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Silver Show Of India

A B2B EXHIBITION ON SILVER JEWELLERY AND ARTICLES

2nd EDITION **SSI** SILVER SHOW OF INDIA
7th - 10th JUNE 2024
JIO WORLD CONVENTION CENTRE
BANDRA KURLA COMPLEX - MUMBAI

#DAY 3
9th June 2024



2nd EDITION **SSI** SILVER SHOW OF INDIA
7th - 10th JUNE 2024
JIO WORLD CONVENTION CENTRE
BANDRA KURLA COMPLEX - MUMBAI



Exquisite Extravaganza, Incredible

Innovation

Craftsmanship at SSI that takes your breath away

SSI dazzles one and all with the astounding variety of designs and innovation in creativity and manufacturing. The mind is numbed at the wide array of jewellery, artefacts, articles on offer. The wide range satisfies the needs of the large universe of silver retailers in India and abroad.

Beyond the offerings of jewellery and articles, SSI showcased pieces of art whose craftsmanship takes one's breath away.

Chessboard by SILVER EMPIRE

The chessboard by Silver Empire is one such exquisite work of art. Chess pieces crafted in 925 silver with incredibly intricate meenakari work. The total silver used was 2 kg. The chessboard features regulation white squares, while the black is replaced by images of places of cultural, historical interest and natural beauty. The chessboard is on polished wooden base studded with stones and small silver plaques.

The karigars skilled in meenakari work of this level are very rare says Sujith Bafna of Silver Empire. The idea and concept came from Sujith Bafna and team. This was conveyed to four highly skilled karigars who worked for 2 months to create this piece that truly delights the soul



Shri Balaji Temple by PURPLE JEWELS

The craftsmanship and intricacy of replica of Shri Balaji Temple by PURPLE JEWELS is mesmerizing. The detailing is meticulous by the 20 artisans who worked for 6 months to complete this work of art that consumed 19kg of silver.





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WE HEREBY AWAITS YOUR PRESENCE

