

INSPIRATIONS 2020

आसमन

INSPIRATIONS
2020

1

आत्मन

I N S P I R A T I O N S

2 0 2 0

This is exclusive, independent research for GJEPC with no commercial purpose.
The book promotes ethical behaviour in the jewellery industry
and education in strategy, design and marketing.



GJEPC[™]
INDIA

SPONSORED BY THE MINISTRY OF COMMERCE & INDUSTRY

SUMMARY

4 **Pramod Agrawal**
GJEPC Chairman

6 **Colin Shah**
GJEPC Vice Chairman

8 **Milan Chokshi**
GJEPC Marketing Director

10 **Paola De Luca**
The Futurist Creative Director & Founder

16 **Specialist Insights**

Branding & Storytelling
Marketing & Communications
Design & Iconic Elements
Curating & Merchandising
The Future of Diamonds



100 **Inspirations**

Design Directions
I-Deco
Storytelling
Ancestors
Self Expression



38 **Jewellery Overview**

Diamonds
Bridal
Gemstones



224 **Contributors**



232 **Contacts & credits**



ACKNOWLEDGEMENTS

AATMAN 2020 IS DEVELOPED BY GJEPC, THE APEX BODY OF GEM & JEWELLERY TRADE IN INDIA
GJEPC EXPRESSES HEARTFELT GRATITUDE TO THE MINISTRY OF COMMERCE & INDUSTRY, GOVT. OF INDIA FOR THE UNSTINTED SUPPORT ACROSS ALL
ENDEAVOURS OF COUNCIL.



Gem & Jewellery Export Promotion Council

Project Head

Pramod Kumar Agrawal
Chairman GJEPC

Colin Shah

Vice Chairman GJEPC

Committee of Administration, GJEPC

Project Curator

Milan Chokshi
Convener Promotions, Marketing & Business Development GJEPC

Promotions, Marketing & Business Development Sub Committee GJEPC

Functional Heads

Sabyasachi Ray
Executive Director, GJEPC

Dolly Choudhary

Director Promotions, Marketing & Business Development, GJEPC

Managing Team

Promotions, Marketing Team, GJEPC:
Raksha Manihar, Pradeesh Gopalan, Poonam Ghare, Ajay Pathak

Editor in Chief & Creative Director

Paola De Luca, Founder The Futurist Ltd

Research & Project Coordinator

Gessica Mazzi

Research Team & Editors

David Brough, Indu Ganesh, Jennifer Heebner,
Niyati Mendapara, Smitha Sadanandan

Vip Contributors (in alphabetical order)

Dmitry Amelkin, Guy Bedarida, Arun Bohra, Caryl Capeci,
Wallace Chan, Tom Chatham, Neha Dani, Valery Demure,
Philip Duncan, Rebecca Foerster, Andrea Hansen, Jonathan Kendall,
Avi Krawitz, Lauren Kulchinsky Levison, Arjun Mark, Alexandra Mor,
Thierry Silber, Amy Webster, Stephen Webster

Head of Graphic Design

Barbara Santini

Printer

Spenta Multimedia Pvt. Ltd.

Publisher & Editor

The Gem and Jewellery Export Promotion Council
Office No. AW 1010, Tower A,
G Block, Bharat Diamond Bourse,
Next to ICICI Bank, Bandra-Kurla Complex,
Bandra - East,
Mumbai - 400 051, India

Tel: (+91) 22 26544600

Fax: (+91) 22 - 26524764

Email: ho@gjepcindia.com

Web: www.gjepc.org

Subscriptions

pmbd@gjepcindia.com

+91- 22- 26544600

ISBN No. XXXXXXXX

INSPIRATIONS 2020 is published by The Gem and Jewellery Export
Promotion Council, India

Reprints of individual articles are obtainable on application
to the editor.

The Gem and Jewellery Export Promotion Council
All rights reserved