

ISGJ MAGAZINE 2024-25

THE CAMPUS



ISGJ
INTERNATIONAL SCHOOL OF GEMS & JEWELLERY



INTERNATIONAL COLLEGE
OF
GEMS JEWELLERY



About the Institute

ISGJ - The Gems & Jewellery College is a premier institute in India, offering courses in Jewellery, Diamond, Gemology, Business, and Luxury for last 8 years. With campuses in Surat, Ahmedabad, Hyderabad and Chennai ISGJ provides over 27+ unique courses. Internationally accredited, it offers advanced professional programs, experiential learning, and expert faculty. Rooted in a culture of knowledge, ISGJ values original inquiry, equality, diversity, and inclusivity. Renowned for its excellence, ISGJ counts top industry professionals among its faculty and alumni. Courses prioritize both classroom education and practical experience, led by experienced faculty blending professional knowledge with academic rigor.



MOST AWARD WINING



CORE INDUSTRY EXPOSURE & NETWORK



IMPRESSIVE WORLDWIDE AFFILIATIONS



INTERNATIONAL ACCLAIMED EDUCATION



GLOBAL ACADEMIC CURRICULAM



EXPERT FACULTY TEAM





Embark on your journey into the exquisite realm of gems and jewellery by blending your passion with expertise.

Enroll at ISGJ, the leading educational institution in gems & jewellery studies, and achieve a prestigious degree, diploma, or certificate to unlock myriad opportunities within the industry.





Table of CONTENTS

OUR VISION

We envision to be on the forefront of developing the next generation of gems and jewellery world professionals by extending and developing integrity and depth of knowledge in the field of the gems and jewellery.

OUR MISSION

ISGJ College aims to empower students to become successful, dynamic professionals in the global business of gems and jewellery industries. As a pioneer in experiential education, our pedagogy goals centre on fostering a unique connection between real-world experience and academic study in business principles, developing students' creative and critical thinking and leadership skills.

Message from Chairman's Desk.....	6
Global Gems & Jewellery Trends 2024.....	7
Seven Diamond Facts.....	12
Awards & Accolades.....	17
CGI Advertisement.....	20
Esteemed Personalities at Campus.....	22
The Fearless Innovation of Jacob & Co.....	24
World's 10 Most Expensive Necklaces.....	28
From Campus to career: Remarkable Tales of Achievement.....	33-50

Message from the *Chairman's Desk*



*G*reetings to all enthusiasts and aficionados of the
Gems & Jewellery industry,

As we embark on this journey through the scintillating world of gems and jewels, I am filled with immense pride and gratitude for the strides we have taken together at ISGJ – the International School of Gems and Jewellery. Founded with a singular vision in 2015, ISGJ has emerged as the beacon of excellence in gems and jewellery education, standing at the forefront of innovation and professional development.

In today's dynamic global landscape, the Gems & Jewellery industry is not merely an ancient craft but a thriving ecosystem of creativity, entrepreneurship, and cultural significance. From the bustling streets of Mumbai to the luxury boutiques of Paris, the allure of exquisite gems and meticulously crafted jewellery resonates with individuals across the globe.

At ISGJ, we have always believed in nurturing talent and honing skills that transcend traditional boundaries. Our internationally accredited programs are designed to empower our students with the knowledge, expertise, and practical experience necessary to thrive in this competitive industry. Whether it's mastering the art of gemmology, delving into the intricacies of jewellery design, or mastering the nuances of business management, our comprehensive curriculum equips our graduates with the tools to excel in every facet of the industry.

The importance of Gems & Jewellery education cannot be overstated in today's context. As trends evolve and consumer preferences shift, staying abreast of the latest developments is essential for success. Our commitment to experiential learning ensures that our students not only adapt to these changes but also become the trailblazers of tomorrow, shaping the future of the industry with their creativity and ingenuity.

I am delighted to share that ISGJ has been instrumental in shaping the careers of over 22,000 graduates since its inception, with many of them going on to lead successful ventures or join prestigious family businesses. Our 100% job placement guarantee is a testament to the caliber of our programs and the dedication of our faculty.

As we continue to evolve and innovate, I invite you to join us on this exhilarating journey of discovery and transformation. Together, let us unlock the boundless potential of the Gems & Jewellery industry and pave the way for a glittering future.

With warm regards,
Kalpesh Desai

Founder & Chairman,

ISGJ - International School of Gems & Jewellery
ICJ – International College of Jewellery

Global Gems & Jewellery Trends 2024:

A COMPREHENSIVE OVERVIEW

As the calendar flips to 2024, the world of gems and jewellery continues to dazzle with evolving trends, burgeoning markets, and dynamic consumer preferences. Here's a comprehensive report on the latest trends shaping the industry:

Sustained Growth: The gems and jewellery market is projected to witness steady growth, with a CAGR of 5% from 2022 to 2027, reaching a value of \$292 billion by 2027.

Emerging Markets: Asian countries, particularly China and India, continue to dominate the gems and jewellery market. However, markets in Africa, Latin America, and the Middle East are also witnessing significant growth, fueled by rising disposable incomes and a growing appetite for luxury goods.

Rising Demand for Sustainable Jewellery: Ethical sourcing and sustainability are becoming paramount for consumers. There's a growing preference for jewellery crafted from recycled metals, ethically sourced gemstones, and lab-grown diamonds.

Sustainability Certification: Increasingly, consumers are seeking assurance that their jewellery is ethically sourced and produced. Sustainability certifications, such as Responsible Jewellery Council (RJC) certification and Fairtrade Gold certification, are becoming essential for brands looking to appeal to conscientious consumers.

Shift towards Customization: Consumers are seeking personalized pieces that reflect their individuality. Custom-designed jewellery, including engagement rings and statement pieces, are gaining popularity, especially among millennials and Gen Z.



Rise of Digital Platforms:

E-commerce is reshaping the gems and jewellery landscape. Online sales are expected to grow rapidly, driven by convenience, a wider selection, and immersive shopping experiences. Virtual try-on technologies are gaining traction, providing consumers with a risk-free way to explore different styles.

Preference for Versatile

Pieces: Multi-functional jewellery that can be worn in various ways is in demand. Convertible necklaces, stackable rings, and detachable earrings offer versatility and value for money.

**Focus on Men's Jewellery:**

The men's jewellery market is expanding, driven by changing perceptions of masculinity and increased fashion consciousness among men. Minimalist designs, including cufflinks, bracelets, and necklaces, are witnessing growing demand.



Innovative Designs: Contemporary designs featuring geometric shapes, asymmetry, and abstract motifs are gaining popularity. Vintage and retro-inspired pieces are also making a comeback, catering to nostalgia-driven trends.