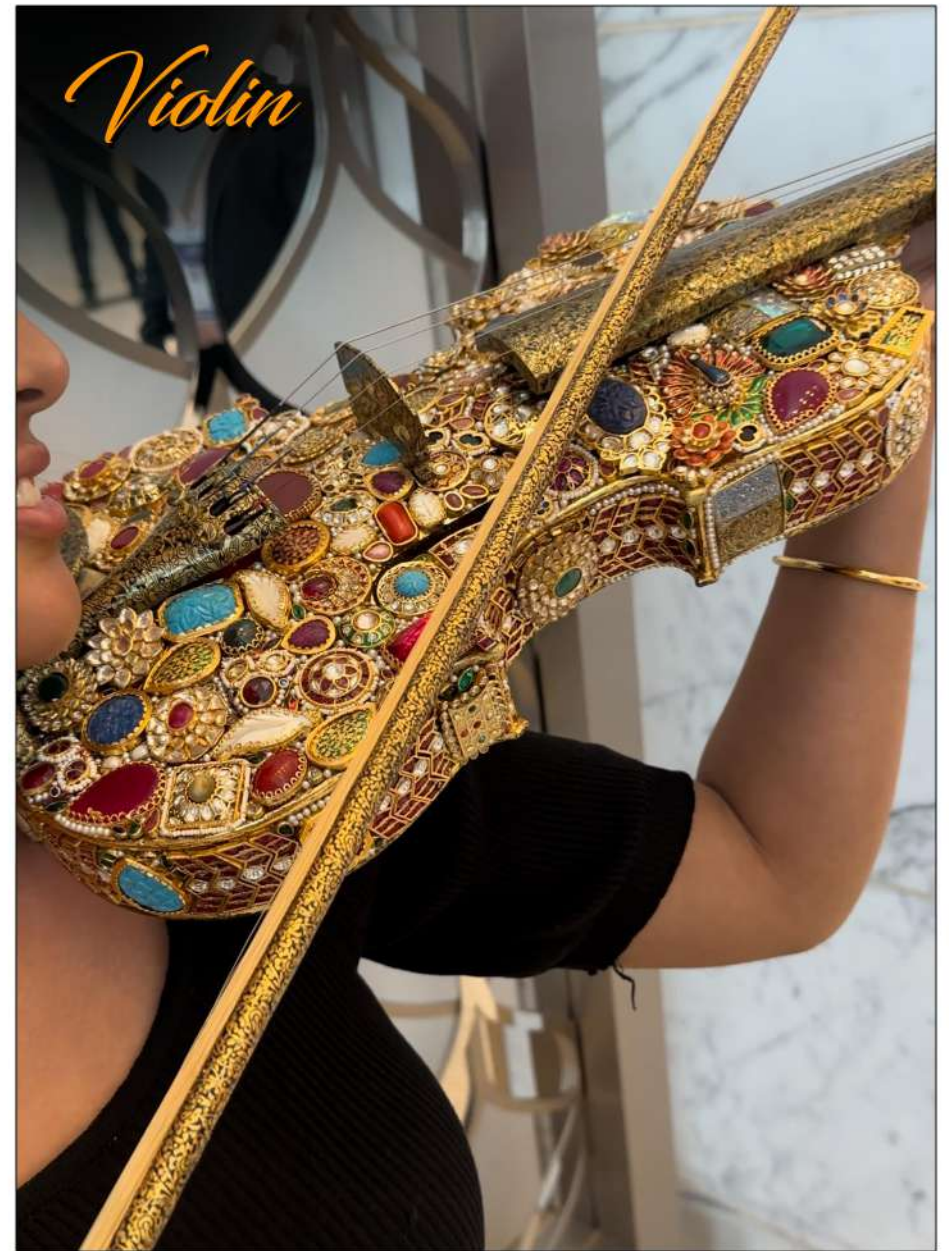


JIO WORLD CONVENTION CENTRE

Stall No. - A10

Bejeweled Guitar and Violin from AQUAAURA LUXURY- Division of - M S KUNDAN CREATION

This piece of art is pure music- literally. The bejeweled guitar and violin, conceptualised by Manjit Singh of - M S KUNDAN CREATION is a symphony of colours. Rubies, emeralds, sapphires, topaz and the entire spectrum of navratnas. Craftsmanship across cameo, kundan, meenakari, Italian meena, partash, theva, papier mache has been showcased. This piece contains 30 gm of gold. 12 artisans toiled for three months create these masterpieces. The instruments are fully functional and playable.



Candlesticks and Bowl from RIVVAZ

Enchanting and elegant silver artefacts and gifting articles adorn the Rivvaz Silver stall. The idea, concept and execution is by the force behind Rivvaz, Rinku Choudhary. The bowl and candlesticks featured in this article is a labour of love involving 40 karigars and operations staff across seven departments including casting, polishing, lacquering and finishing. Craftsmen work over three to five weeks to create these masterpieces.



World's Heaviest Payal from CFA

The gigantic payal stops passersby in their tracks. The World's Heaviest Payal from CFA was conceptualised by Kushal Agarwal, founder CFA .

The payal, with dimensions of 2x3.5 ft, consumed 12kg of silver. 10 karigars worked for 15 days, working on all the intricate aspects to create this magnificent anklet. Kushal Agarwal says there are plans to officially recognise this artpiece as the World's Heaviest Payal.

World Heaviest Payal



खुशियां ही गुंजेगी

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STALL NO

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#Chairmanspeak at SSI



VIPUL SHAH
 Chairman GJEPC

I congratulate the organizers of SSI for a very well organised show .It is commendable that the organizers have brought 400 exhibitors from the silver industry under one roof

I am impressed with the fantastic craftsmanship on display.This mastery of silver jewellery needs to be showcased to the world.We need to promote this silver jewellery and articles segment; this promotion should translate to silver exports.



SAIYAM MEHRA
 Chairman GJC

When I entered SSI, I realized that this was one of the best trade shows.Very well managed and organised.

The variety, different products and segments showcased at SSI were mind-boggling.Its a full house at SSI, a lot of serious buyers.SSI Mumbai 2nd edition is being held at the right time.



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Stall No: C7

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#Industryspeak at SSI

One can see great enthusiasm amongst the exhibitors who are showcasing innovative offerings. This enthusiasm is matched by retailers who are looking at sourcing the very best.

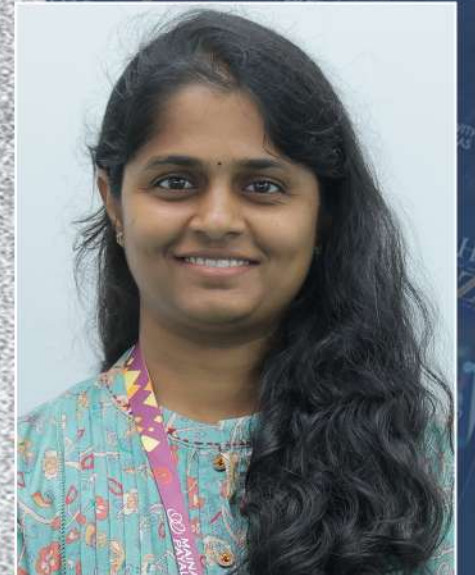
Manufacturers have made great efforts to create high quality, innovative products across jewellery, artefacts, gifting, pooja items. There is serious business happening at SSI, with many large orders being placed.

