



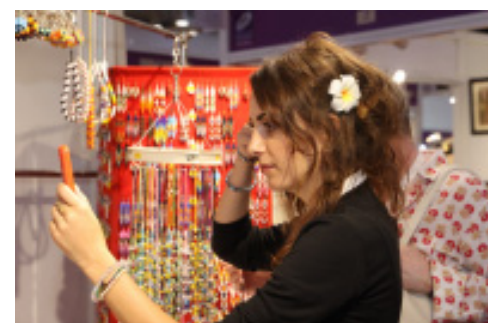
4 - 6 July 2025

INDIA EXPO CENTRE & MART
DELHI-NCR

IFJAS
INDIAN FASHION JEWELLERY & ACCESSORIES SHOW



Indian Fashion Jewellery & Accessories Show Business ambition & dynamics of sector in focus



It has been an enriching and exciting experience to professional trade visitors looking for quality and craftsmanship. The 19th edition of Indian IFJAS, being held at the India Expo Centre from 4th to 6th July 2025 has welcomed buyers from across continents. They have shared their interest in placing orders with their regular and new found suppliers at the fair. First time visitors are pleased with the atmosphere and concentrated display & presentations. Many have been eloquent about preference for sourcing from manufacturers they met at IFJAS through the years.

IFJAS 2025 was inaugurated at a vibrant ceremony on 4th July by Dr. Neeraj Khanna, Chairman, EPCH, in the presence of Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, India Exposition Mart Ltd.; Mr. Sagar Mehta, Vice Chairman, EPCH; Mr. J P Singh, President, IFJAS 2025; and Mr. Mohd Rais, Vice President, IFJAS 2025. The occasion was also graced by Members, Committee of Administration, EPCH - Mr. Avdesh Agarwal, Mr. Raj Kumar Malhotra, Mr. Ravi K Passi, Mr. Pradip Muchhala, Mr. Simrandeep Singh Kohli; Mr. Lekhraj Maheshwari and Mr. Prince Malik; as well as Mr. R K Verma, Executive Director, EPCH and Mr. Rajesh Rawat, Additional Executive Director, EPCH, exhibitors, trade members, press & media.

Speaking at the inauguration, Dr. Neeraj Khanna, Chairman, EPCH, wished all exhibitors and buyers, the best of business. He emphasised that the show serves as a vital platform for businesses in the fashion jewellery and

fashion accessories to establish their identity and foster brand recognition. 200 exhibitors from PAN

India make this trade appointment a unique opportunity for buyers to explore a well spread product range spanning five distinct segments, offering everything from tiaras to toe rings. A specially curated 'Designers X Business', arcade showcases innovative creations by both emerging and established designers across diverse product categories. Mr. J P Singh, President, IFJAS 2025, highlighted the show's objective of strengthening global trade linkages while celebrating India's artisanal excellence. This edition features participation from over 20 artisan entrepreneurs, including craftspeople from Arunachal Pradesh, the Eastern Region, and various other parts of India. Mr. Mohd Rais, Vice President, IFJAS 2025, reiterated the show's commitment to promoting India's diverse regional crafts and creating meaningful engagement between artisans and global buyers.

Fashion shows being organised during the show are one of the main attractions for the visiting buyers who are witnessing the varied and exquisite products of fashion jewellery & accessories being displayed by models on ramp.

Show elevates visibility of India's diverse portfolio in fashion jewellery and accessories



Giriraj Singh

Hon'ble Union Minister
of Textiles,
Govt. of India

I have learnt that over the years, IFJAS has emerged as a premier international event for those seeking to source fashion jewellery and accessories from exporters in India. I am also given to understand that this specialized fair provides a vital platform for small and medium-sized exporters from across India to showcase their craftsmanship and product range to overseas buyers, sourcing consultants and major

domestic volume buyers. Its global outreach and the potential to enhance exports contribute not only to the country's economic growth but also to the creation of employment opportunities across various regions.

It is encouraging to note the enthusiastic response from segment specific buyers intending to attend the fair. Such engagement is bound to further elevate the visibility of India's diverse portfolio of traditional, aesthetic, and contemporary fashion jewellery and fashion accessories. This, in turn, will significantly contribute to the growth of the sector and the well-being of countless artisans – many of them women, whose livelihoods are intricately tied to this industry.

IFJAS plays a pivotal role in positioning India prominently on the global sourcing map



Pabitra Margherita

Hon'ble Union
Minister of State for
External Affairs and
Textiles, Govt. of India

With participation from over 200 leading, small and medium exporters and the presence of around 1000 overseas buyers and sourcing professionals, IFJAS 2025 plays a pivotal role in positioning India prominently on the global sourcing map.

India's rich craft heritage, skilled artisans and evolving design sensibilities have made it a preferred destination for handcrafted and hand-embellished fashion jewellery and accessories. In today's dynamic global market, IFJAS 2025 serves as an important platform to expand international reach and enhance our export performance through result oriented business interactions.

It is also heartening to note the industry's increasing emphasis on sustainability and ethical production throughout their value chains. The collaboration between traditional artisans and emerging designers from leading institutes is fostering innovation, ensuring that Indian products align with global trends while retaining their unique identity.