**Focus on Transparency:**

Transparency in the supply chain is becoming a priority for consumers. Brands are implementing traceability measures to provide customers with visibility into the journey of their jewellery, from mine to market, ensuring ethical sourcing and responsible practices.

Artisanal Craftsmanship:

Consumers are increasingly drawn to jewellery crafted using traditional artisanal techniques. Handcrafted pieces, showcasing intricate detailing and unique designs, are valued for their authenticity and cultural significance.





Investment in High-Value Gems: With economic uncertainties, there's a growing interest in investing in high-value gems such as diamonds, sapphires, and emeralds. These rare and precious stones offer a hedge against inflation and currency fluctuations, driving demand among affluent investors.



Cultural Diversity in Design: Jewellery designs inspired by diverse cultures and traditions are gaining popularity. From intricate Indian bridal jewellery to bold African tribal designs, consumers are embracing jewellery that celebrates cultural heritage and identity.

Rise of Lab-Grown Diamonds: Lab-grown diamonds are gaining traction as ethical and sustainable alternatives to mined diamonds. Advances in technology have led to the production of high-quality lab-grown diamonds that are virtually indistinguishable from natural diamonds, appealing to environmentally conscious consumers.



Influence of Celebrity Endorsements: Celebrity endorsements continue to shape jewellery trends, with influencers and celebrities often spotted wearing statement pieces at red carpet events and on social media. Their influence drives consumer interest in specific styles and brands, leading to increased sales and brand visibility.



Integration of Technology: Technology is revolutionizing the gems and jewellery industry, from 3D printing for rapid prototyping to blockchain for supply chain transparency. Augmented reality (AR) and virtual reality (VR) technologies are also enhancing the online shopping experience, allowing customers to visualize and try on jewellery virtually.

In conclusion, the 2024 gems and jewellery industry is marked by sustainability, customization, and digital innovation. With a focus on emerging markets, stakeholders must adapt to evolving consumer preferences for sustained growth.

Executive education programs & courses

DEGREE PROGRAM

- **BBA: BACHELORS IN BUSINESS ADMINISTRATION IN GEMS & JEWELLERY (3 yrs)**



EXECUTIVE DIPLOMA

- **MP: MASTERS PROGRAM IN GEMS & JEWELLERY (2 YRS)**
- **JBM: JEWELLERY BUSINESS MANAGEMENT PROGRAM (1 YRS)**
- **GJ: GRADUATE IN JEWELLERY DESIGN & TECHNOLOGY (1 YRS)**



SCHOOL OF DIAMOND (2 WEEKS – 22 WEEKS)

- PDG: POLISHED DIAMOND GRADUATE
- RDG: ROUGH DIAMOND GRADUATE
- ADD: ACCREDITED DIAMOND DIPLOMA



SCHOOL OF JEWELLERY (2 WEEKS – 22 WEEKS)

- JDM: JEWELLERY DESIGN PROGRAM – MANUAL
- AJDM: ADVANCE JEWELLERY DESIGN PROGRAM – MANUAL
- JDC: JEWELLERY DESIGN PROGRAM – CAD
- AJDC: ADVANCE JEWELLERY DESIGN PROGRAM – CAD
- PJD: PROCREATE JEWELLERY DESIGN PROGRAM
- JMP: JEWELLERY MAKING & MANUFACTURING PROGRAM
- JSM: JEWELLERY SALES & MARKETING PROGRAM
- CJD: CORELDRAW JEWELLERY PROGRAM



SCHOOL OF GEMOLOGY (2 WEEKS – 22 WEEKS)

- GGD: GRADUATE GEMOLOGIST DIPLOMA
- GI: GEMSTONES IDENTIFICATION PROGRAM
- NG: NINE GEMSTONES IDENTIFICATION PROGRAM



SEVEN DIAMOND FACTS

Nearly as old as the earth itself, and with no two diamonds ever being the same, there are many fascinating facts about the creation, discovery, and history of a diamond. We have curated some of our favourite facts surrounding these extraordinary stones.

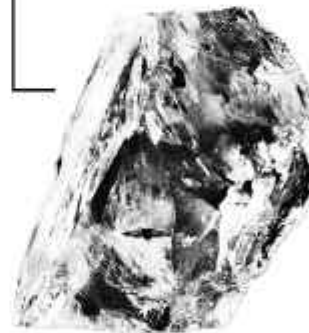
In 1905, the world's largest rough diamond was found. It was named the Cullinan diamond and weighed 3,106 carats!

The Cullinan, the largest gem quality diamond ever found, was discovered at the Premier Mine on 26th January 1905. The rough diamond was nearly flawless and named the Cullinan in honour of Sir Thomas Cullinan, the founder of the Premier Mine, who was visiting that very day. Louis Botha, premier of the Transvaal, persuaded his government to buy the diamond for approx. US \$1 million and presented it to England's King Edward VII as a token of thanks for granting Transvaal its own constitution.

The Cullinan was handed to Amsterdam's House of Asscher to polish. The stone was so large it was cut into nine major pieces and 96 smaller brilliant cut diamonds. These diamonds have since gone on to create their own legends. The main piece of the polished gem, named Cullinan I, or The Great Star of Africa, was the biggest of the collection and weighed an astonishing 530.2 carats. The Great Star of Africa is displayed in the head of England's royal Scepter while the Lesser Star of Africa, or Cullinan II weighing 317.4 carats, forms part of the British crown jewels' Imperial State Crown. Both South African-mined diamonds are exhibited at the Tower of London.



Weight: 3106ct rough
Origin: Transvaal, South Africa



2 World's 1st Diamond engagement ring was presented in the year 1477

In 1477, Archduke Maximilian of Austria presented the first known engagement ring to show his love for Mary of Burgundy. Set with diamonds in the shape of an M, the Archduke traveled from Austria to Belgium to ask for her hand. Mary had fallen in love with Maximilian through his letters, and the marriage seems to have been happy but short. Mary was killed falling from her horse only five years after she received the first engagement ring. Rings have been made and worn since the ancient Egyptians, but this was the first known diamond engagement ring to wear before marriage.



3 In 2004, scientists discovered a planet they believe is at least one-third diamond! It was named "55 Cancri e."

Diamonds are one of the most precious gems on Earth. Experiments show that there are planets out there in our universe that may be full of them. Just imagine that an entire planet packed with this sought-after gemstone!

55 Cancri e is a super-Earth, located in our Milky Way galaxy. This planet is about twice our Earth's size. The planet zooms around its star in 18 days. It has a surface temperature of nearly 2,700 degrees Celsius, which is really hot. It has been named the "diamond planet". Why? Because scientists believe that it's made up of diamonds and graphite.

55 Cancri e was discovered in 2004. Scientists say that at least a third of the planet's mass is likely pure diamond. But it also contains iron, silicon carbide, and potentially silicates.