SURESH GANNA
 Immediate Past President - JAB



I am glad I discovered SSI online. I did some research and contacted the organizers; I realized that this silver specific show was a one stop shop. I am here to source silver jewellery for women-across antique, ethnic, fusion and fashion jewellery segments.

SARITA D
 Proprietor, Keyura Jewels
 (Columbus, Ohio USA)

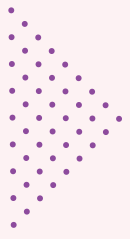


We got to know of SSI online. We learnt that this was the only, and largest silver specific show and realized that this was a must visit show.

Our store in Adelaide offers silver jewellery and gifting articles. At SSI we are sourcing silver chains, bangles, payals, bichiya, and antique jewellery. In fact we are looking for everything that matches the needs of our Indian consumers based in Adelaide.

ANKIT SHAH
 Partner Taaj Jewellers, (Adelaide, Australia)





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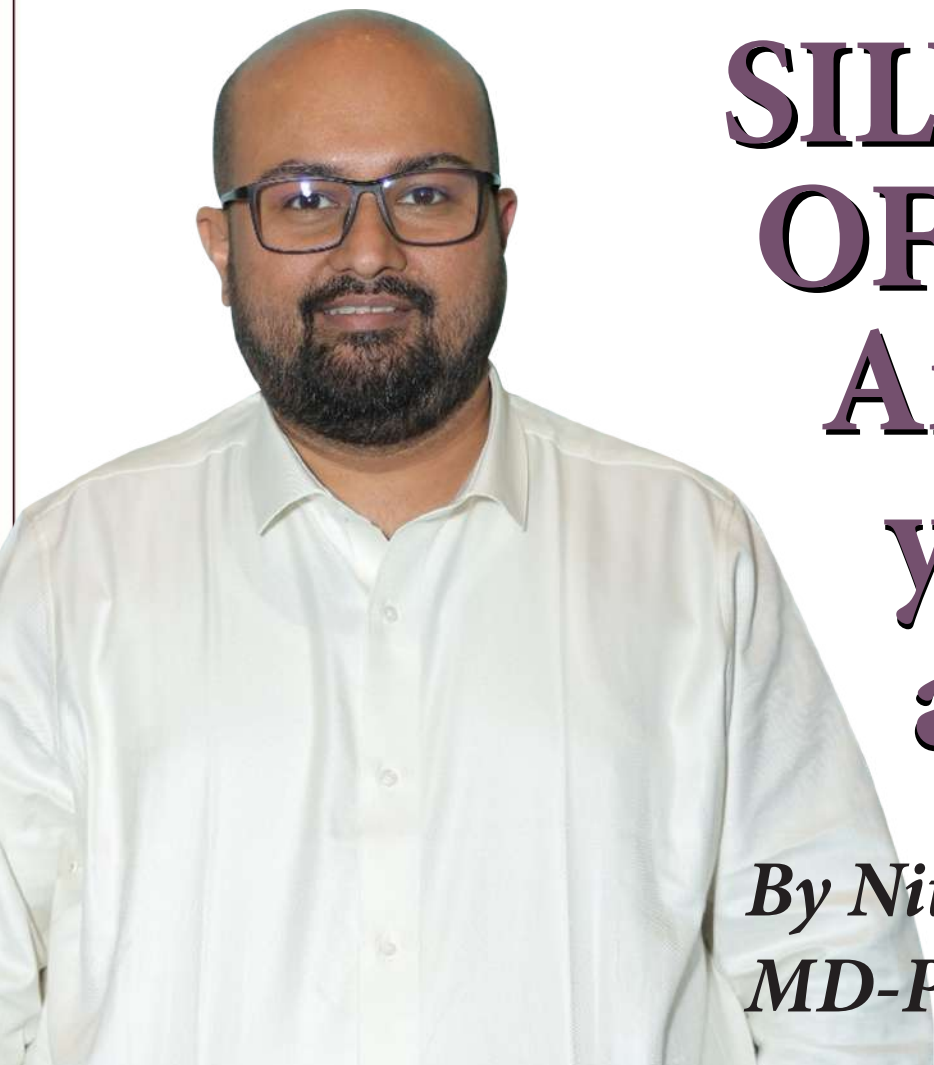
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#HUMSABKAAPNASILVERSHOW