Show Organiser



Export Promotion Council for Handicrafts

IFJAS is organised by EPCH, the apex organisation representing handicraft manufacturers & exporters in India. EPCH facilitates its 10,000+ members to customise and offer unique styles and quality products to the global sourcing community. Beyond providing unparalleled business platforms to buyers & sellers, EPCH also provides comprehensive information about the sector to international buyers and ensures optimal interface between the Indian handicrafts industry and international buyers, facilitating harmonious business. EPCH is recognised for its continuous pursuit of excellence. With its Headquarters in New Delhi, EPCH has regional/representative offices in Mumbai, Kolkata, Bangalore, Moradabad, Jodhpur, Jaipur, Saharanpur, Agra, Guwahati, Narsapur and Patna.

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India continues to emerge as a highly sought after sourcing destination for the handcrafted and intricately embellished

Recognized as one of the premier product-specific trade fairs in its category, IFJAS serves as a vital platform for a diverse range of exhibitors, particularly small and medium exporters. The show features an extensive array of collections encompassing Fashion Jewellery, Fashion Materials, Fashion Accessories & Bags, Stoles, Scarves & Shawls, Leather Accessories and Footwear.

We encourage visiting buyers and traders from around the world to leverage the exclusive opportunities provided by IFJAS to network, collaborate and forge enduring partnerships with India's handicraft manufacturers and artisans. India continues to emerge as a highly sought after sourcing destination for handcrafted and intricately embellished fashion jewellery and accessories, driven by its rich heritage, skilled artisans, and immense creative potential. This event plays a crucial role in fostering a dynamic marketplace that benefits a broad spectrum of craftsmen and industry stakeholders.

This Ministry has implemented various initiatives and promotional schemes aimed at bolstering handicraft exports and generating employment within this sector. We extend our best wishes for the grand success of the fair and commend the Council for its dedicated efforts in organizing this focused platform to promote the growth and visibility of this important segment.



Amrit Raj, IPOs

Development
Commissioner
(Handicrafts),
Ministry of Textiles,
Govt. of India



Indian artisans and exporters uniquely positioned to seize global opportunities

Today, as global demand surges for distinctive, high-quality and ethically produced goods, Indian artisans and exporters are uniquely positioned to seize this opportunity. I am confident that IFJAS 2025 will serve as a dynamic platform to connect Indian exporters with international buyers, catalyzing export growth and fostering long-term trade partnerships.



Neelam Shami Rao,
IAS, Secretary,
Ministry of Textiles,
Govt. of India

It is heartening to note the sector's deepening commitment to sustainability, as more enterprises integrate eco-conscious practices, adopt organic and recycled materials, and align with responsible production standards. This shift not only meets the evolving expectations of global consumers but also enhances the competitiveness and credibility of Indian products in the world market. The synergistic collaboration between exporters, designers and artisans remains pivotal in driving innovation, ensuring product relevance, and promoting inclusive economic development. With a stronger focus on digital platforms, e-commerce, and global outreach, India's handicraft sector is poised for accelerated growth and transformation.

Valuable opportunity for exhibitors to engage with international buyers, showcase capabilities and build sustainable, long-term trade partnerships

I am glad to know that the Export Promotion Council for Handicrafts (EPCH) is hosting the 19th edition of the Indian Fashion Jewellery and Accessories Show (IFJAS) from 4th to 6th July 2025 in Greater Noida, Uttar Pradesh.



Sunil Barthwal
IAS, Secretary,
Ministry of Commerce,
Govt. of India

EPCH, along with its member exporters, works towards positioning Indian crafts on the global stage and enhancing their visibility and competitiveness in international markets.

This event offers the participants, which include medium and small exporters, artisan entrepreneurs and other manufacturer exporters a valuable opportunity to engage with international buyers, showcase their capabilities, and build sustainable, long-term trade partnerships.

I extend my best wishes to all participating exhibitors, international buyers, and all others associated with this event.

Moments from inauguration day...

Seen in the pictures: Dr. Neeraj Khanna, Chairman, EPCH; Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, India Exposition Mart Ltd.; Mr. Sagar Mehta, Vice Chairman, EPCH; Mr. J P Singh, President, IFJAS 2025 - Reception Committee; and Mr. Mohd Rais, Vice President, IFJAS 2025 - Reception Committee; Members, Committee of Administration, EPCH - Mr. Avdesh Agarwal, Mr. Raj Kumar Malhotra, Mr. Ravi K Passi, Mr. Pradip Muchhala, Mr. Simrandeep Singh Kohli; Mr. Lekhraj Maheshwari and Mr. Prince Malik; as well as Mr. R K Verma, Executive Director, EPCH and Mr. Rajesh Rawat, Additional Executive Director, EPCH.



