Queen Marie Antoinette's 18th century pearl, which sold at a Sotheby's auction in Geneva

The amount exceeded a previous auction record for a natural pearl, according to the auction house. Set with an oval diamond supporting a diamond bow motif and a slightly baroque drop-shaped natural pearl, the pendant was suspended from a three-strand pearl necklace. The pearl was formerly in the collection of Marie Antoinette, Queen of France (1755-1793).




JEWELLERY NET.COM

ONLINE COMMUNITY FOR JEWELLERY PROFESSIONALS



One-stop online guide and sourcing platform for the industry



jewellerynet.com 



PGI® unveils thematic advertising film featuring Platinum Ambassador Yang Yang

The latest advertising campaign from PGI® reinforces the power of true love as immortalised in platinum jewellery.



The Platinum Guild International (PGI®) has released a new advertising campaign starring Chinese Platinum Ambassador Yang Yang. The superbly directed film celebrates the strength of a lasting love – a love that deepens with the passage of time. Platinum is featured prominently in each scene as the centrepiece of every unforgettable moment and a glittering icon of endurance.

In the stunning visuals, Yang Yang is seen walking down a passage interspersed with light and shadow, with a pensive look on his handsome face as he holds a platinum ring between his fingers. The scene then

transitions to a collection of moments featuring platinum jewellery: A young man presenting an anniversary necklace to his girlfriend; a groom solemnly slipping a wedding band on the bride's finger; a newborn child being given a good luck charm bracelet by his loving parents; an elderly couple exchanging glances of affection, couple rings glittering bright on their aged hands; and a mother pinning a brooch on her adult son who's about to leave home. Platinum is present in each of these milestone moments as a symbol of love that can stand the test of time; a testament to perpetual devotion and commitment.



PLATINUM • MOMENT OF ETERNITY Collection

Platinum's high durability and brilliance make it the perfect choice for commemorating love that remains unchanged by time; audacious in its endurance. The Platinum • Moment of Eternity Collection features platinum rings, bracelets, necklaces and pendants with diamonds and gemstones in a variety of colours. Platinum's natural whiteness brings the glory of the coloured gemstones to the fullest, which sparkle with the wearer's every movement, while a circular design is employed in the pendants to suggest the cyclical nature of life. Choose white diamonds to perfectly blend with platinum's subdued, elegant hue; or black diamonds for a subtle yet unique expression of refinement. Proclaim the infinite depth of your love with ocean-blue sapphires, their rays made all the more radiant by the brilliance of platinum. Alternately, select a platinum band inlaid with black-and-white ceramic to represent a love made strong by the flames of trials and tribulations.

This trendy collection is suitable for all occasions. Mix and match the different pieces to showcase your creativity and inimitable style. Platinum • Moment of Eternity Collection: The brilliance of platinum, to eternity and beyond.

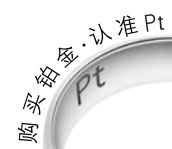
Jewellery: Platinum • Moment of Eternity Collection

[More About Platinum]

Q: How do I know if a piece of jewellery is made of genuine platinum?

A: The easiest way is to ensure that the jewellery you bought carries the Pt or “铂” mark. This mark is like the identity card of platinum. Only jewellery pieces with the Pt mark are genuine. According to Chinese national standards, each piece of platinum jewellery must carry a Pt mark with the purity information indicated. For example, Pt900 or “铂900” signifies a purity of 900%, while “足铂” indicates a purity of more than 990%.

To know more about platinum and designated platinum jewellery retailers, please log on to the official website, www.preciousplatinum.com.cn, or follow the official account “铂金Platinum” on WeChat.



About Platinum Guild International (PGI®)

PGI® was founded in 1975 and is a trade organisation supported by major South African platinum producers. PGI® has specialist teams dedicated to developing demand for platinum jewellery through consumer and trade facing programmes in the four key jewellery markets of China, India, Japan and the US. In China, PGI® works to cultivate and guide Chinese consumers' passion for platinum jewellery by providing a full range of support to promote the local platinum jewellery industry, and has achieved great results. In 2000, China became the biggest market for platinum jewellery in the world.



FESTIVE GLAM

Celebrate the holidays with jewellery pieces that breathe life into your inner diva. Here's a collection of dazzling finds adorned with diamonds and coloured gemstones in subtle yet expressive designs that will elevate your style to the next level.



Hollywood star Nicole Kidman dons Omega's new Constellation 'Manhattan' women's watch; Omega watch with dials made from Australian white opal and the hours marked by 12 baguette-cut ruby indexes. The 28mm cases and bracelets are crafted from 18-karat Sedna™ gold with bezels featuring subtle Roman numerals that are highlighted by 154 snow-paved diamonds; Gucci ring; ring with white and fancy colour diamonds from De Beers' High Jewellery collection

EDITOR'S PICKS



(Clockwise from top) Earrings and pendants from De Beers Jewellery's Enchanted Lotus collection

Orogi diamond necklace in two-tone 18-karat gold with white, brown and black diamond accents

Georg Jensen's Moonlight Grape necklace

(Middle) Je t'aime Bo Bo pendant in 18-karat gold with white and black diamonds and rubies; Rocka Bo Bo pendant in 18-karat gold with white and black diamonds; and Rocka Bo Bo pendant in 18-karat gold with diamonds and rubies by Qeelin

Rings in 18-karat gold with diamonds from the Pois Moi Luna line of Roberto Coin

A pair of earrings with Burmese rubies and diamonds and ring with a Mozambique ruby centre stone from Gübelin Jewellery