SILVER SHOW OF INDIA

An opportunity you cannot afford to miss

By Nitesh Jain

MD-Purple Jewels Pvt Ltd

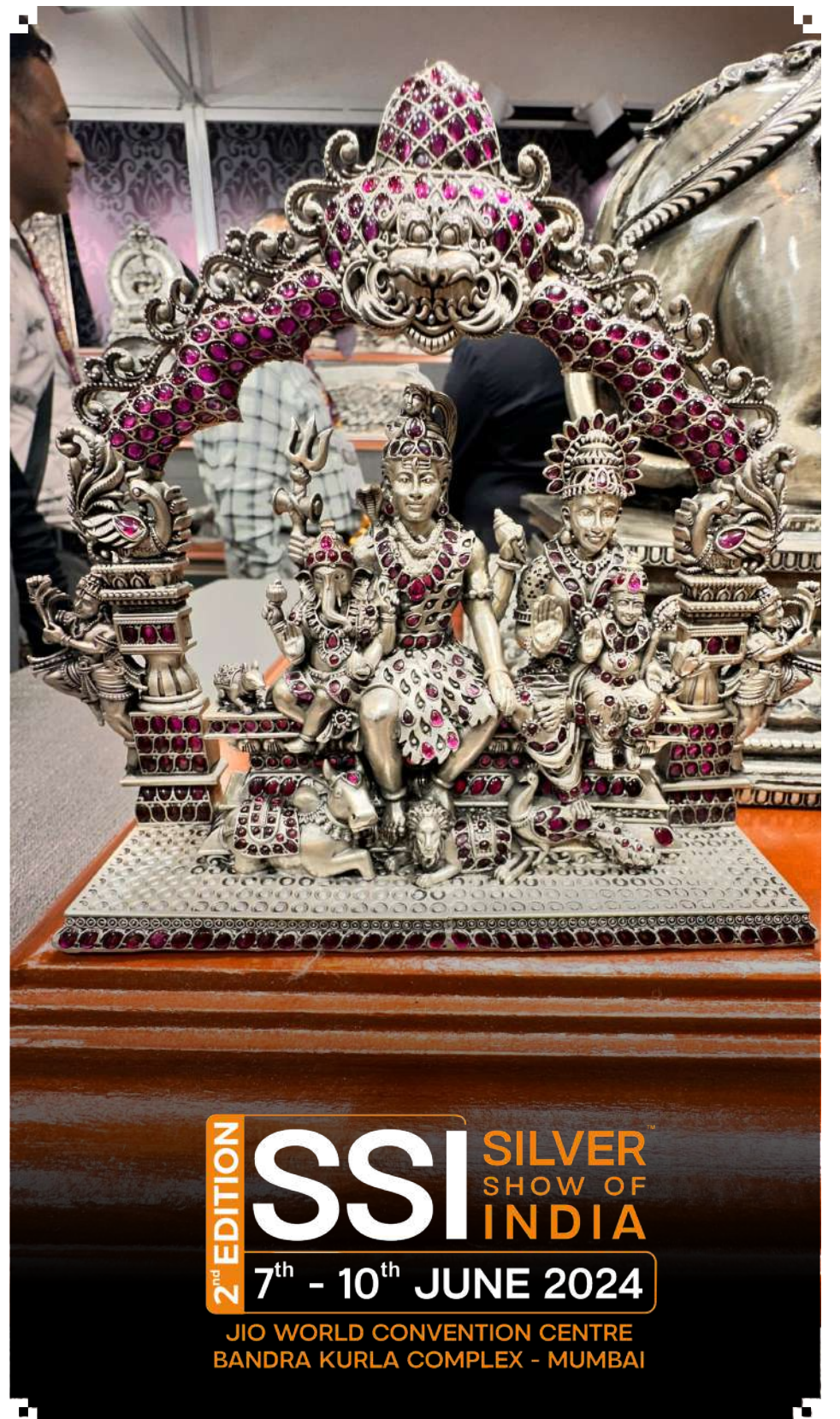
There are three categories of retail jewellers with respect to silver jewellery and articles in India

1. Silver jewellery and articles retailers giving their 100 per cent in promoting and growing the silver jewellery and articles segment
2. Those who are present in the silver retail segment, but are not too serious about it.
3. Retailers who have not entered the silver retail segment

First Category

The first category has to visit SSI because it's a segment which one has invested in and is delivering good results and generating healthy growth.