Exhibitors Enthuse Visitors with Innovative Fashion Statements

Excerpts from conversations with exhibitors at IFJAS 2025

Craftsmanship and In-House Excellence

Lokesh Chaudhary, Kaashvi Exports, Jaipur

I am a regular exhibitor at IFJAS. My journey began in 2005 with jewellery trading, which gradually evolved into setting up my own manufacturing



unit. Today, we offer a wide range of beautifully and intricately designed earrings, studs, bracelets, necklaces, and more. One of our most practical and popular products is the connector—small jewellery components made from semi-precious stones. These versatile pieces serve as the foundation for other artisans to create their own unique jewellery designs. All stages of production like cutting, faceting, fitting, and shaping, are carried out in-house at our manufacturing

unit. We primarily work with silver and brass. For many years, our focus was on exports, with clients in the USA, Japan, Mexico, and Italy. More recently, we have expanded into the domestic market under our new brand “Dua”, offering semi-precious stone jewellery through an online platform tailored for Indian customers. The fair has provided opportunities over the years, especially in reconnecting with long-time buyers, many of whom I’m delighted to see again today.

Handcrafted Bamboo Jewellery

Ritu Kumari, Arteriors, Gurgaon



Based in Gurgaon, our brand was born out of my passion for painting and a desire to express art and craft on a larger scale. Our core mission is to create ethically sourced, sustainable, and eco-friendly handmade accessories, while also empowering local artisans and craftsmen. We are strong admirers of indigenous art and are committed to promoting it on a global platform. Since our inception two years ago, we have collaborated with numerous skilled artisans who specialize in crafting beautiful jute and bamboo products, including bangles and necklaces. All our products are hypoallergenic, making them ideal for individuals with sensitive skin. Additionally, having observed a growing number of people suffering from cervical issues, we have developed lightweight jewellery that combines comfort with style. Currently, we showcase our collections at multiple fairs across India and have begun receiving export interest from buyers in the UK. Our journey continues with a focus on sustainability, wellness, and celebrating the craftsmanship of our artisans.

Preservation and Empowerment

Shaina Jarg, Toucan Krafte, New Delh

Toucan Krafte is a New Delhi-based textile crafting enterprise dedicated to empowering women through sustainable employment. Using a home-based cluster model, the initiative has trained and employed hundreds of



urban women, creating a self-sustaining ecosystem in a challenging urban setting. Committed to social impact, Toucan Krafte emphasizes the use of upcycled materials and maintains a low carbon footprint. What began as an exploratory project has evolved into a long-term collaboration that promotes handcrafted textile innovations and brings traditional techniques into a contemporary context. Each innovation blends heritage textiles with modern design, resulting in new craft forms with unique visual identities. A Fair Trade certified organization since 2017, Toucan Krafte offers free training and resources to

women artisans, with the condition that their children attend school, ensuring empowerment through both income and education.

Art-Inspired Accessories Rooted in Rajasthan’s Heritage

Shekhawaati Designs & Fashion, Jaipur



Our founders, Sumitra Jhakar and Soham Jhakar, are also the principal designers behind our brand. Sumitra brings a strong background in textile design, while Soham is an accomplished painter whose distinctive artworks have inspired designers and artists across India. The idea for the business emerged from the popularity of Soham’s paintings, which eventually led us to create our own line of handbags featuring his unique art. This fusion of fine art and fashion gave rise to a vibrant collection of accessories

that showcase a rare and original aesthetic. Our product range includes handbags, backpacks, tote bags, teacher bags, laptop bags, sling wallets, crossbody bags and recent additions like mats, tumblers, mouse pads and diaries. We sell through online platforms such as Amazon and Brand Factory. While we are not yet exporting, we are actively working towards building a presence in the international market.

Empowering Women through Sustainable Craft

Priyanka and Garvit Khandelwal, Abira Creations, Pune

I am the founder and designer of this company. We are based in the slums of Bangalore and Pune, and we aim to employ women who have not



traditionally gotten the chance to work before. We also aim to make eco-friendly choices by utilizing waste materials in our products. Our current popular item is the double sided necklace. We export to the US and Dubai. I've been doing this for 10 years now. The fair is very nice, I have met good people here. It was our first time here and we have a big journey ahead.

Empowering Sector through Innovation,
Craftsmanship and International Engagement at IFJAS



Dr. Neeraj Khanna
Chairman, EPCH

India's fashion jewellery and accessories sector holds significant promise in the global export landscape. A key strength of this industry lies in its adaptability, allowing for exceptional expressions of creativity, innovation and craftsmanship through customized designs. Our skilled artisans play a critical role in this process, preserving traditional handcrafting techniques while embracing contemporary trends.

Through sustained efforts by the Export Promotion Council for Handicrafts (EPCH), including skill development and design innovation programs, the sector has made notable progress in aligning its offerings with evolving consumer preferences. IFJAS presents a unique opportunity for exhibitors to showcase these innovations to a global audience, opening up valuable marketing avenues and facilitating new business prospects.

As a specialized sourcing platform, IFJAS offers buyers a focused environment to discover and source products tailored to their specific needs, right from fashion-forward collections to sustainably crafted accessories.

I take this opportunity to express my sincere appreciation to the Ministry of Commerce & Industry and the Ministry of Textiles, Government of India, for their continued support in advancing EPCH's mission and promoting India's handicrafts sector globally. I also extend my gratitude to all participants, trade visitors and the dedicated team at EPCH for their collective efforts in making IFJAS a truly distinguished and impactful event.

