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Indian Exhibitors Unveiled Fresh Lines at JCK Las Vegas India Pavilion

by SMITHA SADANANDAN



A statement emerald and diamond ring by Jewelariaa.

Solitaire's special US correspondent Smitha Sadanandan reports on how exhibitors at the India Pavilion fared at JCK Las Vegas.

Indian exhibitors comprising manufacturers, wholesalers and brands had mixed reactions at the JCK 2022 show that was held this June in Las Vegas. The show offered networking and business development opportunities. While exhibitors at the lower level of the exhibition expressed their disappointment at the lack of footfall and new buyers, at the Diamond Plaza section buzzed with activity and sales appointments.

Rajesh Shah, owner of Venus Jewel, a natural diamond manufacturing company that paved the way for India to become a sought-after diamond cutting and polishing centre globally, shared his thoughts on their best-selling diamond cuts.

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The rounds are ever-popular and solitaires sold really well. Emerald cut diamonds also saw an increased demand among buyers, he observed. “We sold a few 15 to 20 carat diamonds at the show and have had some buyers express their interest in the 30-carat GIA certified diamond,” he added. “We are hopeful that we will be able to sell it soon, as it has garnered genuine interest.” At this year’s show, Venus Jewel introduced the Preferred Diamond Selection - where buyers could look and bid on the new processed diamonds brought in for the show. The mood was upbeat, and business was good despite sluggishness on Shabbat. “We are back at the show after three years; the global pandemic had made it impossible for us to travel and exhibit these past years. Some of our friends and customers swung by just to meet us. It was a delight to meet in person with retailers, wholesalers, and buyers that we have worked with closely in the past,” said Jagat Thakker, Head of Marketing and PR.



Emerald

30.91
Carat

D
Color
(Type IIA)

VVS1
Clarity

The 30.91-carat emerald cut diamond. Image courtesy: Venus Jewel