Attend SSI: just spare four days to visit the biggest silver trade show in the world. It will help you source better products, introduce you to an incredible variety of innovative designs. You will have lots of options, new vendors, all under one roof for 4 full days.



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INDIA'S BIGGEST SILVER SPECIFIC TRADE SHOW

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PURPLE

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Second Category

The second category of jewellers comprises those who stock silver but have been neglecting it and not putting in efforts to promote it. My advice: please get out of your comfort zone and see how silver is helping retailers improve margins. It is triggering footfalls and adding to profits.

Retailers concentrating in silver see silver sales accounting for 15-20 percent of their entire sales. This is the portion which also gives you good margins. Silver jewellery has better margins than diamonds jewellery and silver artefacts can take care of your entire expenses.

Market share of silver is steadily increasing in the last few years; silver is growing tremendously value wise and has gained market acceptance.

Silver is the only noble metal for jewellery and artefacts after gold. You can't neglect it and those who neglect it will regret it.

Third Category

The third category of jewellers are those who have not entered the silver segment. To this segment I have one message: if you have not attended SSI, you have missed an opportunity. Please make an effort to attend the forthcoming Delhi and Bengaluru editions.

Come and see for yourself on how the industry has grown. Come and see the massive number of exhibitors showcasing such an astounding variety of designs. It won't hurt spending four days to know about an opportunity which could be a game changer.