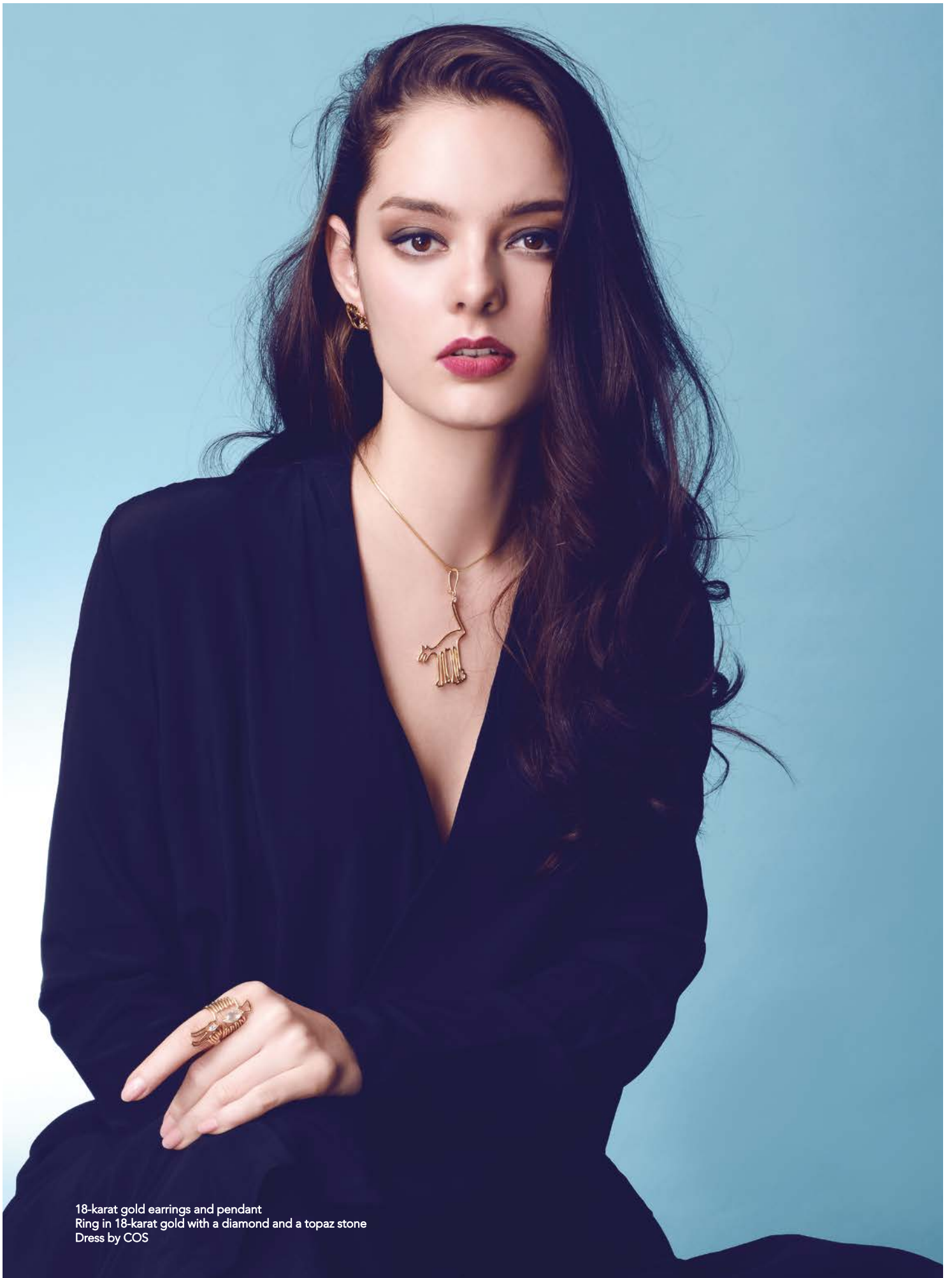




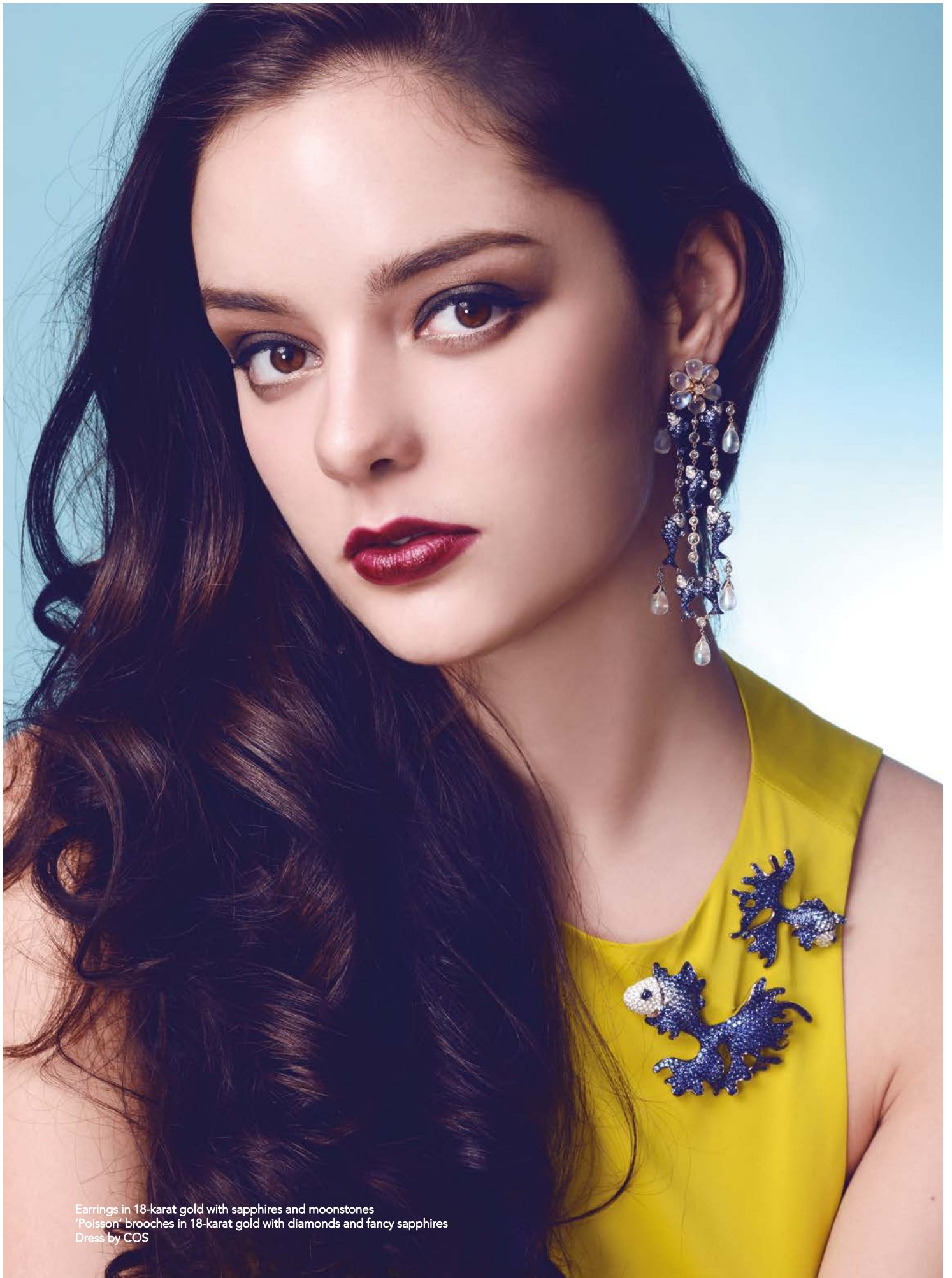
POETRY *in motion*

Enter a whole new realm of existence with French jeweller Lydia Courteille's celebrated collections. Majestic in form, the fine jewellery pieces tell stories of love, history and folklore with audacious colour combinations and flamboyant strokes. The pieces are embellished with the rarest coloured gems and diamonds, perhaps in allusion to Courteille's one-of-a-kind imagination.

Earrings in 18-karat gold with enamel, sapphires, tanzanite and amethyst stones; rubies, garnets, tourmalines and citrines
White suit by ANIRAC



18-karat gold earrings and pendant
Ring in 18-karat gold with a diamond and a topaz stone
Dress by COS



Earrings in 18-karat gold with sapphires and moonstones
'Poisson' brooches in 18-karat gold with diamonds and fancy sapphires
Dress by COS





Art Direction & Styling: Irene Foo
Styling Assistant: Tingo Ko
Jewellery: Lydia Courteille
Model: Orsoya S @ Model Genesis
Make Up: Chi Nip
Hair: Po Lam @ Hair Peace
Photography: Kim Ham

Earrings in 18-karat white and black gold with diamonds and rubellites
Pendant in 18-karat gold with apatites, fancy sapphires and diamonds
Dress by COS



The rise of LAB-GROWN DIAMONDS

Diamond mining giant De Beers Group forever changed the game when it launched its own line of lab-grown diamond jewellery earlier this year. How is the market reacting to this development?

By Sze Man Young



Grown with Love's lab-grown diamond ring

The growth potential of lab-grown diamonds has become more pronounced, with younger consumers continuously looking for more affordable and ethically sourced diamonds. The conventional wisdom however was that marketing of lab-grown diamonds would be a tall order, and it would take time for these to be accepted by customers. That is, until De Beers made its move.

This market has a lot of room for growth, according to Research Nester's recent report entitled, "Lab-Grown Diamonds Market: Global Demand, Growth Analysis & Opportunity Outlook 2023." The global lab-grown diamond market was worth US\$16.2 billion in 2015, and is expected to earn US\$27.6 billion by the end of 2023, with a compound annual growth rate of 7.4 percent during the forecast period (2016 - 2023), the report added. Meanwhile,

SPECIAL FEATURES

global consumer demand for diamond jewellery was US\$82 billion in 2017, up 2 percent from the previous year, according to De Beers.

De Beers, which solidified the diamond's reputation as the ultimate engagement ring with its "A Diamond is Forever" tagline, helped form the Diamond Producers Association in 2016, which comprises the world's seven biggest mining companies. The association went on to launch the "Real is Rare" campaign to effectively sell diamonds to millennials. Then came the ultimate about-face that caught everyone in the industry off guard: The launch of Lightbox, De Beers' lab-grown diamond jewellery line. With its competitive pricing and upfront marketing, Lightbox enjoyed a good debut in September: Studs and pendants priced at US\$800 per carat were sold out in the first few days. Curiosity played a part in the brand's instant success, according to De Beers, and some of its buyers may have been industry people who wanted to learn more about the brand.

