

Report on JA Show New York 2014
(July 27-29, 2014)

The Jewellers of America Jewelry Show was held at Javits Convention Centre spanning three days from July 27-29, 2014. It is considered to be one of the major fashion jewellery and accessories trade show in USA. This show in its 107 years of excellence and service to the jewellery industry is dedicated to jewellery, gold, silver coral and cameos. Numerous attractive, trendy and high quality jewellery brands are showcased in this event. Qualified buyers, importers/exporters and representatives from leading departmental stores and jewellery outlets visit the show. There were grand collection of bridal jewellery, bracelets, necklaces, earrings, pendants, enamel jewellery, watches, figurines, pearls, beads and related accessories on display. There were participants from countries like Hongkong, India, Italy, China, Thailand, Turkey, USA, Israel, Japan, Korea, etc.

This edition had 725 exhibitors from over 10 countries around 7000 visitors comprising mostly of jewellery manufacturers, distributors, wholesalers, retailers, mass merchandisers, designers, clock makers, departmental store representatives etc.

The JA Show closed on Tuesday with positive response. The independent jewellery designers reported impressive demand for one-of-a-kind collection. Price pressures continued to play significant role even in these new designs given the fierce retail trading market in USA.

Council had organized India Pavilion at the show consisting of 7 stalls occupied by 6 exhibitors and 1 stall occupied by Council to promote and impart information to visitors of India Pavilion at JA as well as to invite them for the IIJS shows in February and August 2015 respectively.

Following information was made available to all visitors from information booth:-

- Information on the Exhibitors
- India Pavilion Show Directory
- Solitaire Magazines
- Sparkle of Success

Promotional measures undertaken to promote Indian Pavilion were as follows:-

- On site distribution of Directory of Indian Exhibitors participating under India Pavilion
- E-Mailers to all the Council's data base

Mr. Shantanu Rajguru, Director, Eastern Region represented the Council in this show.



Mr. David Lasher, DDC and Mr. Shantanu Rajguru in a meeting at Council's booth, JA Show.

Meetings held during the show:-

- Meeting with Mr. David Lasher of Diamond Dealer Club (DDC) took place at Council's booth on 28th July, 2014 at 15.45hrs to discuss about India Diamond Week at New York from 11th -14th August 2014. The site at World Diamond Bourse at 580, 5th Avenue, and its halls were later surveyed after the meeting, and found to meet the minimum requirements. It was informed that the same hall was used for Israel Diamond Week few month ago.



Ms. Sonal Narang and Ms. Pervin Press from Indian Consulate, New York speaking to one of the exhibitors



(L-R) Ms. Renu Sharma, Exhibitor & Director of Rajwarah jewelers, Delhi ,in discussion with Ms. Sonal Narang and Ms. Pervin Press from Indian Consulate, New York.

- On 28th July, 2014, Ms. Sonal Narang and Ms. Pervin Press from the office of the Consulate General of India visited the India Pavilion and met the exhibitors at the show.

The general feedback received from the exhibitors of India Pavilion in terms of generating quality business was stated to be rather steady. Most of them reported to have attracted on an average 4-5 significant new buyers during the show apart from the known ones. Although their target customers were retailers and wholesalers of USA, but the overall business result as reported as per expectation. Majority of the exhibitors have shown interest to participate in the next year edition of the JA Show, and rated the services provided by the secretariat as good.