Elevating Indian Artistry and Expanding Global
Horizons in Fashion Jewellery



Dr. Rakesh Kumar
Director General in the
role of Chief Mentor,
EPCH and Chairman,
IEML

IFJAS offers an exclusive opportunity to engage directly with leading Indian manufacturers, explore a diverse product range and procure the finest in Indian fashion jewellery and accessories. The collections on display represent the rich depth, craftsmanship and creative flair that define Indian artistry.

India wears her beauty in vibrant textiles, exquisite ornaments and the inspiring stories brought to life by the gifted hands of its artisans. Whether it

is finesse in carved ornaments or the magical intricacy of embroidery, appliqué, and embellishments, each piece reflects a cultural narrative passed through generations. These expressions find vivid form in both traditional and contemporary fashion jewellery that continues to carve a unique niche in international markets.

The intricate designs, fine workmanship, and adaptability of Indian fashion jewellery have not only captivated global consumers but also offer significant potential for expanded exports. IFJAS serves as a vital platform to realise this potential, providing meaningful opportunities for collaboration, market expansion, and business growth across the value chain.

As we collectively build upon the success of this platform, let us strive to further elevate this segment, leveraging IFJAS to strengthen trade relationships, enhance global visibility and promote sustained export growth.

Three Decades of Handcrafted Excellence
Harshit Thakur, Arc Impex, Moradabad



With 30 years of experience, we create original, in-house designs crafted primarily from steel and iron, along with marble and wood. Our signature enamel work incorporates resin, acacia, and other unique mediums. All raw materials are sourced from Moradabad, and every step, from crafting to finishing, is done by our

team. Our designs are highly popular, especially in the U.S. market, where we focus most of our exports. This is our first time at the fair and it has been a wonderful experience connecting with new buyers and showcasing our craftsmanship.

Handcrafted Statements
Shabbir Alam and Shafa Parween, Shasa Exports, New Delhi

We create handmade, finely handcrafted statement jewellery known for vibrant colours and unique combinations. Based in Delhi, our summer collection is currently on display, showcasing our love for bold and expressive design. All raw materials are



sourced from Chandni Chowk, and our collection offers a wide variety of colours and styles. Earrings are our bestsellers, and we primarily export to Japan, Europe, and the USA. With 3 years in the business, we are proud to bring a fresh, colourful spirit to contemporary jewellery while honouring traditional craftsmanship.

Embroidered, Vibrant and Distinctive
Shameem Ahmed, Lustre Impex, New Delhi

Our products are handcrafted from iron wire, carefully sized, dyed and shaped into distinctive jewellery pieces. Some designs also feature hand embroidery for added detail and charm. Based in Delhi, we source all raw materials locally and carry out in-house sampling to ensure quality before moving to full-scale production. We take pride in employing women and elderly individuals, supporting inclusive livelihoods.



This is not our first time at the fair, and we truly enjoy being part of it. Our headbands are among our bestsellers, and our new collection is currently on display—already drawing great attention. We're excited to build new connections and take steps toward international exports.

Designers X Business

Accomplished design professionals from the fashion jewellery & fashion accessories sectors brought together in a thematic showcase

IFJAS 2025 presents a thoughtfully curated 'Designers X Business' showcase, featuring accomplished design professionals from the fashion jewellery and accessories sectors. For many, this marks their debut at the fair, and they look forward to gaining insights, building networks, and forging valuable market connections through this platform.

Rini Mehta, Pitara Unboxcreativity



I come from the city of Jaipur and I'm in the business of creating the best out of waste. Our company collects, exiles scraps pieces, and discards to create beautiful design, upcycled, and recycled handbags, shoulder bags, laptop bags, crossbow bags, wallets, pouches, folders, etcetera. We are in the business of sustainability where we believe that no material is wasted when one can simply upcycle and create utilitarian products by adding pockets, zippers, and straps and giving a new figure a new life to the same cloth. The offer fashionably works handcrafted

product products inspired by traditional Indian crafts. Each piece is meticulously designed and made by skilled artisans, blending modern elegance with timeless technique.

Shikha Malik

Studio Shikha Malik is a slow fashion label that beautifully blends India's rich heritage of hand block printing with modern, minimal silhouettes. Each piece is handcrafted by skilled artisans, celebrating tradition while embracing ethical, made-to-order practices. Our collections have been featured on prestigious platforms and in select stores across India and internationally, offering unique, wearable works of art that empower artisan communities and support sustainability. Every purchase is an investment in quality, mindful fashion and the preservation of India's rich textile legacy for a conscious global audience. I have been in the business for over 20 years, with a primary focus on hand printing and block art. I completed my education at NID (National Institute of Design), which helped shape my deep-rooted design sensibility. Our best-selling products are quilted jackets and coats, made from superfine cotton, including Bhagalpur cotton, known for its superior quality. These pieces are widely appreciated by our international clientele, while demand within India tends to be more seasonal. I have been associated with this fair for many years, and my current goal is to take Studio Shikha Malik global—building it into a recognised and respected brand across the world.