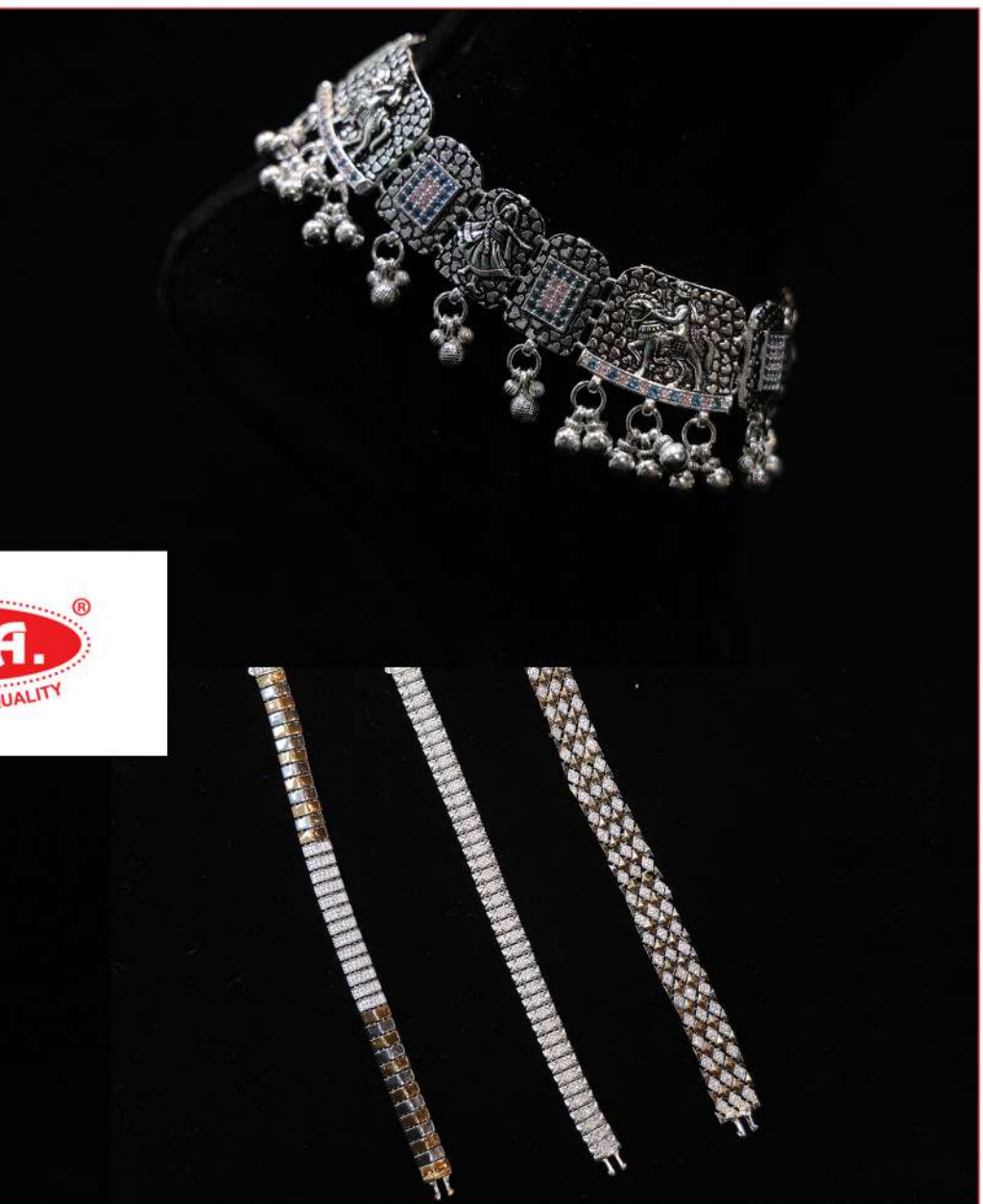


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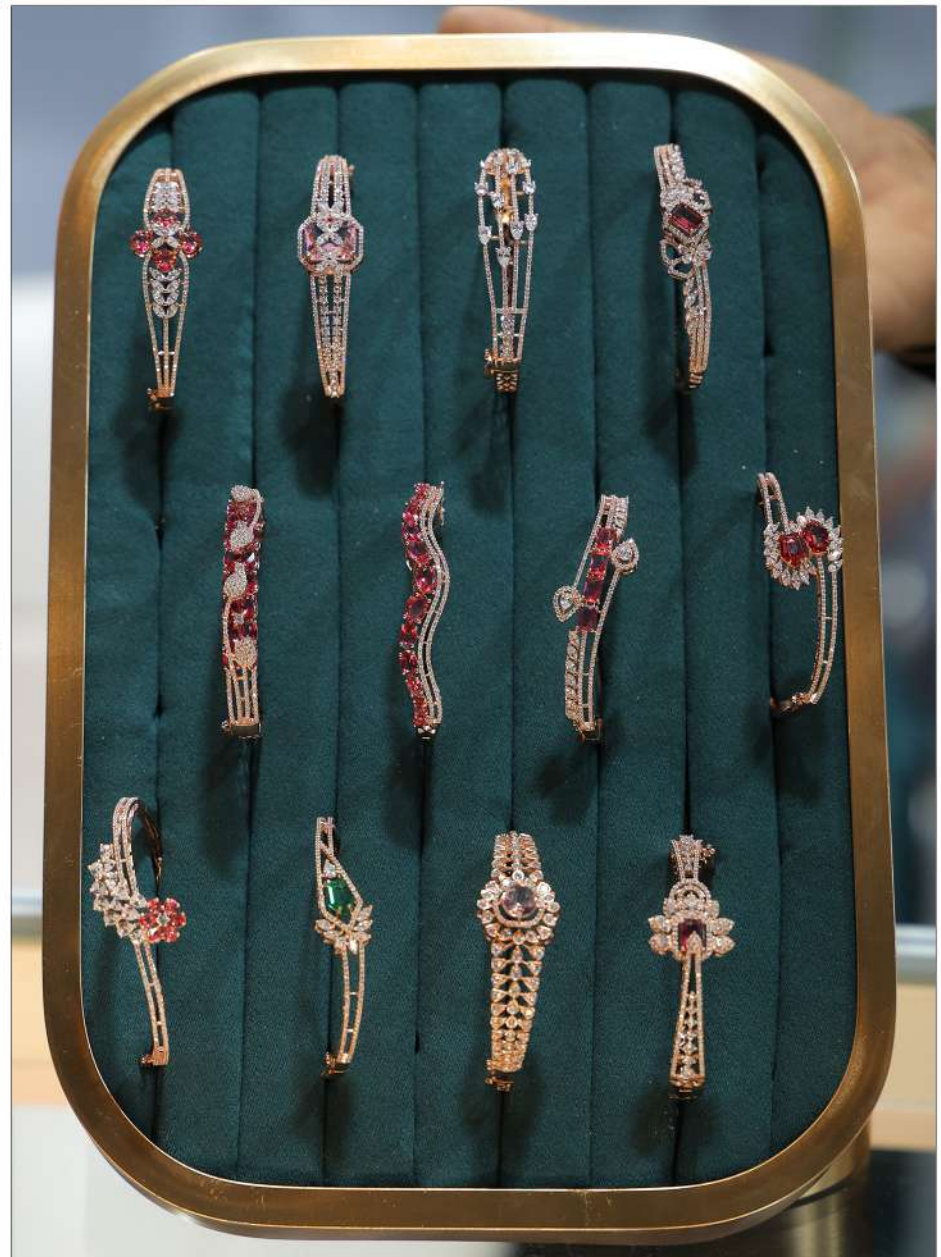
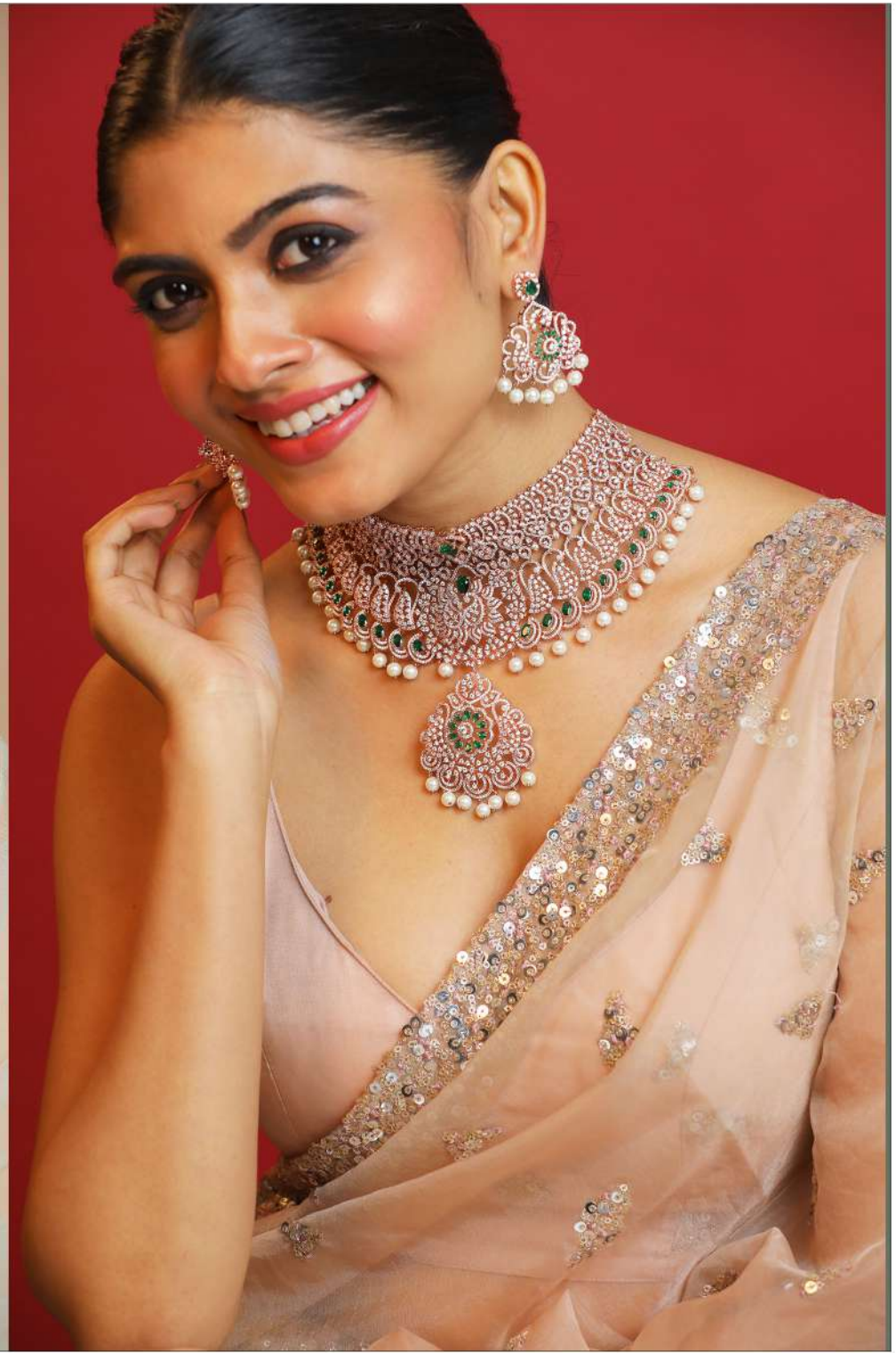
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On the catwalk, at award night galas.... Silver jewellery shimmers in the spotlight

Across the globe at uber-premium fashion shows and glittering award ceremony galas, silver is shining. Silver jewellery took the spotlight in fashion, surpassing gold in popularity during Fall/Winter 2023 at New York Fashion Week. This shift reflects a desire for timeless elegance and modernity in design.



