

AWARD CATEGORIES

Diamond Jewellery of the Year

Ever since the advent of diamond jewellery brands in India, the consumer acceptance of diamond across the country has been widely due its perception value of exclusivity, modernity, fashion and class. But it is the changing design landscape of the category that has really helped surge the demand for diamond jewellery. For an intrinsically value conscious Indian consumer, diamonds glorify fashion and style.

Diamond Vivah Jewellery of the Year

Although it may not be ritualistic, diamonds are becoming a necessary part of a brides wedding ensemble. And the modern outlook of the newage bride is often translated into the designs that exude sophistication and quiet elegance.

Gold Jewellery of the Year

Gold is ingrained in our history and culture. Gold continues to stay relevant through generations. But giving this ageold metal a modern rendition requires the art of amalgamating the old techniques with the new, one that Indian's have proudly mastered.

Gold Vivah Jewellery of the Year

In India, on the auspicious occasion of Vivah, the seven wows are as sacred as the touch of the yell ow metal; it is unceremonious not to wear gold on your wedding! And designs in gold bridal jewellery have continued to evolve in keeping with new sensibilities of a nation that holds on to its traditions yet embraces the new.

Couture Jewellery of the Year

Fashion is swaying the Indian consumers like never before. And fashion rules in jewellery no less. It is not rare to see the influences of latest trends in jewellery designs, especially those that are customized to perfection to appeal to individualists taste.

Colored Gemstone Jewellery of the Year

India's love for colors is inspiring. The heritage and tradition of celebrating festivals brings vibrancy while accentuating the dominance of bright hues in our culture. Undeniably, festivals have customarily revived jewellery sales in the country as jewellery truly enhances the joy of celebration.

Innovative Jewellery of the Year

Customers seek distinctness in style. We have to be continuously committed to taking jewellery designs to the next level of innovation and inspire the industry to think out of the box.

Heritage Jewellery of the Year

India's vast history is replete with inspiring tales of diversity and tradition. It is one of the greatest reserves of creative inspiration for Indian designers. Our jewellery reflects deep cultural influences of the past. And, in many ways, the rich heritage of India remains preserved in the intricacies of the Indian jewellery designs.

Platinum Jewellery of the Year

Platinum is eternal and carved to perfection for the very discerning Indian woman who seeks exclusivity. Minimalistic yet uber-chic, platinum is the new found friend of the modern woman.

Jewellery Designer of the Year

With the demand for bespoke and personalized designs ruling the retail scene in India, there is a surge in designer jewellery. And, it has begun to gradually influence the sensibilities of not only the classes but also the masses. Finally, designers and designer jewellery have both come of age.

*Please View Last 2 years Nominations and Winners for a better understanding of the design requirement of The Retail Jeweller India Awards.

9 to 5 Work wear Jewellery of the year

Not only are an increasing number of women stepping out to work they are also choosing unconventional careers such as photography, defense, and aviation. And they are constantly looking for the right workwear and accessories, whether it is clothes, shoes, handbags or jewellery. Extensive

research has, however, shown that workwear is a mystery that often intrigues and bewilders the modern Indian woman, especially the jewellery. Working woman continues to explore designs which will be her 9 to 5 companion, and will help her celebrate every single day in her life!

Men's Jewellery of the Year

As Indian fashion evolves, men find their deserved place in the fashion world. In the context of jewellery this means they demand more than wedding rings and gold chains. Accent pieces are making a way back into the gentleman's wardrobes - the signet ring, the tie clip, the lapel pins, cuff-links and tie accents.

Modular Jewellery of the Year

Today's woman plays a multi faceted role and rightfully demands jewellery which is multi faceted in form and design. Modular form of jewellery that is interchangeable and can sort her out for more than one occasion is appealing to her more than designs have single occasion usability.

Revival Style Design of the Year

Although the millennials move forward in a connected way they remain traditionalists at heart wanting to embrace their roots in a modern way. How can you as a jeweller help the self-expressive, diverse and multicultural generation discover their true cultural heritage through the vast reservoir of jewellery designs from the past?

Community specific jewellery design that draw from its root and creates a unique modern language of its own without losing the essence of its original heritage and cultural form. The design should be revived for the millennial in a way that she takes pride in wearing it in style and showing it off as mark of her cultural value.

MARKETING CATEGORY

- Print Campaign of the Year
- TV Campaign of the Year
- Retail Promotion of the Year

LIFETIME ACHIEVEMENT AWARD

Retail Category

You can nominate any individual in the retail fraternity for his contribution during whole of his career which has made a strong difference to the retail jewellery industrys success.

Manufacturing Category

You can nominate any individual in the manufacturing industry for his contribution during whole of his career which has made a strong difference to manufacturing industry's success.

Special Contribution Award

The award is given to individuals who have been instrumental in bringing new ideas to the fore and taking leadership positions for new industry initiatives. You can nominate any individual who you think has selflessly contributed to the industry's growth and given a new direction to its future.