Saloni Parashar, Indology

I started this venture in January this year, and we are based in Delhi. I completed my education at NID Gujarat, and our brand is focused on crafting jewellery using precious gemstones such as amethyst, sapphire, emerald, ruby, rhinestone, etc. While these gemstones are widely popular internationally, they remain relatively underexplored in the Indian market. My goal is to introduce fresh, innovative gemstone jewellery to India and



raise awareness about their beauty and value. I take great pride in describing my jewellery as handmade, rare, unique and bespoke. The coloured stones are ethically sourced from Jaipur and are intricately crafted by a dedicated community of women artisans who work exclusively for our brand. We mainly retail through exhibitions, and our pieces are known for their excellent quality, the stones do not tarnish and maintain their brilliance over time. We also offer customisation, allowing customers to have one-of-a-kind pieces that reflect their personal style.

Gaurav Tyagi, Bageeya

Bageeya is a women-led, eco-conscious fashion brand redefining the textile industry, one of the world's most polluting sectors, through sustainable innovation. Founded in 2018, we hold a patent for creating natural dyes from discarded temple flowers, turning sacred waste into therapeutic, vibrant colours. We are one of India's first antimicrobial and antibacterial clothing brands, offering size-inclusive, skin-friendly garments made from handwoven cotton and Ahimsa silk. Inspired by Ayurveda, we combine natural fibres and plant-based dyes with healing properties to promote healthy living. With 95% of our team being women, empowerment is at our core. Our bohemian-style designs are crafted in collaboration with traditional weavers, preserving heritage while embracing modern style. GOTS-certified and proudly innovative, Bageeya is fashion with purpose, for people and the planet.



Shivangi Agarwal, Unbent Jewellery



I come from Bhopal, Madhya Pradesh, a city that deeply influences my design sensibilities. I currently teach at NIFT Gandhinagar and have been in the jewellery business for the past three years, creating demi-fine jewellery using materials like brass, silver, gemstones, etc. The inspiration is largely credited to the tribes of my home state - vibrant and colourful textures of the Bheel and Gond art and jungles where the tribes and animals live. We are trying to club elements of traditional ancient art

Showcasing India's Diverse Craftsmanship and Sustainable Fashion Innovations



Sagar Mehta
Vice Chairman, EPCH

Fashion jewellery and accessories are crafted across diverse regional clusters in India, each reflecting the unique traditions and cultural heritage of its origin. This rich diversity forms the backbone of our industry, strengthened further by a blend of heritage-inspired and contemporary innovations. A key highlight of IFJAS is its strong commitment to sustainable fashion, featuring eco-friendly products created from nature-derived materials.

IFJAS has established itself as a thoughtfully curated international marketplace, offering an unparalleled sourcing platform. The growing international patronage of IFJAS stands as a testament to the capability and versatility of Indian manufacturers. EPCH has actively supported design development training aligned with global consumer preferences and market demands, enabling exhibitors to present trend relevant innovations at the fair. This creates significant opportunities for expanding business, boosting exports and forging long-term partnerships.

into the modern and contemporary jewellery styles. 'Unbent Jewellery' was born with an aim to promote indigenous & tribal art from Central India and offer demi-fine jewellery for contemporary women. I aim to create pieces that are timeless and purposeful. Each of our jewellery undergoes a meticulous process with 14 steps of craftsmanship.

Kriti Sharma, Kriti and Kunal

My journey with fashion began at the age of two, when I would visit my mother's boutique and be fascinated by the variety of fabrics and designs. I went on to study textile design at NIFT, where I met my business partner, Kunal, and together we launched our brand in 2016. We consider ourselves trendsetters, creating original designer garments and home accessories. Our inspiration comes from nature, wildlife, and the Indian jungle, which is why our designs often feature animals. Each collection begins with sketching and painting, setting the mood and tone of the season. We develop concept boards, translating the artwork from canvas to cloth, forming the foundation of our designs. Our range has also expanded beyond clothing to include tableware, wall art and home accessories, all reflecting our love for storytelling through design.



Priti Kumari, Art N Vintage
Art n Vintage is a globally registered Indo-Australian brand(2006), with exports to Australia, Europe and USA today. Blending traditional craftsmanship with modern techniques, we create handcrafted luxury leather accessories rooted in sustainability and authenticity. Inspired by global admiration for Indian art, I (NIFT alumna), launched the label with leather belts and expanded into bags featuring Italian dyeing techniques, tie-dye effects and mixed leather panels that celebrate natural imperfections, making each piece, unique. We've developed a proprietary dyeing process that enhances brightness and texture, setting us apart for our experimentation and innovation. We

A Strategic Platform for Export Growth and Global Collaboration



J P Singh
President, IFJAS 2025

Sector-specific exhibitions like IFJAS are invaluable for both emerging and established exporters. They offer critical opportunities to engage directly with international buyers, understand market requirements firsthand and identify new avenues for growth. EPCH's commendable initiative in bringing together artisan entrepreneurs, leading exporters and global buyers under one roof highlights its commitment to nurturing meaningful business relationships. I encourage my fellow exporters to effectively leverage their capabilities and remain closely aligned with the ever-evolving dynamics of the fashion industry. Our buyers are not only valued partners but also insightful navigators who help us adapt and innovate in response to emerging trends and consumer preferences.

I express sincere appreciation to all overseas buyers and exhibitors for their participation. Your continued support and engagement contribute immensely to the success and relevance of this event.

have recently entered the Indian market online. Our motto, "Dare to be different," drives our mission to offer bold, conscious fashion with a soul.

