

Report on International Jewellery London held at Earls Court Exhibition Center from 3 - 6 Sept 2006

Show Perspective

Being the 50th anniversary event, the show organizers, Reed Exhibitions, UK were pretty successful in local promotions and the entire show management. The show was promoted in nearly 10 jewellery trade magazines in comparison to 3 last year. The organizers were quite successful in creating a completely new look for this year's show compared to the previous years which was modern, sophisticated and attracted new, broader buyers. The show was well supported by two prominent local bodies i.e., British Jewellers' Association & National Association of Goldsmiths. This year the show was completely sold out and had over 700 exhibitors (190 being 1st timers) from both UK and abroad which contributed in making the IJL a premiere jewellery trade show.

There were international exhibitors from nearly 26 countries mainly from Australia, Canada, Hong Kong, Israel, USA, Thailand, South Africa, Morocco, Germany, Italy, France, Belgium, Denmark, and Austria apart from 5 Indian exhibitors. Hong Kong was the largest country pavilion with its 57 exhibitors and South Africa pavilion had 9 exhibitors.

Show Response

The show opened with no formal inaugural. The footfalls on Day 1 was heavy in the morning when the show opened (they had a long queue for a couple of hours) but became moderate by afternoon. Being a Sunday, there were few wholesalers and more retailers. According to the show management estimates nearly 3000 visitors turned up on Day 1 out of the estimated total 8000 visitors.

By the end of Day 1, a few Indian exhibitors were of the view that it was an average day for them which had no major buyers in particular but admitted that the local retailers had kept them busy throughout the day. The all were quite upbeat with the show and had high expectations as the UK market showed some positive movements and seemed to be picking up.

The GJEPC promotional booth had a descent response and managed to register 17 UK buyers for visiting IJJS 2007.

By the end of Day 2, the general opinion of exhibitors did not seem to be quite encouraging. The visitors' flow was very slow and around 2000 estimated visitors had attended the show. The visitors' traffic was quite dull in comparison to Day 1.

There was a mixed response from the Indian exhibitors in terms of business and enquiries. The general feedback was that the show was very slow and the regular Indian exhibitors were of the view that the business generated was literally half of what used to be in comparison to the previous IJL editions. A couple of them conveyed to us that if the show did not pick up in the last 2 days, they wouldn't exhibit next year.

We managed to find out that the buyers' who attended the show were mainly interested in fashion, costume & silver jewellery which has been the USP of the UK markets. These sections were attracting most of the crowds and there were very few visitors at the gold/diamond jewellery sections. This trend clearly signified that the buyers' were keen at low value jewellery and only those exhibitors' seemed to be doing well. The major demand pattern was observed for 50-300 pounds jewellery.

The organizers had hosted IJL 50th anniversary party at an happening pub, The Collection at Old Brompton Road. The eve attracted nearly 400 Jewellery Professionals who witnessed a champagne welcome followed by open bar, buffet dinner and lots of music.

Seminars & Workshops

The cutting-edge, free to attend seminars were quite interesting at IJL 2006 and had a very good response. The main topics included Jewellery Retailing, Marketing, Display & Merchandising developments for enhancing the store layout, Jewellery Design trends 2007+, CAD CAM revolution (keeping in mind the current trends in Jewellery Technology), Tradition meeting Fashion and the current status of the Diamond industry by Martin Rapaport. In general, the organisers covered all aspects of the jewellery trade. The other key speakers included Dan White, Sales & Marketing Business Director, DTC. All the sessions attracted good audience and had standing classrooms as the topics were in sync with today's requirements.

Show Analysis

The International Jewellery London (IJL) show concluded with most exhibitors saying response had been middling, with the best contacts being retailers – some with wholesale operations as well. The total visitors' who attended the show were estimated to be around 8000.

Next year's show have been scheduled to run from 2 - 5 Sept 2007, coinciding exactly with our IIJS 2007 show dates and only a couple of Indian exhibitors have shown a willingness to join the India pavilion. The rest of the Indian contingent were not quite generous in responding upfront but certainly want to be in a better location for next year if a India pavilion is being created.

The show management and other few British Jewellers' Association officials said that their objectives for the show had only partially been achieved. They had envisaged a higher level of business being transacted. They remained hopeful that demand would pick up by month's end and expected the sales to pick up by the end of the month for the Christmas season.

In whole, the organizers were overall extremely successful in doing a good job but were not very successful in enticing the mood of the local jewellery wholesalers/retailers.

Media Information

'Retail Jeweller' (monthly) seems to be the most popular trade magazine among the UK trade members. However, there are few other magazines like **'The Jeweller'** (bi-monthly), **'J-Dex'** (monthly), **'TJF – Trends, Jewellery and Forecasting'** which could be considered for promotion of the Indian Industry and IIJS 2007.

Show Pictures



GJEPC promotional booth



Memento being presented to British Jewellers' Association Chief Executive Geoff Field