Others were quick to jump on the lab-grown diamond jewellery bandwagon. Richline Group, a wholly owned subsidiary of Berkshire Hathaway Inc, announced in late October that it was partnering with JCPenney and Macy's to introduce Grown With Love, its own brand of lab-grown diamond jewellery, which caters to both the

bridal and fashion jewellery markets. The products cost US\$500 to US\$10,000 and all diamonds are certified by the International Gemological Institute.

Educating consumers

Richline Group's partnership with JCPenney and Macy's is likewise aimed at educating consumers about their choices, the company said. Salespeople at Richline's partner retailers, including JCPenney and Macy's, will receive training on the integrity, grading and analysis of lab-grown diamonds. "Richline is proud to be presenting an educated choice. We truly, continually believe in the rarity and romance of mined diamonds. However, the consumer now has an option to judge value and social responsibility as a personal choice," said Mark Hanna, the group's chief marketing officer.

The International Grown Diamond Association (IGDA), founded in 2016 by manufacturers, distributors and sellers of lab-grown diamonds, also highlighted the importance of education in the long-term development of the business.

As a founding member of IGDA, Russia's New Diamond Technology (NDT) said disclosure and best practices, along with state-of-the-art technology, will enhance transparency and integrity in the sector.



Many international brands have begun using lab-grown diamonds in their pieces. Most importantly, manufacturers of lab-grown diamonds now focus on quality, not quantity.

– Tamazi Khikhashvili, New Diamond Technology



SPECIAL FEATURES



According to NDT President Tamazi Khikhashvili, demand for lab-grown diamonds is expected to grow fast as millennials continue to go for sustainability. "Many international brands have begun using lab-grown diamonds in their pieces, which is a sure indicator of burgeoning demand. Most importantly, manufacturers of lab-grown diamonds now focus on quality, not quantity," continued Khikhashvili.

NDT showcased its 10.06-carat, SI-clarity, octagonal step-cut, HPHT fancy intense yellow diamond at the September Hong Kong Jewellery & Gem Fair. "This is the only officially known fancy intense yellow lab-grown diamond of 10 carats," he added.

Socially conscious millennials prefer lab-grown diamonds and gemstones accompanied by gemmological certificates, noted NDT. "Leading jewellery designers are intrigued by the possibilities brought about by NDT's technology that provides them with a whole range of diamonds to work with. At the same time, this makes their design more price competitive," Khikhashvili said.

Off the beaten path

Created Diamonds Company Ltd (CDC) is one of the largest suppliers of rough and polished HPHT lab-grown diamonds in the world, with manufacturing facilities in India and China, as well as offices in the US, India, Hong Kong, Bangkok and Guangzhou.