Ribhav Kapur & Gouri Rawat, Econock

Our core focus is the upcycling of leather coats and scraps, materials often discarded with harmful environmental impact. We aim to transform this into futuristic, bold designs that reflect intelligent simplicity. Personally, I draw inspiration from asymmetry, geometry and strong visual structure. We create fashion accessories using conscious, ethical practices, firmly believing that the toxic cycle of fast fashion can be disrupted through upcycled, utilitarian design. Our mission is three fold - eradication of fashion/textile waste; bringing Indian culture into limelight using a creative edge to enhance self expression while we use discarded pieces, thoughtfully together; and producing a community of conscious consumers seeking authentic upcycled products.



Renu Kumari, Vaadiya by Design Trail

I'm a NIFT-trained designer with over 12 years of experience in designing and exporting fashion accessories, alongside my academic role at NIFT since 2019. While researching the gap between industry and academia, I realised that although India has a rich craft heritage, much of it remains unorganised, especially for women artisans. Through my venture, Design Trail, I work with 125 women artisans and over 200 designers, primarily creating handmade jewellery. While production and quality control are manageable, the biggest challenge for artisans is branding and marketing. I use my experience to empower them with the tools, knowledge, and confidence to build their own brands and thrive as creative entrepreneurs.



Regional Artisanal Flavours in Fashion Jewellery & Accessories

Artisans, crafts people and entrepreneurs from various regions are located in Hall 3 of the India Expo Centre. They have displayed their regional specialties and exclusive hand crafting skills. Excerpts of their conversations with Team EPB at the fair grounds:

Phulkari Crafts, Fashion Accessories Lajwanti, Patiala, Punjab



Our family has been in this business for generations, and my children now represent the fifth generation carrying it forward. We specialise in the traditional Phulkari art

form. Rather than operating factories, we have our own handloom setup and employ skilled artisans directly. Currently, my children are actively involved in training and working alongside our team. Over the years, we have received numerous awards for our craftsmanship. I have been attending this fair since its inception. We export to several international markets, including Argentina and Colombia. Our raw materials are sourced from Punjab, while we procure silk from Orissa. All our designs are original, and we also offer customised creations to meet client preferences.

Textile based Handcrafted Jewellery Lalita, Faridabad, Haryana

This is a self-initiated venture, built with the aim of empowering women. We currently have a dedicated team of 25 hardworking women, whom we train and employ to help them achieve financial independence. All our materials are fully recycled; we collect waste from various



shops and repurpose it as our raw material. This business, now 20 years old, has grown through dedication and strong community support. Our designs are original, reflecting both creativity and a commitment to sustainability. This is my second time participating in the fair and the response has been encouraging so far.

Chamba Rumals, Dupattas, Stoles Anjali Vakil, Chamba, Himachal Pradesh

The Chamba Rumal is a distinctive textile art form of intricate hand embroidery, available exclusively in Himachal and crafted from superfine cotton and the highest quality silk. I entered this field after my marriage. My mother-



in-law, Lalitha Vakil, played a pivotal role in reviving this heritage craft and was honoured with a National Award in 2018 for her contribution. The larger versions of the Chamba Rumal are especially

significant, they serve as storytelling canvases, narrating religious and mythological tales through embroidery on cloth. At our workshop in Himachal, we also provide free training to young women, both to empower them and to ensure the continuity of this precious craft. We have expanded our collection to include unique, hand-embroidered sarees and dupattas, carrying forward the legacy of this exquisite tradition.

Handcrafted Metal Jewellery

Mohd. Iliyas Sabri, Moradabad, UP

Our metalwork craft is a treasured tradition, passed down through generations and designs



are inspired by Persian aesthetics and include a wide range like rings, bracelets, earrings, cuffs and necklaces. What makes our jewellery unique is the process: most pieces begin from a single metal wire, which is then carefully folded, pressed, and rolled into

finely crafted jewellery. The result is jewellery that is long-lasting, bright, shiny, and exceptionally comfortable to wear. My latest creation is a finely crafted jewellery box, made from a combination of brass, metal and glass. It serves as a beautiful and practical companion to our unique jewellery pieces, both functional and elegant.

Pashmina Products

Muzaffar Ahmed Sha, Srinagar, J & K

Ours is a family-run business of Pashmina clothing. Pashmina silk is world-renowned and



continues to be highly popular within India as well. We source our raw Pashmina directly from Ladakh and all our products are handcrafted in Kashmir. We export to Colombia and Argentina. The

process of creating authentic Pashmina is both intricate and traditional. A producer must first register their handloom and then, with the help of skilled artisans, create handcrafted shawls, stoles and scarves using the finest quality Pashmina silk. Depending on the complexity and design, a single piece can take anywhere from 15 days to 2 years to complete. The response at the fair this time has been extremely encouraging.

Beaded Felt Jewellery

Abhiruchi Chandel, Dehradun, UK

I completed my education in craft and design and Rural Bridge, with the aim of bridging the



gap between rural artisans and modern consumers. Our work is inspired by nature, a theme that runs consistently through all our creations. We specialise in small, handcrafted jewellery pieces made from attractive beads sourced from Delhi. These beads are

intricately embroidered onto a felt-like fabric and meticulously hand-knitted and handcrafted with great precision. We primarily sell through exhibitions and our Instagram page, reaching out directly to customers who appreciate detailed craftsmanship. Our journey received a significant boost through the Himadri Start-up Initiative by the state government, which helped us establish a presence in exhibitions and connect with a wider audience.