This "diamond planet" is about 40 light-years away from Earth. However, with our current technology, it would take almost 1 million years to get there.



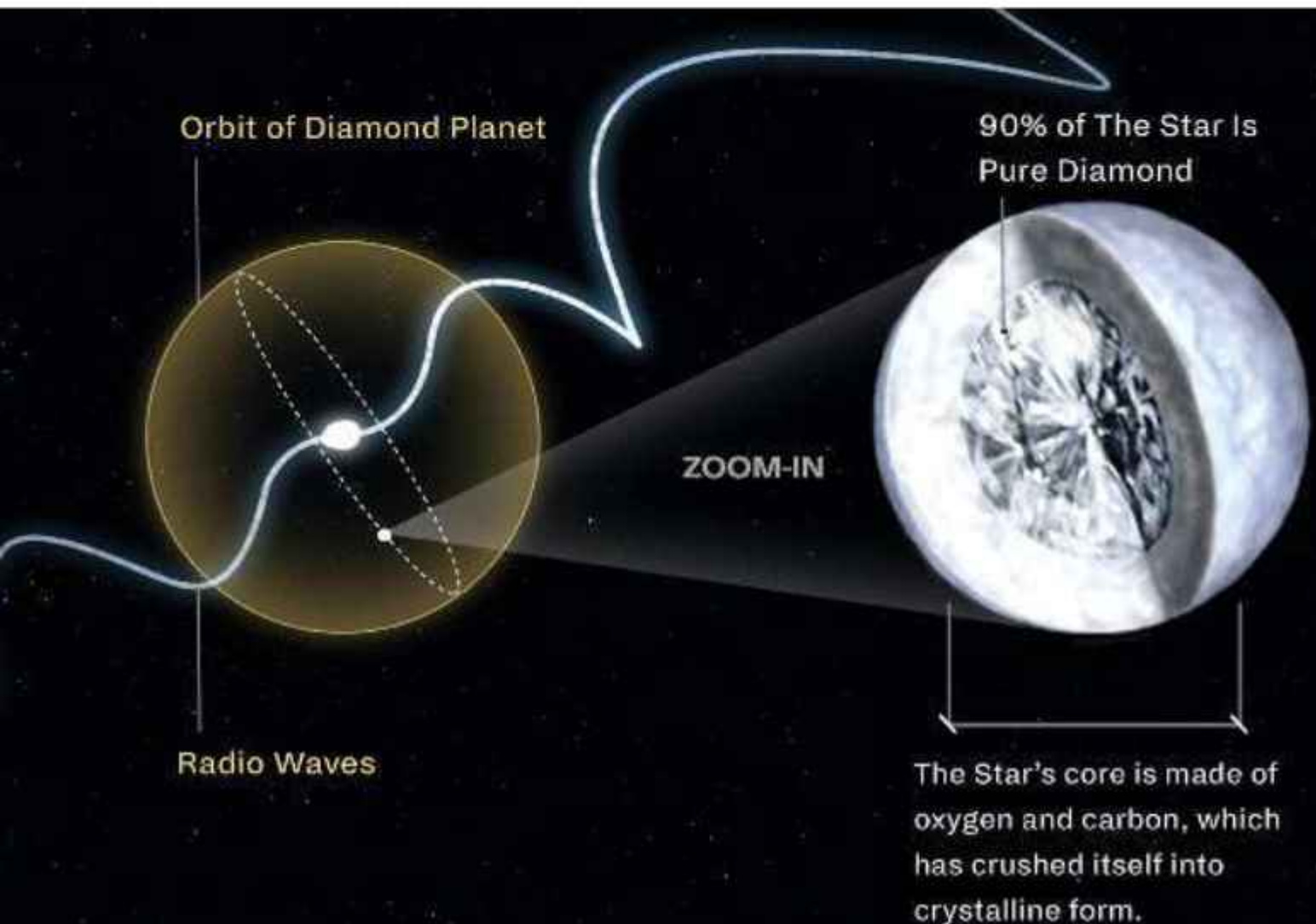
4 Diamonds weren't always mined.

Today, the majority of diamonds on the market are mined underground or undersea using heavy machinery and high-tech equipment. However, before diamonds were mined below the earth's surface they were found by miners alongside or at the bottom of rivers. This type of mining activity is known as alluvial mining.



5 There's a diamond in the sky called, 'LUCY.'

In 2007, the Harvard-Smithsonian Center for Astrophysics announced the discovery of a 10 billion-trillion-trillion carat diamond in the sky called, Lucy. The star was named after the Beatles song, "Lucy in the Sky with Diamonds" and is located fifty light years from Earth.



6 Some Diamonds May Have Come From Outer Space

One of the most interesting facts about diamonds is that some may have formed in an interstellar environment. Carbonado diamonds, mostly found in Africa and South America, are believed to have been deposited by an asteroid that impacted the earth approximately 3 billion years ago. You probably won't find a carbonado diamond mounted in an engagement ring: these stones are unique; however, they contain high levels of graphite and are quite porous. Some carbonado diamonds are suitable for cutting and polishing into black diamond jewellery, which makes an interesting addition to any collection.



7 There's A Place Where You Can Dig Your Own Diamonds

If you ever find yourself in Arkansas, consider heading for Murfreesboro. The town is home to Crater of Diamonds State Park, where it's possible to search for your own diamond. Nicknamed "The World's Only Keep What You Find Diamond Site," it is also the eighth largest known diamond-bearing volcanic crater on the planet, and an excellent source of white, brown, and yellow diamonds, the site is also home to amethysts, garnets, and other important gemstones, making for a very exciting adventure – even if you don't dig up a diamond.

In case you're curious, quite a few large diamonds have been found here. The most impressive – and the largest diamond ever discovered in the United States – was the Uncle Sam Diamond, a white diamond weighing 40.23 carats. It was found in 1924.



IJDC- International Jewellery Design Competition



The International Jewellery Design Competition (IJDC) was established in 2016 and has since gained international recognition in the gems & jewellery industry. Hosted annually at the ISGJ Campus, IJDC aims to promote design excellence, provide a platform for global jewellery designers to exchange techniques and concepts, and contribute to the internationalization of the Indian jewellery art and design industries.





Our AWARDS & ACCOLADES



COLLEGE FACILITIES



Designing Lab



Manufacturing Lab



Computer Lab



Library



Conference Room



Gemology Lab



Cafeteria

Our KNOWLEDGE PARTNERS



ALL INDIA GEM AND JEWELLERY DOMESTIC COUNCIL
◦Promoting ◦Protecting ◦Progressing

DIAMOND COMAPNY PLACEMENTS



Laxmi Diamond
Since 1972



JEWELLERY COMAPNY PLACEMENTS



CGI Advertisements

In 2023, CGI marketing soared, blurring reality and imagination. Beyond spectacle, it forges emotional connections, driving sales. From virtual Gucci boutiques to personalized billboards, CGI captivates with immersive 3D experiences, redefining brand engagement in the digital age and transforming how audiences interact with products and brands.