"We aim to set standard practices for this industry and to offer more choices for consumers. Our target customers are those who think of diamonds in a non-traditional way, appreciate diamonds as what they are

and care about environmental protection," stated Hu Yaoling, marketing manager of CDC.

Hu said the negative impression that people may have of lab-grown diamonds will soon dissipate as the industry becomes more and more transparent. She stressed that lab-grown diamonds can be marketed in many different ways, not necessarily as mere fashion jewellery items that are not suited for important occasions. Companies like CDC tend to market lab-grown diamonds as a new product in its own right, not as a cheap alternative to natural diamonds, continued the company official.

"Everyone in the lab-grown diamond industry is learning about and adjusting to constant changes in the market. The industry has huge potential for growth, and we have just started," Hu said.

Millennial values

Millennials, who comprise 30 percent of the global population, are now the biggest group of consumers in the world. They are after sustainable goods and ethical practices, which means they reject the use of conflict diamonds and the environmental impact of diamond mining. Lab-grown diamond jewellery may just strike a chord with them.

In terms of geography, Asia Pacific has emerged as the largest market for lab-grown diamonds, according to Research Nester's report. It accounted for the largest revenue share of 51.2 percent in 2015, while North America was responsible for approximately one fourth of the total revenue. Middle East and Africa are expected



Lab-grown diamond jewellery by Created Diamonds Company Ltd

SPECIAL FEATURES



NDT's 10.06-carat yellow lab-grown diamond

to be the fastest-growing markets in the future due to rapid growth in infrastructural facilities and rising demand for lab-grown diamonds.

Hu disclosed that lab-grown diamonds will someday be as popular as their mined counterparts. "Diamond jewellery has become a common fashion item for many, and demand for it will only rise as more and more well-designed pieces set with lab-grown diamonds become available," commented Hu. "Lab-grown diamonds will have a big impact on the traditional diamond sector. I hope the lab-grown market continues to evolve and create more opportunities for the diamond sector as a whole."



We aim to set standard practices for this industry and to offer more choices for consumers. Our target customers are those who think of diamonds in a non-traditional way, appreciate diamonds as what they are and care about environmental protection. – Hu Yaoling, Created Diamonds Company Ltd





Baselworld IN A MODERN ERA

Transformations are unfolding at Baselworld 2019 as fair organisers reinforce the relevance of traditional trade shows amid a fast-paced business environment.

By Bernardette Sto. Domingo

Outstanding jewellers and watchmakers converge once a year to display their latest designs and innovations at Baselworld, renowned as the world's largest watch and jewellery show. This year however, the dynamics may have shifted for the 101-year-old fair after Swiss manufacturer Swatch Group's exit amid calls for change.

Organisers are at the forefront of innovations to make the fair's 2019 edition more appealing. Michel Loris-Melikoff, managing director of Baselworld, talked to *JNA* about endeavours to reinvent the show.

JNA: How different is Baselworld 2019 going to be from previous editions?

Michel Loris-Melikoff: Every effort is being made to transform Baselworld, ensuring that it will be a success in 2019 and beyond. We are working hard to make the show more exciting, entertaining and accessible than before. Our goal is to create an exceptional experience for the industry. We want to improve the flow of visitors by holding the fair within Halls 1, 3 and 4 – which are interconnected. Shorter pathways mean more efficiency for visitors. In Hall 1.0, we



Michel Loris-Melikoff, managing director of Baselworld



Bespoke necklace by Chopard

will have a Central Plaza to accommodate restaurants and resting and meeting areas, and the new media centre. A Show Plaza will be the highlight of Hall 1.2, where jewellery brands are exhibiting. Fashion and jewellery events will be held three times a day in the hall. We're also partnering with hotels to guarantee transparent prices. Every hall will likewise have dedicated areas for the media to enable them to work efficiently and to report live onsite. We have also opened our publication channels (newsletter and social media) for visitor promotions. We will upgrade the Baselworld chatbot – introduced last year – to a personal show concierge, reintroduce the Baselworld Daily News and update our website with new services, allowing greater connectivity for exhibitors, visitors and journalists.

JNA: *How are you responding to calls for modernisation and reinvention?*

Loris-Melikoff: We are implementing fresh initiatives and doing things differently. The overall feedback has been positive and encouraging so far. To get a bigger picture and to effectively answer the demands of the market and our stakeholders, we are conducting a large-scale survey among exhibitors and visitors. It will serve as the basis for our Baselworld 2020 concept and will likely bring about even more fundamental transformations. We will present it at Baselworld 2019.

JNA: *What's the impact of Swatch Group's departure and how are you planning to fill the slots it has vacated?*

Loris-Melikoff: Swatch's cancellation was painful, of course. It also prompted some exhibitors to re-evaluate their commitment to Baselworld. But a feared domino effect has not happened. Furthermore, we have received commitments from all of the important brands that they intend to exhibit next year. We are filling the gaps in Hall 1.0 in a very attractive way, with the Central Plaza.

JNA: *Amid a more transparent and fast-moving business scenario, what makes traditional watch and jewellery fairs still relevant in facilitating business within the industry?*

Loris-Melikoff: Baselworld is the central meeting place for all players in the industry – from production to distribution, as well as for customers and aficionados. Everyone comes here to feel the passion behind the products; experience the brands in person; meet the CEOs face to face; and breathe the unique atmosphere of Baselworld. It is the experience – physically touching and directly admiring the products, and the shared dialogue among buyers and sellers that make a trade show indispensable. Thus, we must create new points of contact that strengthen the context for shared experiences and enhance the show and its character. An event must surprise people and spark their enthusiasm. It must touch them physically and emotionally. All of this cannot be achieved digitally: This is the strength of trade shows. Second, we must also utilise our digital potential more effectively. Digitalisation offers us the opportunity not only to network with the industry during the six days of Baselworld but throughout the year. We are taking a big step forward in this area with a new website, the chatbot, social media channels and onsite apps. We want to create a new kind of experience for traders and visitors, which will be unique in the industry.



Diva's Dream Phoenix watch by Bulgari

JNA

JEWELLERY DESIGN COMPETITION HOLDS WORKSHOPS IN CHINA

In a bid to drum up further interest in the JNA Jewellery Design Competition 2018/19, organisers visited the campuses of two educational institutions to engage with budding designers.