Eco-friendly Jewellery

Kakoli Banerjee, Kolkata

Ours is a family-run venture of organic, eco-friendly jewellery that is both sustainable and artistic. Our aim is to make the best out of waste,



using natural raw materials like jute wood, grass and dried plant matter to craft beautiful, hand-painted pieces. Our product range includes hairpins, bracelets, earrings, necklaces, etc. We are involved

in both retail and manufacturing, with a store and workshop based in West Bengal. We also offer training to aspiring craftsmen interested in learning this craft. The main purpose of participating is to gain exposure.

Natural Stone Jewellery

Nivedita Prajapat, Jaipur, Rajasthan

The fair is always a wonderful experience - I've been participating for the past five years. This time, I've introduced a new collection of wire-based jewellery, which has received interest from both domestic & international buyers. Our



products have seen high demand, especially in markets like Europe, Germany and Australia, largely because we use

natural stones and ensure our jewellery is nickel-free. We source our raw materials from Jaipur and work with a team of 15 skilled karigars. Our gemstones are known for their vibrant colours, and we use anti-tarnish metal to ensure durability and quality. I learned the art of jewellery making through trial and error, and today, I also conduct workshops in colleges and schools to share this craft with aspiring artisans.

Glass Bead Jewellery

Chandra Kant Kushwaha, Hathras, UP

Ours is a family-run enterprise started in Mumbai in 1990 by my father. Our primary focus is manufacturing of glass beads, which are used in various types of jewellery. We source raw glass



material from Firozabad, which is then converted into glass rods. These rods are melted using high-temperature burners, fuelled

by kerosene or LPG, to form small beads. Once the beads solidify, they are dyed in vibrant colours to enhance their appeal. Our customers include regional wholesalers as well as individual artisans who

A window for the world to behold India's niche



Mohd Rais

Vice President,
IFJAS 2025

IFJAS offers a global window into the unique niche India has carved in the field of fashion jewellery and accessories, which are crafted across diverse clusters in the country, reflecting the rich traditions

and cultural heritage of each region.

These clusters hold immense strength in production, and through various Council-led initiatives - particularly in design development and training - significant innovations have been introduced in line with evolving consumer preferences.

Showcasing these designs at IFJAS presents a valuable opportunity for visiting buyers to explore curated collections, discover new sourcing options and establish meaningful business connections.

purchase beads from us to create custom jewellery. Critical in our production is the finishing process, where design elements and small embellishments are added to make each bead more attractive and unique.

Wancho (Tribal) Jewellery

Toingam Khangam, Itanagar

Mine is a traditional handcrafted jewellery brand rooted in rich cultural heritage, drawing



inspiration from the intricate bead-making skills of Wancho women. Each piece is a celebration of indigenous artistry and identity. My aim is to protect, preserve and promote the age-old traditions of handcrafted jewellery; to empower rural and unemployed women, especially school dropouts, by creating meaningful livelihood opportunities; and to ensure sustainable development through skill-building, economic independence and cultural pride. My brand was launched in 2020 at the prestigious Northeast International Fashion Week, marking our entry into the fashion and art landscape. I am a recipient of multiple awards, conferred by the Government of Arunachal Pradesh.

Copper base Gold Plated Jewellery

Rina Sarkar, Mohar Collection, Kolkata

My designs are original and I also customise. I'm self-taught having learnt everything online

Raw Materials to Refined Designs: IFJAS 2025 Empowers Every Link



R K Verma

Executive Director, EPCH

IFJAS provides a unique opportunity to explore an expansive portfolio across the product segments including fashion jewellery, accessories as well as components and their raw materials.

A noteworthy feature is the specially curated "Design X Business" that aims to spotlight innovative creations by emerging and established designers. Among special attractions are skilled artisans from all regions. IFJAS 2025 is all set to attract a distinguished global audience, fashion designers, retail chains, boutique owners, fashion brands, wholesalers, e-commerce platforms and industry professionals from across the world, in addition to key players from the Indian retail sector. Buyer services at IFJAS have been carefully designed to ensure a seamless and enriching sourcing experience.



through my own efforts. This is my first time at the fair, and it has been great. I've been running this business for the past 6-7 years. Every design is my own, and I personally handle every stage of the

process, from sourcing raw materials to overseeing production. I also cater to international markets through exports.

Fashion Jewellery

Shaline D Cunha, Goa

This is my first time here, and it has been a truly rewarding experience. I've received a lot of interest and several orders for my products,



which are all handmade with great care. I source my raw materials from Ahmedabad, and this business is a personal venture, built with the support

of my family. Our necklaces and earrings are the bestsellers, and my son plays an active role in helping with the designs. I'm grateful for the positive response and excited about the journey ahead as we continue to grow and reach new audiences.

Buyers Comment...