WHY IS CGI MARKETING SO TRENDY NOW?

Here are some key reasons:

- **Attention-grabbing:** CGI stands out in a crowded advertising landscape, capturing attention and fostering brand recall.
- **Emotionally Resonant:** CGI enables storytelling and emotional connections, building brand loyalty.
- **Highly Customizable:** Offers endless creative possibilities tailored to demographics and cultural contexts.
- **Social Media Friendly:** Shareable and interactive, CGI enhances engagement and encourages viral sharing.
- **Technological Advancements:** Evolving technology expands CGI's potential, from AR experiences to virtual try-ons, making it a potent marketing tool.



CURRENT TRENDS IN CGI MARKETING

Here are some trends we observed in CGI marketing for 2023:

- **Hyper-Realism:** CGI blurs line with reality, challenging perception.
- **Personalization:** AI crafts customized CGI experiences for viewers.
- **Storytelling:** Brands utilize CGI for compelling narratives.
- **Social Impact:** CGI raises awareness on crucial issues.
- **Continuation:** Trends to persist, enhancing CGI's marketing prowess.

WHAT'S NEXT FOR CGI IN MARKETING?

More creativity, immersion. Advancing tech meets demand for groundbreaking campaigns. Exciting possibilities ahead.

- **Interactive Experiences:** Virtual brand worlds and real-time CGI character interaction.
- **Personalized Content:** Tailored campaigns based on individual preferences for unique experiences.
- **Social Good:** CGI raises awareness and inspires change for important issues.

CGI remains pivotal in shaping marketing's future. Anticipate mind-blowing campaigns blurring reality and imagination. Share your thoughts and favorite CGI moments below!

Let's keep the conversation alive!



Esteemed Personalities Enrich ISGJ Campus

MR. MARTIN RAPAPORT & TEAM

Hosting Mr. Martin Rapaport, Chairman of the Rapaport Group, and his international team was a distinct honor. Their visit facilitated insightful discussions on gem and jewellery education, curriculum, and industry standards, enriching our understanding and fostering collaboration for future advancements.



ALI PASTORINI

Welcoming Ali Pastorini to ISGJ was a distinct privilege. As a prominent figure in the global jewellery industry, she brings invaluable expertise as a businesswoman, executive, and market consultant. Her renowned jewellery brand, Del Lima Jewellery, spans across Latin America, Europe, and the Middle East, solidifying her impact on a global scale.



International Field Trips

SRILANKA



HONGKONG



Breaking Boundaries:
The Fearless Innovation of
JACOB & CO.
in High Watchmaking and Jewellery

Jacob Arabo, founder of Jacob & Co., rose from humble beginnings to revolutionize the luxury watch industry. Starting with a \$125-a-week job, Arabo's passion for timepieces led him to create iconic designs adorned by celebrities worldwide. Despite initial setbacks in Switzerland, he introduced innovative watches like the Five Timezone model. From pioneering complications to collaborating with stars like Quentin Tarantino, Arabo's brand epitomizes daring creativity. With a relentless pursuit of excellence, Jacob & Co. continues to redefine high horology and jewellery, cementing Arabo's legacy as a visionary trailblazer.

Jacob & Co. stands for fearlessness, pioneering spirit, innovation, creativity, and risk-taking. Unafraid to dream big, we push boundaries in high watchmaking and jewellery, introducing radical designs and complications that challenge convention. From the SF24 to the Astronomia, we turn impossible ideas into breathtaking reality, defying norms & redefining luxury.

**INNOVATIVE HOROLOGY:
TRAILBLAZING TIMEPIECES
REDEFINING LUXURY
AND UNIQUENESS**

**1. CASINO TOURBILLON BAGUETTE
DIAMONDS**

Casino Tourbillon embodies Jacob & Co.'s playful spirit, housing a fully functional roulette wheel within its 44mm rose gold case. With a unique flying tourbillon and baguette-cut gem dial, this timepiece marries horological innovation with high jewellery craftsmanship, creating an exhilarating blend of luxury and excitement.





2. CAVIAR TOURBILLON BAGUETTE BLUE SAPPHIRES

The Caviar Flying Tourbillon collection by Jacob & Co. merges high jewellery with high watchmaking, showcasing exquisite craftsmanship and luxurious design. Featuring a hand-wound JCBM05 caliber movement with a one-minute flying tourbillon, and adorned with 424 invisibly set baguette-cut blue sapphires, each timepiece is a rare masterpiece of timeless elegance.

3. BRILLIANT FLYING TOURBILLON BAGUETTE RUBIES

Jacob & Co.'s Brilliant Flying Tourbillon collection epitomizes elegance and technical prowess, merging high watchmaking with high jewellery. Featuring a one-minute flying tourbillon movement, the timepiece showcases meticulous gem-setting with invisibly set baguette-cut rubies adorning the 18K rose gold case and dial. A masterpiece of timeless beauty and precision.



4. BILLIONAIRE TIMELESS TREASURE

Jacob & Co.'s Billionaire Timeless Treasure collection epitomizes opulence and innovation, featuring rare yellow diamonds totaling 216.9ct. Crafted over three years, it's a pinnacle of high jewellery watchmaking, setting a new standard in gem-setting art. The skeleton tourbillon movement is adorned with 57 yellow diamonds, creating a mesmerizing masterpiece.