Students of the Guangzhou Panyu Polytechnic learn about the JNA Jewellery Design Competition 2018/19 during the workshop, which the college also broadcast live on its official channels



The two workshops end on a positive note, sparking interest in the competition and encouraging students to submit their entries



Gloria Au explains the Dancing Stone category

Asymmetric Perfection. Design talents are invited to reflect the specified theme while highlighting the respective materials' exceptional qualities. The competition is free to enter.

There will be one winner in each category, with winners receiving a US\$2,000 cash prize and a trophy along with extensive international media coverage. In addition, winners will be entitled to a premium membership in DESIGN HUB, where designers can showcase their talents and creations to the industry at large.

Participants are encouraged to explore the official website, www.jnadesigncompetition.com. To stay connected on social media, follow Facebook @ JNAdesigncomp and Instagram @jnadesigncompetition.

JNA of UBM Asia Ltd held two workshops for design students of the Guangzhou Panyu Polytechnic and the Hong Kong Design Institute on November 14 and 15 respectively to introduce the JNA Jewellery Design Competition 2018/19.

The workshops presented detailed information on the competition and shared valuable insights on how to interpret its themes. Participants were given the opportunity to seek further details at the Q&A session after the presentation.

Althea Long, the representative from JNA, gave a brief introduction of the JNA Jewellery Design Competition 2018/19 and talked about Tahitian pearls as well as addressed general enquiries. The second session was headlined by Gloria Au, sales manager of Crossfor HK Ltd, who explained the Dancing Stone concept and technique. Suzanne Wong, senior product manager of Platinum Guild International, meanwhile discussed current market trends and revealed the uses of platinum in daily life.

The competition has three categories – Dancing Stone, Platinum and Tahitian Pearl. Their respective themes are New Fashion Tech, Platinum Attitude, and



Suzanne Wong highlights the qualities of platinum

SPLENDOUR OF NATURE

Dutch jewellery designer Bibi van der Velden's innate love for nature is immortalised in every creative endeavour she undertakes.

By Esther Ligthart



Poseidon's Getaway earrings in 18-karat rose gold and sterling silver with blue and green sapphires and diamonds

Inspired by her mother, who was a famous sculptor, Bibi van der Velden had always known that she would one day be an artist.

Born in the US, she spent her childhood in the United Kingdom and the Netherlands. She then took up Fine Arts in Florence and continued her studies at the Gerrit Rietveld Academie and the Royal Academy of Arts, both in the Netherlands.

In 2005, van der Velden successfully ventured into jewellery design with her Wearable Works of Art Jewellery. Here's a peek into her avant-garde design philosophy.



Palm tree-inspired ring in 18-karat gold with tsavorites and tiger's eye

JNA: *How did your mother influence you to pursue a career in the arts?*

Bibi van der Velden: I practically grew up in my mother's studio, helping her polish stone sculptures, and eventually working there myself with soft soapstone. As a child, I always knew that this would be my direction in life. To me, designing jewellery is akin to miniature sculpting.

JNA: *Majority of your designs are animal-inspired. How did this come about?*

Van der Velden: Animals figure a lot in my collections, that is true. But it's mainly nature itself that is the dominant theme in my work. Nature is a never-ending source of inspiration. It's found everywhere – especially in the raw materials that I source all over the world. I'm in constant awe of what I find and what is out there.

JNA: *Your choice of gemstones and other materials are unconventional. Could you take us deeper into your creative realm and how you come up with such unique ideas?*

Van der Velden: It's all about challenging myself to try new techniques and use unusual materials. Each new collection is a journey of discovery for me. In the jewellery business, there are many styles that look similar and the truth is, much has already been done. I want my creations to stand out and be truly different from the rest.



Galaxy opal ring in 18-karat rose and yellow gold with an opal centre stone, diamonds, sapphires, tsavorites and Tahitian pearls

JNA: *You use mammoth tusks in your designs. How does this tie in with your ethical standards?*

Van der Velden: I am an ambassador for Solidaridad, the mother organisation of the Max Havelaar Foundation. Solidaridad is a non-profit organisation, which also focuses on ethical and sustainable gold mining. Recycling has always been an integral element in my work. When I started, I used antique materials, and I still do. I do use mammoth tusks because I find the story of the mammoth terribly romantic. Its tusks have been long hidden under the ice and today, there are enough quantities that can be used in an ethical and responsible way. As long as no animals are harmed – that's the important thing. At the same time, I'd like to think we give the animals longevity by honouring them in our jewellery.



Bibi van der Velden



Alligator earrings in 18-karat gold adorned with 40,000-year old mammoth tusks

JNA: Who are your clients?

Van der Velden: We have a huge private customer base since bulk of my pieces are bespoke orders, which give me the opportunity to design jewellery pieces around my client's personality. Buyers also purchase our products from our studio in Amsterdam. We also work with concept stores and galleries all over the world. We sell through our own online shop and via my new online platform, Averture, where I curate fine jewellery pieces from other designers. At the moment, our biggest market is the US. Our next step is to expand to Asia and the Far East.

JNA: Social media marketing is on the rise and its influence can't be ignored. How do you feel about this?

Van der Velden: I am not a social media guru but I use Instagram. What I love about Instagram is that it allows me to connect easily with my clients all over the world so I can give them an insight into my life and inspirations.



Scarab bunch earrings in 18-karat gold and sterling silver with brown diamonds and real scarab wings

JNA: What can you share with us about your life outside of being a designer?

Van der Velden: I live and work in the old city centre of Amsterdam, where I use my bike to go to work every day. I own a second home in Portugal so I divide my time between these two favourite spots. I also adore my children and my husband, who's part of the company too.

My passion is jewellery design and this has inspired me to start Averture, where we are able to give authentic fine jewellery designers a platform to showcase their work.

JNA: What is your growth strategy for your company?

Van der Velden: I want to further grow my company, Bibi van der Velden, which I started over 14 years ago. I would like to expand globally and collaborate with other artists and industry stakeholders. Attending international shows is also part of my long-term plans. Amid all these, I would like to maintain my philosophy of quality over quantity.



Scarab ring in 18-karat rose gold and sterling silver with diamonds, tsavorites and real scarab wings

All jewellery pieces by Bibi van der Velden

PROMOTING PEARLS TO YOUNG JAPANESE CONSUMERS

Pearls produced in Japan are known for their premium quality and distinguished image. With an ageing clientele however, Japanese pearl industry players are reaching out to younger consumers to ensure the long-term development of the country's pearl jewellery sector.