The fair has been great. I'm here to reconnect with my existing suppliers and fortunately, I've also discovered some promising new ones. My firm, Esteoeste from Spain, deals primarily in accessories. This is my second visit to the fair. What draws me back to India is the originality, creativity, high quality and uniqueness of the products. My experience here has been very positive, with several productive meetings and I'm looking forward to what lies ahead. **Gonzalo Plazas Diaz, Spain**



I represent Luca & Co LLC, and this is my first time at the fair. I'm specifically looking for a unique item—japmalas or prayer beads. I'm particularly drawn to handcrafted products; the materials used and the artistry behind them always fascinate me. Indian craftsmanship stands out for its uniqueness, and people in my country truly appreciate the skill and tradition behind these products. I'm hopeful to find exactly what I'm looking for and to connect with talented artisans during my visit.

Umut Coskun, Unites States



I own a boutique store called Miss Boutique, and this is my first time at the fair. It's been a wonderful experience so far. I'm open to exploring all types of products, as long as the designs are intriguing and original. What I particularly admire about Indian products is the quality of materials, they're truly top-notch. Unlike other markets where I often come across polyester, here the fabrics and craftsmanship stand out. The uniqueness of each piece is what fascinates me most. I'm really enjoying the experience and look forward to discovering some special finds.

Nazarette Moussa, Lebanon



I represent Scoop Clothing T/A Tangible, and I specialise in scarves and accessories. I've been visiting India since 2016, and I have a deep appreciation for Indian products, the craftsmanship and authenticity are truly commendable. In South Africa, Indian products aren't just liked, they're genuinely preferred. However, I believe many people there still don't fully realise just how exceptional these products are. I'm actively working to change that by educating my customers and showcasing the value of Indian craftsmanship. It's always a pleasure being here. Each visit brings new discoveries, and I look forward to continuing this journey of exploration and connection. **Angela Drysdale, South Africa**



I represent Ancient Spirit PTY and have attended the fair before. This time, I'm specifically looking for clothing and jewellery. I also truly enjoy working with Indian suppliers, their professionalism and warmth make the experience even better. People in my country really appreciate the way Indian products are thoughtfully curated. While the sheer variety of designs can be a bit overwhelming, I'm focused on finding pieces that align with my particular aesthetic. Overall, it's been a wonderful experience so far.

Lizel Olckers, South Africa



This is my first time at the fair, and I must commend the organisers, it's been exceptionally well managed. I represent Vilcom Group Limited. My focus is on sourcing leather products and jewellery, and I've been very impressed by the high quality and uniqueness of Indian offerings. I've made some great contacts already and look forward to discovering even more as I continue exploring. **Edwin Madegwa, Kenya**



This is my first time at the fair, although I have visited India before. I represent Bonai Madrid SL, and my current focus is on sourcing jewellery. This will be my first experience exporting from India. I'm truly impressed by the craftsmanship of Indian products, especially their handmade quality and intricate detailing. I'm eager to explore more, discover unique creations, and build new opportunities.

Aitor Gomez Mesa & associate, Spain



I represent The Emporium Clarens, and this has been a very good experience. My main goal was to explore what's currently available in the market, as I work primarily with clothing and jewellery. What I love most about Indian products is their vibrancy—they're visually stunning and full of character. It's been a lovely experience so far, and I'm excited to continue exploring and discovering more.

Helena Wessels, South Africa



This is our first time at the fair, and it's been an exciting opportunity and a refreshing experience. The fair has been good so far, and we're truly enjoying it. Our focus is on bags and jewellery products with exceptional craftsmanship and handmade quality. The diversity and range of products on display is remarkable, and we're looking forward to exploring more. **Leandro Martan Douat & Sebastian Navarro, Spain; Md. Imran Khan, United States**

Ajai Shankar Memorial Awards for the Best Stand Design & Display at IFJAS 2025



FASHION JEWELLERY



GOLD - M/s Gem Worth, Jaipur
Award received by Mr. Sanjay Gupta



FASHION ACCESSORIES



GOLD - M/s Anil Industries, New Delhi
Award received by Mr. Abhay Agarwal



SILVER - M/s Times Art, New Delhi
Award received by Mr. Hira Lal Jain and Ms Anjana Jain



SILVER - M/s Asian Handicrafts, Gurgaon
Award received by Mrs. Sangeeta Malhotra



BRONZE - M/s Kohli Export House, New Delhi
Award received by Mr. Divjot Singh Kohli



BRONZE - M/s Zinnia India, Noida
Award received by Mr. Virat Kumar



ASSOCIATE ORGANISATIONS for the Promotion of Indian Handicrafts

Department of Textile and Handicrafts, Govt. of Arunachal Pradesh

West Bengal State Export Promotion Society, Dept. of MSME&T,
Govt. of West Bengal

Maharashtra Small Scale Industrial Development Co. Ltd.,
Government of Maharashtra

MSME Development & Facilitation Office, New Delhi,
Ministry of Micro, Small & Medium Enterprises, Govt. of India

Office of Development Commissioner (Handicrafts),
Ministry of Textiles, Govt. of India

Sourcing Consultants Association (BAA), Gurugram

Runway Highlights

Fashion & Lifestyle Accessories

The Ramp Sequences presented at the Indian Fashion Jewellery & Accessories Show 2025, brought alive curated collections in fashion jewellery & fashion accessories from many exhibitors at the show.