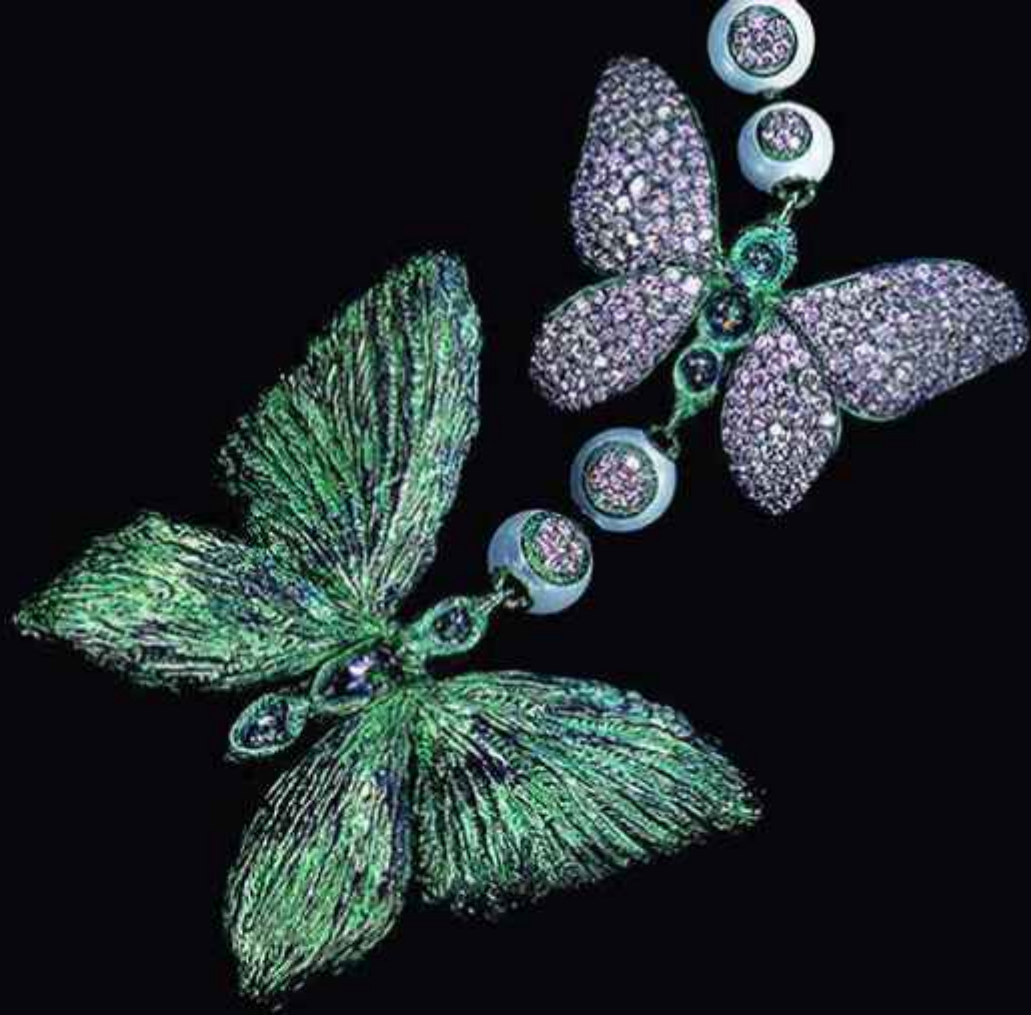
CONVOCATION 2022





CONVOCATION 2023





The World's
10 Most
Expensive Necklaces
in 2024



1.

A HERITAGE IN BLOOM – \$200 MILLION

Unveiling the pinnacle of extravagance, the “Heritage in Bloom” necklace, valued at \$200 million, epitomizes jewellery craftsmanship. Crafted by Wallace Chan, it boasts a \$35 million colorless diamond, originating from the legendary Cullinan Heritage. Over 47,000 hours of labor yielded a masterpiece of versatile design, transformable into 27 styles. Adorned with 600 pink diamonds, 114 icy green jadeites, and 72 white mutton fat jades, alongside 19 flawless diamonds, its opulence knows no bounds. This multifaceted wonder embodies both financial value and aesthetic allure, solidifying its status as one of the world’s most coveted jewellery pieces.



2.

THE “INCOMPARABLE” DIAMOND NECKLACE – \$55 MILLION

In the realm of opulence, the Ambani dynasty reigns supreme, and their latest gesture of grandeur has captured global fascination. Nita Ambani’s gift to her daughter-in-law, Shloka Mehta, a diamond necklace valued at an astounding Rs 451 crore, has become emblematic of India’s penchant for luxury. Dubbed the ‘Mouawad L’Incomparable 91-diamond necklace,’ this exquisite creation, adorned with 91 diamonds, showcased at Sotheby’s in 2022, dazzled onlookers with its splendor. However, recent developments have elevated its allure further.

Reports unveil a meticulous process of recutting, enhancing the necklace’s yellow diamonds to enrich their color, brightness, and shape. This meticulous craftsmanship has not only augmented the necklace’s brilliance but also shed over 100 carats in weight. Crafted by renowned Lebanese jeweler Mouawad, the necklace features the world’s largest internally flawless diamond, elevating its status to a timeless masterpiece.

Beyond its monetary value, this necklace symbolizes a legacy of extravagance and refinement inherent in the Ambani lineage. It epitomizes India’s rich cultural heritage intertwined with modern-day opulence, transcending mere adornment to become a tangible embodiment of wealth and prestige. The Ambani-Mehta diamond necklace stands as a testament to India’s enduring fascination with luxury, capturing hearts and imaginations worldwide.



3.

THE "HEART OF THE OCEAN"

– \$20 MILLION

Inspired by the iconic film *Titanic*, renowned jeweler Harry Winston crafted a necklace featuring a mesmerizing 15-carat blue diamond pendant set delicately in white gold. Worn by Kate Winslet in the movie, the necklace gained widespread fame, elevating its historical significance. The rarity of the blue diamond, coupled with its heart-shaped cut, enhances the necklace's romantic allure. Set against the backdrop of gleaming white gold, the pendant's brilliance is accentuated, further heightening the overall elegance of this exquisite piece. A symbol of timeless beauty and cinematic splendor, this necklace epitomizes the essence of luxury and romance.



4.

THE "HEART OF THE KINGDOM"

– \$14 MILLION

Crafted by the esteemed jewellery house Garrard, this necklace stands as a testament to opulence, boasting a magnificent 40.63-carat heart-shaped Burmese ruby pendant. Renowned for its rarity and value, the ruby enhances the necklace's prestige, valuing it at \$14 million. Notably versatile, the ruby pendant can be detached and worn as a tiara, adding to the piece's allure. Set amidst sparkling diamonds, the deep red hue of the ruby exudes regal splendor, elevating the necklace to a truly majestic status. A masterpiece of craftsmanship from Garrard, one of the world's oldest and most esteemed jewellery houses, this necklace embodies timeless elegance and unparalleled luxury.



5.

LEVIEV'S VIVID YELLOW DIAMOND PENDANT

– \$10 MILLION

Crafted by jeweler Lev Leviev, this necklace features a striking 77.12-carat vivid yellow diamond, among the largest globally. Leviev's expertise in large diamonds shines through, accentuating the rare and valuable vivid yellow hue. The diamond, suspended from a platinum chain adorned with smaller diamonds, exudes elegance and opulence. A testament to Leviev's skill and craftsmanship, this necklace is a coveted symbol of luxury and sophistication, destined to captivate with its timeless allure.



6.