By Christie Dang

Pearls have always been associated with a noble and elegant temperament. To stir up interest in pearls among young consumers in Japan, the industry – led by the Japan Jewellery Association (JJA) – launched a new marketing campaign titled, “Pearl at 20,” in June this year.

Tota Koyama, chairman of the JJA, said the campaign encourages parents to present pearl jewellery as a gift to their daughters who turn 20 years old.

It's an important age, according to Koyama, as a girl turning 20 signifies that she is entering a new stage in her life hence a memento from her parents should mark the occasion. The campaign aims to help establish giving pearl jewellery to 20-year-old daughters as a new jewellery tradition in the country.

Koyama added that the symbolic meaning of pearls in the Japanese culture should be upheld. Given Japan's long-standing jewellery culture, acquiring jewellery has a profound meaning and cultural foundation for Japanese people who pass on their treasures from generation to generation. Therefore, Japanese parents giving pearl jewellery to their daughters signifies love, bonding and blessings. Apart from handing down beloved pearl jewellery pieces to the next generation, customers also purchase new pearl jewellery with fashionable designs for their daughters.

Tokyo 2020

The upcoming Olympic Games to be held in Tokyo in 2020 provides immense business opportunities, with 40 million people expected to visit Japan. Representatives from the association said they hope to ride on this chance by promoting pearl as an iconic product to perfectly represent Japan.



Japanese pearl jewellers are training their sights on younger consumers

As an integral segment in Japan's jewellery industry, pearl has a strong foothold and market share worldwide. For many years, Japan has enjoyed a good reputation in all aspects of the pearl industry – from farming, research and technology development, to sales and marketing. Amid the new opportunity, Koyama and his colleagues are confident that the local industry can further strengthen the image of Japanese pearl. “When people think of pearls, they will also think of Japan,” he added.

Industry players likewise remain optimistic about prospects in Japan's pearl industry, adding that jewellery made with Japanese pearls are well-received globally. In fact, high-end jewellery brands market fine pearl jewellery, as well as fashionable and modern pearl jewellery designs for the mass market.

THE INVINCIBLE PARAIBA TOURMALINE

Amid a challenging business scenario, the seemingly indomitable Paraiba tourmaline has sustained its sparkle as buyers continue to seek out its stunning colours, rarity and versatile charm.

By Bernardette Sto. Domingo



Pear-shaped African Paraiba tourmaline from Wild & Petsch GmbH

Whether it's the mint green or electric blue variety, the Paraiba tourmaline has remained intensely sought after in the coloured gemstone arena, irrespective of the market situation. Given its electrifying appeal, it's no accident that this beloved gemstone has made waves in the fine jewellery universe.

Just in May this year, the Paraiba tourmaline made it to the top 10 for the first time at a Christie's auction in Hong Kong. A pair of earrings adorned with Paraiba tourmalines of 7.46 carats and 6.81 carats respectively, was bought by a private bidder for US\$2.78 million or US\$194,730 per carat – a record auction price for this highly coveted gem.



Paraiba tourmaline earrings
by Caroline C

Solid demand

According to Farhat Amin of Thai gem dealer Azizi Enterprises Co Ltd, Paraiba tourmalines managed to buck the trend and continued to move fast despite uncertainties in the coloured gemstone business.

“The Paraiba tourmaline has taken the jewellery world by storm. Designers love it; the trade is enamoured by it. It’s always been an attractive stone,” noted Amin. “Right now, Paraiba tourmaline sales comprise 80 percent of our business.”

Azizi’s strongest markets are Japan, followed by the US and Europe.

Gem-quality bright blue to green Paraiba tourmaline is currently mined in various sites in Africa and Brazil, with Brazil producing the more vivid, neon bluish-green variant.

Gems from Mozambique with good quality and colour command a per carat price of US\$10,000. Per carat prices of Brazilian Paraiba tourmalines of 1 carat to 1.5 carats meanwhile range from US\$15,000 to US\$20,000, depending on clarity and colour.

Brazilian stones in bigger sizes are currently difficult to source, revealed Amin.

In terms of cut, no particular shape is preferred since the stone sells itself – may it be rough, free form or polished stone. Every colour category – blue, green, neon or turquoise – has a strong following, added Amin. When it comes to sizes however, the market seems to gravitate towards melee of about .60mm to 4mm.



The Paraiba tourmaline has taken the jewellery world by storm. Designers love it; the trade is enamoured by it. It’s always been an attractive stone.

– Farhat Amin, Azizi



Peter Valicek of Brazil-based Peter Valicek Gems validated this observation, saying that the market is constantly on the lookout for smaller-sized Paraiba tourmalines that can be set alongside other fine coloured gemstones to accentuate jewellery pieces.

A few select buyers however still favour extremely rare Paraiba tourmalines in larger sizes bearing exceptional neon blue and bluish green colours mainly for designer pieces.

Valicek cited a growing worldwide interest in Paraiba tourmalines, with buyers from Asia, Europe and the US constantly asking for these products at international gemstone and jewellery shows. The gem is also becoming a staple in the high jewellery world, with prominent designers frequently incorporating it in their masterpieces.



African Paraiba tourmaline cabochon from Wild & Petsch GmbH

Allure of colour

Paraiba tourmalines appear in a wide variety of colours such as bluish green, greenish blue, blue, green and violet but consumers are partial to glowing, neon hues, according to gemstone specialist Vikar Ahmed of Germany.

“Colour is the number one consideration of buyers, followed by clarity. Sometimes inclusions don't matter to them as long as the colour is as intense or captivating as they want it to be,” explained Ahmed. Buyers are also prepared to pay premium prices for top-grade stones with alluring hues.

Ahmed's clients prefer oval, cushion, pear and round shapes although all cuts are practically sellable. The market, he stressed, is more concerned about the colour and whether their Paraiba tourmaline is giving off a fiery, neon glowing hue, no matter the shape.

Ring-size stones of 2 carats to 5 carats move the fastest but bigger sizes of 7 carats to 8 carats for pendants are likewise required by customers.

“Over the years, we've seen a rise in demand for the Paraiba tourmaline from the Chinese market. The stone has always been strong in Europe, especially Switzerland, France and Germany,” noted the company official.