Fashion designers such as Proenza Schouler and Tory Burch led the charge by showcasing wearable and classic designs; this shift signifies a return to elegance and sophistication, with silver jewellery emerging as a prominent choice for fashion enthusiasts. 2024 catwalks saw a revival of silver's sartorial prowess across both clothing and



accessories and it's made metallics feel fresh one again.



At Alexander McQueen's SS24 show, models took to the catwalk with sculptural silver earrings paired with matching metallic tailoring and floor-length gowns, while, at Prabal Gurung's AW24 show, silver jewellery took the form of statement studs, necklaces and oversized hoops all in the same icy tone.





Whether it's Bottega's drop earrings, welded bracelets or statement rings, the street style set has also been gravitating to silver shades as of late. At The Brit Awards Dua Lipa took to the stage dripping in Tiffany & Co. silver. Her chunky layered necklace paired with black leather provided a tougher take on the trend showing just how versatile the style can be.



Often associated with holiday festivities or relegated to jewellery use only, cool-toned chromes are steeped in celebratory symbolism. So it's worth rejoicing that in the fall 2023 landscape — where, let's face it, uncertainty is everywhere — the silver fashion trend is infiltrating outfits like never before.

Silver embellishments are not limited to jewellery alone. They also made appearances in accessories like gloves, belts, and even clothing details such as grommets on leather pants. This integration of silver into various fashion elements further solidified its status as a leading trend for the upcoming seasons.



Natalie Michie of Fashion Magazine says "Above all, sartorial expressions of silver are the equivalent of looking ahead and saying, "Where's the party?" And with its surprising wearability, everyone is invited to this fashion fête."



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The Art Of Silver
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Silver Whispers,
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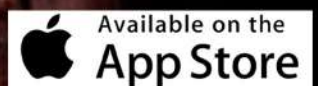
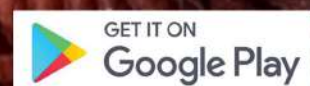
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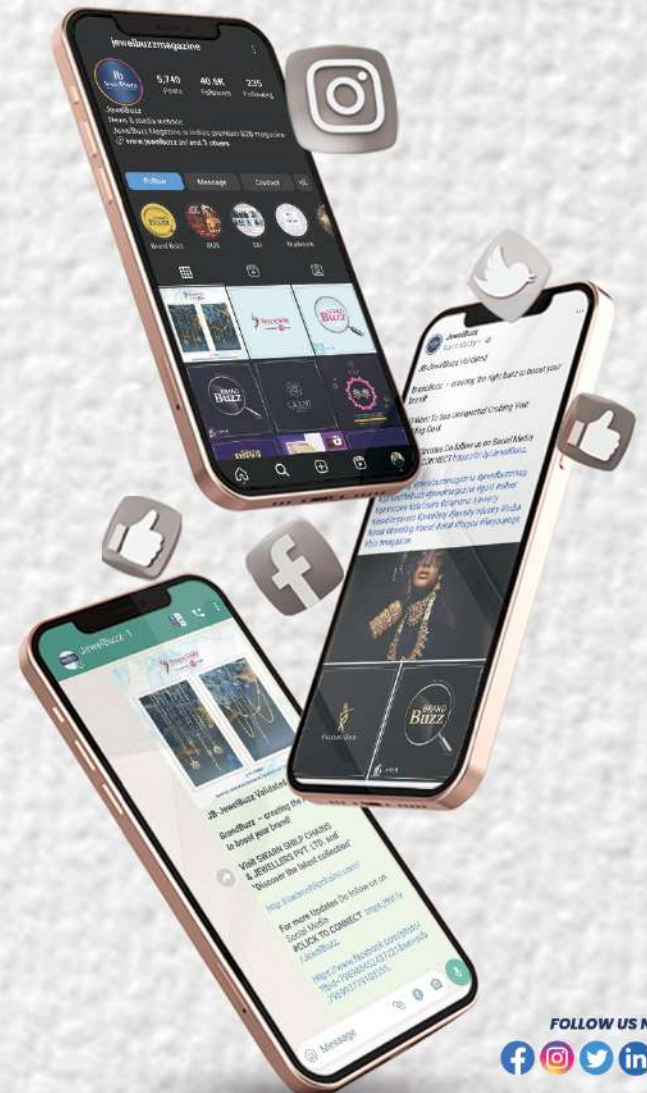


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