CHRISTIE'S DIAMOND NECKLACE – \$8.14 MILLION

This necklace was sold for \$8.14 million at a Christie's auction in November 2013 and a record total of \$111.3 million was raised at this event. The reason for the piece's astronomical price is it features 52 round diamonds that add up to a total weight of 104.84 carats. In addition, Christie's guarantees that each gem is of the highest clarity and quality. Thus, this all-diamond stunner delivers an intense fire and sparkle unmatched by other necklaces.



7.

ETCETERA'S BURMESE RUBY NECKLACE – \$6.4 MILLION

The Etcetera Burmese Ruby necklace holds the title of the most expensive ruby-based necklace in history, fetching \$6.4 million at a Christie's auction in Hong Kong in November 2013. Resembling a delicate lace collar, it boasts 87.78 carats of oval and white pear diamonds alongside Burmese rubies. The design intricately links each ruby to a wave of diamonds, with six pear-shaped diamonds creating a stunning drip effect.

8.

THE "MRS. WINSTON" – \$5.8 MILLION

Jessica Alba graced the 2013 Golden Globes in the stunning "Mrs. Winston" necklace. Adorned with 187.5 carats of high-quality white diamonds, predominantly pear-shaped, it cascades from a diamond band, culminating in three large diamonds for added elegance. With a total of 207 diamonds set in platinum, this classic V-line necklace exudes 1950s sophistication, perfectly complementing Alba's attire. Valued at \$5.8 million, its D, E, or F color quality ensures unmatched brilliance and excellence.



9.

THE "RED SCARLET" – \$5.1 MILLION

Designed by acclaimed jewelsmith James Currens, this masterpiece fetched an astounding \$5.1 million at a Christie's auction in Hong Kong in November 2012. Adorned with 26 oval-shaped pigeon blood Burmese rubies, each weighing between 1.27 to 5.38 carats, it is accentuated by clusters of pear-shaped and white marquise diamonds. Set in 18k white gold and platinum, the necklace exudes a floral motif reminiscent of a lei, evoking exquisite elegance and craftsmanship.

10.

CHRISTIE'S DIAMOND PENDANT – \$4.8 MILLION

This diamond pendant necklace by Christie's was auctioned in 2001 for \$4.8 million. It features an exquisite pear-shaped diamond that is attached to a smaller round diamond. This masterpiece's look is completed by a simple chain crafted from white gold. The necklace emphasizes the huge size of the pear diamond which weighs an astounding 47.49 carats. This beautiful jewellery piece sure lends a very luxurious and rich look to the wearer.



From Campus to Career

Remarkable Tales of Achievement



JYOTI SORATHIYA

Owner of Shubharambh Jewels



Homemaking to High Fashion: The Path to Jewellery Artistry

Jyoti Sorathiya is a woman who has proven that age is just a number and that it is never too late to pursue one's dreams. She was a happy, brave, and very honest housewife for nearly two decades, until the age of 37 when she felt the need to do something new in life. With the encouragement of her family, Jyoti decided to embark on a journey of learning Gems & Jewellery from ISGJ, one of the finest institutes of learning for diamonds, jewellery, gemmology, and business management.

At the age of 37, Jyoti's decision to go back to school was not an easy one. As someone who had only completed her education up to the 12th standard, the thought of learning something as intricate and specialized as jewellery-making in English medium was quite challenging for her. However, with the support of her family and the guidance of the faculties at ISGJ, Jyoti was able to overcome her initial hesitation and dive into her studies.

Throughout her two-years Master's course, Jyoti proved to be a diligent and enthusiastic student. She learned the intricacies of gemstones, diamonds, gold, silver, and other materials used in jewellery-making. Her teachers and mentors at ISGJ were extremely supportive and went out of their way to ensure that she had the resources and guidance she needed to succeed.

After completing her Master's course from ISGJ, Jyoti decided to start her own jewellery brand called "Shubharambh". Her brand offers customized jewellery that includes diamonds, gold, and gemstones. Jyoti's designs are unique, and she focuses on creating wedding collections that include choki, Kundan, meenakari, and other styles. She noticed that there were very few jewelers in Surat who concentrated on gold and silver-based jewellery, and she made it her mission to create something different.

Jyoti's focus on retail customers instead of wholesale ones has allowed her to create a personal connection with her customers. She listens to their needs and preferences and creates pieces that reflect their style and personality. Her commitment to quality and attention to detail has earned her a loyal following of customers who appreciate her unique designs and honest business practices.



CHAHAT SHAH

Chief Marketing Officer of
Svaraa Jewels

A Trailblazer in the Sustainable Fashion Movement

Chahat Shah, the Chief Marketing Officer of Svaraa Jewels, has established himself as a prominent figure in the diamond jewellery industry. With a Bachelor's degree in Business Administration from Auro University, Chahat underwent comprehensive training at KALAMANDIR JEWELLERS LTD from top to bottom levels. Kalamandir is India's leading jewellery brand, built on the pillars of trust and transparency, offering a wide range of diamond, platinum, gold, and silver products. Shri Mohanlal Shah founded the family-owned business and then passed it down to his sons, including Shri Sharadkumar Shah, Shri Rajeshkumar Shah, Shri Dipeshkumar Shah, and Shri Milankumar Shah.

His father, Milan, believed that outside professional education and knowledge were essential with the ongoing practical knowledge of in-house business, much like the ancient practice of kings' children attending Gurukul. Chahat's passion finally led him to the prestigious ISGJ - International School of Gems & Jewellery (ISGJ Campus), where he pursued a "Diamond Post-Graduation Course". The course taught him the intricacies of the diamond industry, including business, micro-management, global and domestic sales, marketing, and more.

Instagram: @svaraajewels



Chahat's quest for knowledge and expertise in marketing led him to start Svaraa Jewels, a modern diamond jewellery brand focused on lab-grown diamonds. Svaraa Jewels aim to provide millennials with exquisite designs and high-quality lab-grown diamond jewellery while revolutionizing the industry. Chahat's vision has led to the brand's success, making it the leading lab-grown diamond jewellery brand in India in terms of volume and value. Svaraa Jewels have an exclusive company-owned store at Mumbai, Ahmedabad, and aims to open 50+ stores by 2030.

In conclusion, Chahat's journey from Kalamandir Jewellers to ISGJ education and leading Svaraa Jewels is inspiring. It serves as a reminder to aspiring entrepreneurs of the power of hard work and dedication.



SHRUTI DANI

Founder of Shruka



Rising Star: Shruti Dani's Journey in Gems & Jewellery

Meet Shruti Dani, a young entrepreneur whose journey from a small town in Tamil Nadu to the bustling streets of Surat is nothing short of remarkable. Born into a Marwadi Jain family in 2001, Shruti's upbringing instilled in her the values of hard work and perseverance. With her father's textile business as a backdrop, she developed a keen interest in entrepreneurship from an early age.