Prices depend largely on colour, clarity and size, with some light-coloured neon blue stones of 1 carat to 3 carats selling for US\$600 to US\$3,000 a carat, while 5-carat to 8-carat stones are priced US\$5,000 to US\$12,000 per carat.



African Paraiba tourmaline from Wild & Petsch GmbH



Polished Paraiba tourmalines from Vikar Ahmed

Top-range stones could sell for as high as US\$30,000 per carat, he added.

For Alexander Wild of Wild & Petsch GmbH, a deeper blue or a saturated greenish-blue are the most desired colours by his customers. “One thing is true for all gemstones: The bigger and cleaner it is, the more expensive it becomes,” he added.

At the moment, supply of ultra-fine and clean Paraiba tourmalines is scarce but prices for Paraiba tourmalines from Africa are expected to remain fairly stable in accordance with the supply situation, remarked Wild.

Refined designs

New York-based jewellery designer Caroline Chartouni has had a long-standing love affair with the Paraiba tourmaline, with the scintillating gem taking its pride of place among her award-winning designs.

According to the designer, choosing the best stone to use in her designs entails a tedious process of knowing its origin, choosing the colour, ensuring the clarity and conceptualising the cut.

“Brazilian Paraiba tourmalines come in an eclectic variety of shades including fuchsia and violet with a range of neon electric blues and greens. Those from Mozambique meanwhile are lighter in colour like sky blue,” stated Chartouni.

Colour is the primary price determinant of Paraiba tourmalines, with electric neon blue and green with a strong saturation, commanding maximum prices in the market, she added. Cutting is likewise critical since a stone's brilliance, proportion and finish help obtain its maximum value. Clarity and carat weight also help establish the value of Paraiba tourmalines.



Paraiba tourmaline and diamond earrings by Caroline Chartouni



Colour is the primary price determinant of Paraiba tourmalines, with electric neon blue and green with a strong saturation, commanding maximum prices in the market.
– Caroline Chartouni



Chartouni regards the Paraiba tourmaline as the “star of all gems” as it is present in almost every piece that she creates. “I began using it in my designs long before it started gaining worldwide attention. It will continue to be a centrepiece in my designs. The neon electric blue colour is incomparable and offers infinite design inspirations,” she added.

The future is bright for this enigmatic stone as connoisseurs and traders continue to appreciate, and be fascinated by, its formidable charm, she continued. The designer however acknowledged difficulties in sourcing fine-quality Paraiba tourmalines.

“Production is sporadic since miners are performing limited excavations and mines are running out of material. Tests are being done to determine the remaining potential

of existing deposits. As such, production has not kept up with growing market demand,” revealed Chartouni.

Valicek echoed this sentiment, adding that supply of high-quality materials does not match the market’s actual needs. With less production, prices are also on the upswing, he added. Ahmed concurred, noting that shortage in rough supply could result in higher prices of Paraiba tourmalines in the next five to 10 years.

Azizi’s Amin however maintained an upbeat outlook for Paraiba tourmalines. “It’s the easiest stone to sell. The colour is mesmerising and relaxing and makes one feel pleasant – that in itself is a solid selling point. I’m very optimistic about the business over the coming years. Despite supply issues, it is still a joy to sell these stones,” noted Amin.

PSYCHEDELIC WORLD

Renowned New York-based designer Naeem Khan's latest collection is a microcosm of the modern world – replete with colours and culture constantly colliding yet co-existing in flawless harmony. Complementing Khan's sensual mini-dresses and avant-garde gowns and skirts are fine jewellery pieces embellished with diamonds and iridescent coloured gemstones in bold, intricate designs.

De Beers



Omi Privé



Tiffany & Co



Naeem Khan (Sam Aronov/Shutterstock.com)

TRENDS & STYLES



Chanel



Cartier



Crivelli



Dior

BACK TO BASICS

American designer Tom Ford gravitated towards classic designs with clean lines and neutral colours for his Spring 2019 collection in what can be viewed as a refreshing return to the basics. Just as alluring are fine jewellery pieces in enduring designs that perfectly match Ford's dark, seductive glamour.



TRENDS & STYLES



Tom Ford (Ovidiu Hrubanu/Shutterstock.com)



Georg Jensen



OMEGA



Colpo & Zilio



Bulgari



JNA Awards 2018 Honourees

JNA AWARDS:

HONOURING INNOVATION AND TRADITION

As one of the most coveted awards programmes for jewellery and gemstone practitioners from around the world, the JNA Awards continues its meteoric rise by forging alliances with three Honoured Partners in 2019.

Since its inception in 2012, the JNA Awards has been the leading awards programme and platform for recognising and honouring companies and individuals that exemplify excellence, leadership and innovation in the jewellery industry. The awards themselves have grown to represent the best of the best in the burgeoning jewellery industry. It is a sterling reputation that was painstakingly earned through an excellent track record, meticulous selection processes and of course, deserving honourees that have been recognised year after year.

Such fine qualities are once again showcased through the Awards' impressive roster of Honoured Partners for the 2019 edition. They are industry forerunners KGK Group and Guangdong Land Holdings Ltd (GDLAND), both of which are returning partners of the JNA Awards; and Shanghai Gems & Jade Exchange (CSGJE), which comes on board as an Honoured Partner for the first time.

KGK Group

For this returning Honoured Partner, being part of the JNA Awards always presents an opportunity to collaborate with a community that manifests excellent management, inventive approach and socially responsible strategies. The KGK Group also regards the recent years as an inspiring period – a time when it made exemplary developments,



EVENTS



Artisans at work at KGK Group's diamond manufacturing facility in Namibia



Established in 2014, CSGJE aims to grow its international influence

strategic investments, technological advancements and upgraded its vertically integrated portfolio, which has now spread from mines to brands.

A true mover and shaker since it was founded, the group has always played a pivotal role in the overall growth and development of trends that have remarkably unfolded in the gems and jewellery industry over the last three decades.

KGK is one of the few industry leaders that have always remained consistent in its expansion in an industry that has witnessed substantial growth through time. This Honoured Partner has also proven itself invincible across national and international platforms, and has time and again topped the charts of the JNA Awards.

Armed with the outlook that "change is the only constant thing in the business," KGK believes in setting the bar higher and raising its level of performance with each passing year.

