DIAMONDWORLD INDIA INTERNATIONAL JEWELLERY SHOW 2017

Venus Jewel ◆◆◆ **TECH CORNER**

2017 IIJS | The **Daily**

Venus Jewel embraces 3D Holographic Box to Virtually Display Diamonds

Venus' Digital Diamond Viewer

Rajesh Shah, Partner, Venus Jewel

People are already familiar with what Venus Jewel has in the offing so this time around they have something different going on in their booth. They don't have any products on display but virtually, they are able to show them through the 3D holographic box their diamonds in a bigger perspective, 3 dimensionally. "This show has been really good for the gold and diamond jewellery business but loose diamonds are sold more every day in websites in companies like ours, especially with people who have direct access to mobiles. But for jewellery, people need to see the designs first-hand and these kinds of shows are better for the jewellery segment. Loose diamonds did really well in these shows

10 years ago, but over the last 4-5 years not so much. Which is why if proper pro-paganda is not done for loose diamonds, customers will not be attracted and propaganda is lacking in my opinion," said Rajesh Shah, Partner, Venus Jewel.

Venus Jewel has introduced a novel viewing screen at IIJS that showcases the diamond's entire journey virtually from rough to the final polished state. The 3D viewer has a user friendly interface that allows the customer to check the mapping of how the diamond was cut from the rough, its carat weight, facets, colour and inclusions. "Venus Jewel wants to create a space to allow its buyers to have an experience that even a consumer can appreciate. Our desire is to allow the industry to start thinking differently and push the value chain to provide a better experience for the new generation. It is important that the buyer has a different story to share with the consumer as in this case, the story of each diamond before it is set in a piece of jewellery," says Mr. Rajesh Shah, Partner at Venus Jewel. "Our customers have instant access to Venus Jewels' 7,000-plus inventory at the touch of a screen or on our hand help application, which is available to our partners anytime, anywhere."