In 2013, the Dani family relocated to Surat, known as the Textile and Diamond City, where Shruti's journey took an unexpected turn towards the world of gems and jewellery. Completing her schooling at L.P. Savani and graduating in BBA Finance from Auro University, Shruti's college years were marked by a growing desire to explore new career avenues.

Recognizing the potential in the diamond industry, Shruti, alongside her father, ventured into CVD diamond manufacturing, setting up a small operation in Surat. Their commitment to sustainable practices reflected not only their business acumen but also their environmental responsibility. Encouraged by her family to consider jewellery as more than just adornment, Shruti embarked on a journey to establish her own jewellery startup. With determination and family support, she ventured into the industry, crafting bespoke pieces with skilled artisans.

Seeking to refine her skills and broaden her knowledge, Shruti enrolled at the International School of Gems & Jewellery (ISGJ). Here, she immersed herself in courses ranging from design to business management, finding mentors who not only imparted knowledge but also fostered a culture of professionalism and kindness.

Armed with newfound expertise, Shruti launched her brand, "Shruka", offering a wide range of jewellery, from delicate nose pins to elaborate necklaces. Her commitment to quality and innovation quickly earned her recognition and a loyal clientele. Today, Shruti Dani serves as an inspiration to aspiring entrepreneurs, particularly young girls, who dare to dream big. Her story is a testament to the power of passion, perseverance, and family support in achieving one's goals. As she continues to make strides in the industry, Shruti reminds us that with determination and courage, the sky's the limit.

📍 @shruka_jewellery

श्रुका
FINE JEWELRY

RAJESH JAIN

Founder, Caro Jewels

Rajesh Jain is a dynamic and entrepreneurial jewellery designer who has made a name for himself in the highly competitive world of jewellery business. As the youngest son of a family of jewelers, Rajesh was immersed in the business from a young age. However, he always had a thirst for learning and innovation, and this led him to pursue additional education in the form of the Polished Diamond Grading and Valuation course at ISGJ.

Rajesh's decision to enroll in the ISGJ course was motivated by his desire to update his skills and knowledge in order to stay ahead of the curve in the jewellery industry. He knew that in order to thrive in an industry that was constantly evolving, he needed to be adaptable and open to new ideas. And so he embarked on a course of study that would allow him to master the latest techniques in diamond grading and valuation.



A Jewellery entrepreneur's quest for lifelong learning & innovation

The education Rajesh received at ISGJ proved to be invaluable in helping him to take his business to the next level. With his new skills and knowledge, he was able to create unique and innovative jewellery designs that were highly sought after by customers. His store, Caro Jewels, quickly became known for its exquisite craftsmanship and attention to detail, and Rajesh's reputation as a talented designer began to grow.

Today, Rajesh is a respected figure in the jewellery industry, and his success is a testament to the power of education and lifelong learning. His story is an inspiration to other entrepreneurs and designers who are looking to break into the world of jewellery business, and it highlights the importance of staying curious, staying innovative, and staying ahead of the curve.

As for ISGJ, the school can take great pride in the success of its students like Rajesh Jain. By providing a top-notch education in diamond grading and valuation, ISGJ is helping to train the next generation of jewellery industry leaders and innovators. Its commitment to excellence and its dedication to its students make it a true leader in the field of jewellery education.



@carojewels.in

CARÖ
JEWELS

PARUL AGARWAL

Founder, Parul Jewels

From Career Crossroads to Jewellery Entrepreneurship



Parul Agarwal's path to becoming a successful jewellery entrepreneur is a story of seizing opportunities and following one's heart. Born in Ranchi, Jharkhand, and raised in Erode, Tamil Nadu, Parul's journey took an unexpected turn when she found herself in Surat, the bustling hub of textiles and diamonds, after her marriage to Mr. Jeevan Agarwal.

Settling into Surat, Parul found herself at a career crossroads. Despite her professional qualifications as a Company Secretary, she felt a deep yearning to explore her creative side. Inspired by the rich tradition of jewellery craftsmanship in her Marwadi heritage and encouraged by her husband, Parul saw an opportunity to turn her passion into a profession.

Enrolling in the International School of Gems & Jewellery (ISGJ) in Surat, Parul embarked on a journey of discovery and skill-building. Through rigorous training in jewellery designing, CAD, manufacturing, selling, and management, she honed her talents and gained the expertise needed to excel in the industry.

Armed with determination and fueled by her innate creativity, Parul launched her own jewellery business. With each piece she crafted, she infused her unique vision and craftsmanship, creating bespoke designs that captured the essence of beauty and elegance.

Today, Parul's creations are coveted by clients across the nation, from intimate custom orders to grandiose designs that grace the most prestigious occasions. Her journey from a career crossroads to jewellery entrepreneurship serves as a beacon of inspiration for those seeking to pursue their passions and forge their own paths in the world of business.

Parul's story reminds us that sometimes, the most fulfilling journeys begin at unexpected intersections. By embracing change, seizing opportunities, and following our hearts, we can unlock the potential to turn our dreams into reality and create a legacy of craftsmanship and creativity that resonates far and wide.



A stylized logo consisting of the letters 'pa' in a cursive, flowing script.

PARUL AGARWAL

LUXURY
FINE JEWELLERY

@parul_jewels.in



Pratham's goal was to take their family brand M K Creations to new heights of success by expanding it within & beyond Surat to other parts of India. He knew that the key to achieving this goal was to bring a professional touch to the business. Pratham's parents had been running their customized diamond jewellery business from their residence-based studio since 1990, but Pratham had bigger plans.

With his home culture at home, education from an institute like ISGJ, and newfound knowledge, Pratham opened the first "M K Creations" retail showroom in Surat in December 2021. The showroom was an instant success, and Pratham's parents were overjoyed to see their son taking the family business to new heights. Encouraged by the success and with close support from family, Pratham expanded the business to Siliguri, West Bengal in May 2023 and one more brand new jewellery store at Hisar, Haryana in June 2023.

Pratham's journey was not without challenges, but his determination, hard work, and passion for diamonds saw him through. He was focused on the quality of his products and customer satisfaction, which earned him a loyal customer base.

PRATHAM AGARWAL

Partner, M K Creations

Pratham Agarwal, the scion of a Surat-based jewellery dynasty, has transformed his family business, M K Creations, into a national phenomenon.

Pratham was born into a family of jewellery merchants in the city of Surat. Growing up, he was surrounded by the glittering jewels and the buzz of the diamond trade. It was no surprise that Pratham inherited the passion for gems & jewellery and the family business from his parents.

After completing his Master's from Narsee Monjee College, Mumbai, Pratham joined the International School of Gems and Jewellery (ISGJ) for the "Family Business Management Program". While studying at ISGJ, Pratham realized that diamonds and diamond grading were his true calling. With this newfound clarity, he decided to focus on expanding the family business.