As an Honoured Partner of JNA Awards 2019, KGK plans to reinforce the same philosophy and follow the same path in order to widen its global footprint. It also aims to further strengthen its core objective, which is

not only to augment the business, but also to continue creating customer-driven products that are developed according to the latest trends, and the evolving tastes and preferences of its patrons.

"Our spirit for conquering new territories, reaching potential clients, diversifying our assets and investing in opportunities has enabled us to gain a competitive edge for inclusive growth. While we diligently keep moving ahead, we strongly believe that KGK and the JNA Awards will always share the same level of harmony and excellence in the coming years," concluded the KGK Group.

Shanghai Gems & Jade Exchange

Established in 2014, CSGJE aims to grow its international influence by adhering to the principles of fairness, impartiality and openness. It also aims to build a service platform for the public, where an open trading environment is created for gems and jade. Furthermore, the organisation intends to accomplish this by employing technologies such as IoT (Internet of Things), the Internet, blockchain and big data.



JNA Awards 2018 gala dinner and awarding ceremonies



Latest rendering of the Buxin Project by GDLAND, which is scheduled for completion in 2023

A true innovator, CSGJE also intends to provide logistics services for trade regulation and to add transparency to the whole process so that enterprises are able to trade openly, fight smuggling, and regulate information for customs clearance.

The JNA Awards Honoured Partner has also taken the initiative to meet the strategic requirements of the “One Belt, One Road” campaign and the China (Shanghai) Pilot Free Trade Zone. Following new policies developed by Shanghai, which include the creation of special customs supervision zones, major border crossing and a public jewellery bonded warehouse; and the national government’s lead in the “One Belt, One Road” strategy, CSGJE has already built a network of collaborations with more than 20 gemstone origin countries.

Through “One Belt, One Road,” the company also became one of the organisers of the Diamond and Gems Theme Pavilion and the Gems and Jewellery Executive Summit of ASEAN plus 12 additional countries at the inaugural China International Import Expo.

CSGJE will continue its hard work in order to help strengthen the role of Shanghai in the international trading community. It will create a smart gemstone supply chain to put China’s jewellery industry more prominently on the global map. The company also vows to exert more effort in developing innovative technology, as well as in contributing to the transformation, upgrading and globalisation of China’s jewellery industry.

Guangdong Land Holdings Ltd

Zhao Chunxiao, CEO of GDLAND, said that serving as an Honoured Partner of the JNA Awards for the sixth consecutive year is a privilege.

“The JNA Awards has greatly contributed to further propelling the development of the jewellery industry. It has gained a good reputation within the industry. GDLAND hopes to promote industry innovation and prosperity hand in hand with the JNA Awards in 2019,” she added.

GDLAND is an indirect subsidiary of GDH Ltd, the largest conglomerate of the Guangdong Province that operates outside of China. With the company’s headquarters located in Hong Kong, GDLAND is also listed on the Hong Kong Stock Exchange.

The company’s flagship initiative, the “Buxin Project” in Shenzhen, is positioned as a “multi-functional commercial complex with jewellery as its main theme.” The structure is being built to provide a diverse array of functions including office buildings, a shopping mall, business apartments and an industrial heritage cultural site, in proximity to a unique natural landscape.

In 2018, the “Buxin Project” has made remarkable progress with its first phase products, the commercial apartments and pre-selling of the SOHO office. Furthermore, the second phase products, which include office buildings and a shopping mall that began construction in 2018, is scheduled for completion in 2023.



Headline Partners:



DANAT
BAHRAIN INSTITUTE
FOR PEARLS & GEMSTONES

Celebrate Excellence and Achievement

JNA Awards Ceremony and Gala Dinner

September 2019 | Hong Kong



www.JNAawards.com

Honoured Partners:



Official Media:



Organiser:



UBM ASIA'S JEWELLERY PORTFOLIO

Offers a Total Solution to Your Global Needs

A unique business platform of exhibitions, events, jewellery media and digital solutions designed to serve the international jewellery and gemstone industry

- **Global Jewellery Fairs.** The most professional jewellery fairs with over 120,000 trade buyers and over 11,000 exhibitors, including The September Hong Kong Jewellery & Gem Fair, the world's number one fine jewellery fair.
- **Jewellery Media & Digital Solutions.** A portfolio of print & digital products, led by *JNA*, *CJNA* 亞洲珠寶 and *JewelleryNet.com* covering the latest developments with an international insight as well as bringing together the jewellery professionals from around the globe on our leading jewellery B2B portal.
- **High-Profile Events.** The annual JNA Awards stages one of the most prestigious awards programmes to recognise innovation and excellence in the industry.



Fair Dates in 2018-19:

RUSSIAN FEDERATION*

Moscow 22 - 26 May 2019
 St. Petersburg 6 - 10 Feb 2019
 25 - 29 Sep 2019

TURKEY

Istanbul
 21 - 24 Mar 2019
 10 - 13 Oct 2019

MAINLAND CHINA

Shenzhen 19 - 22 Apr 2019
 Shanghai 7 - 10 Dec 2018

JAPAN

Tokyo
 28 - 30 Aug 2019

MIDDLE EAST

Bahrain
 20 - 24 Nov 2018

INDIA

Mumbai
 21 - 23 Dec 2018

Chennai
 8 - 10 Mar 2019
 4 - 6 Oct 2019

Kolkata
 6 - 8 Apr 2019

Hyderabad
 14 - 16 Jun 2019

New Delhi
 28 - 30 Sep 2019

HONG KONG

27 Feb - 2 Mar 2019*
 16 - 19 Sep 2019*
 20 - 23 Jun 2019
 16 - 22 Sep 2019

TAIWAN

15 - 18 Nov 2019

MALAYSIA

Kuala Lumpur
 10 - 12 Oct 2019

* Dates of Asia's Fashion Jewellery and Accessories Fair
 • Partner Events



JewelleryNet.com
 JNAawards.com



COMPLETE CLARITY



Our global reputation is founded on delivering strong market insights and innovative practices throughout the pipeline, offering you complete confidence in the integrity of our product.




SIGHTHOLDER
OF THE DE BEERS GROUP OF COMPANIES


SIGHTHOLDER is a trademark used under
licence from The De Beers Group of Companies

www.rosyblue.com



ROSY BLUE
MORE THAN DIAMONDS