Today, M K Creations is a brand synonymous with quality and excellence. Pratham's story is an inspiration to young entrepreneurs looking to make a mark in the Gems & Jewellery industry, and his journey is a testament to the power of determination and hard work.

@mkcreationjewellery



From Glittering Dreams to Dazzling Heights



NIDHI GUPTA JAIN

Owner, Mamta's Designer Jewellery

Meet Nidhi Gupta Jain, a fearless and super creative soul hailing from the enchanting diamond city of Surat. Her lifelong love affair with Gems & Jewellery began at her family's boutique, "@mamtasdesignerjewellery - 100% Natural Diamonds Jewellery", where she was surrounded by the enchanting allure of precious gems and the artistry of jewellery making.

After completing her management studies in Mumbai, Nidhi decided to infuse her own unique touch into the family business in Surat, joining hands with her parents, Mr. Sanjay and Mrs. Mamta Gupta, who have been the driving force behind the jewellery enterprise for 23 remarkable years.

Ever eager to learn and grow, Nidhi ventured into various institutes of gems & jewellery in Surat and Mumbai, where she finally discovered her ideal learning ground: the International School of Gems & Jewellery (ISGJ). This platform became the catalyst

for her passion to flourish, as she honed her skills and gained profound knowledge about precious gems, diamonds, and innovative jewellery design under the mentorship of expert faculty.

With newfound expertise, Nidhi ventured into establishing a separate division specializing in exquisite Diamond Jewellery. Her unwavering dedication and commitment to crafting the finest pieces of jewellery set her apart in the industry, making her a shining star in her own right.

Embracing the spirit of family unity, Nidhi's sister joined the business, adding her own unique talents to the enterprise. Together, they transformed their family boutique into an emblem of elegance and excellence in Surat, expanding their collection to include not just Gold and Diamond Jewellery but also mesmerizing Polki and a range of ethnic collections.

Today, Nidhi Gupta Jain stands tall as a symbol of unwavering dedication, creative brilliance, and strong business acumen, earning her a prestigious place in the jewellery industry. Her journey of growth and success continues to inspire the ISGJ community, and her indelible mark on the Jewellery landscape is celebrated by all.



@mamtasdesignerjewellery

**Crafting Dreams:
The Inspiring Saga of
Nidhi Gupta Jain**





VIANNE JEWELS

THE SIGNATURE OF AFFORDABLE SOPHISTICATION

NAMAN LATHIYA

Partner, Vianne Jewels



Vianne Jewels: Where Elegance Meets Responsibility

In the heart of Surat, where diamonds glitter as a way of life, a brand emerges that epitomizes not only luxury but also a profound commitment to the Earth. Vianne Jewels, synonymous with exquisite craftsmanship and ethical practices, is reshaping the landscape of fine jewellery.

Founded by Naman Lathiya, whose lineage in the diamond industry is deep-rooted, Vianne Jewels transcends being merely a brand—it embodies a family's legacy of passion and innovation. Raised in a joint family of ten, Naman's upbringing amidst gemstones and diamond cutting machines paved the path for his journey. From GD Goenka International School to Nirma University, where he pursued a degree in business administration, every step shaped his vision.

However, it was his immersion in the International School of Gem and Jewellery (ISGJ) that ignited his passion for diamonds. Under the guidance of industry experts, Naman mastered polished diamond grading and gained profound insights into the trade's nuances. Empowered by knowledge and fueled by a desire to create impact, he embarked on a mission to craft something extraordinary.

The inception of Vianne Jewels wasn't merely a business venture but a tribute to familial heritage. Leveraging the groundwork laid by his grandfather and uncle in the diamond trade, Naman, alongside his father, ventured into lab-grown diamonds with Anjal Gems. This success laid the groundwork for Vianne Jewels, specializing in exquisite jewellery adorned with fancy cut lab-grown diamonds.

What distinguishes Vianne Jewels isn't just its stunning product range, spanning from rings to cufflinks, but its unwavering dedication to sustainability. Each piece not only exudes love and beauty but also embodies reverence for the Earth. With offerings catering to diverse budgets, Vianne Jewels ensures luxury is inclusive.

At its core, Vianne Jewels espouses a simple yet profound mission—to exemplify a future where luxury and responsibility coexist seamlessly. It's a commitment to adorning the world with brilliance while honoring the planet. As Naman Lathiya and his team continue to turn dreams into reality, Vianne Jewels shines as a beacon of elegance, integrity, and conscientiousness in the realm of fine jewellery.



VIANNE JEWELS
THE SIGNATURE OF AFFORDABLE SOPHISTICATION

@viannejewels

Meet Roshni, a vivacious young woman born and raised in Kolkata, India, with a supportive family comprising her sweet mother, a hardworking father who runs an ethnic wear business, and two younger siblings.

Roshni's love for art and creativity started early in her school years, and she pursued her passion by studying BBA from St. Xavier in Kolkata and later obtained a jewellery diploma in 2017-18. She worked as a freelance designer for various brands in Kolkata and Mumbai before pursuing Graduate Gemology from one of the Gemology Institutes in Mumbai, in 2019.

Roshni's destiny brought her to Surat, the city of jewels, after her marriage in 2021, and she believes it was the law of attraction that brought her here. Her in-laws, who come from finance, matrimony, and recruitment businesses, supported her to fulfill her dreams. Roshni's own experience of the process of selecting and making marriage jewellery motivated her to stick with the jewellery business.

She noticed that while high-end jewellery for wedding occasions was popular, there was also a gap in the market for light, fashionable yet classy jewellery. To fill this gap, Roshni joined ISGJ for the Pro-create jewellery designing diploma program, which helped her gain knowledge, experience, and awareness of the latest trends.

Lighting up the Diamond city SURAT

ROSHNI BANTHIA

Co-Founder, Tatsam Jewels



After completing the three-month course, Roshni started her own brand project "Tatsam Jewels," which offers super affordable, lightweight, and

designer-look jewellery. She believes that jewellery is an affordable asset for everyday wear and not just for locking away in a locker for years. Her father-in-law Shri Hastimal Banthia supports her every step of the way and helps procure diamonds for Tatsam. Roshni sees this as a blessing in disguise and is grateful for his support.

@tatsamjewels



HARSHIT BANSAL

Partner, Renani Jewels

Harshit Bansal's journey from an MBA graduate to a Guinness World Record holder in the field of jewellery and diamonds is truly inspiring. Born in Meerut and brought up in Delhi, Harshit completed his MBA in International Business from SRM University Chennai. He always had a passion for jewellery designing and got a little success from local institutes. Finally, he found his way to the ISGJ institute in Surat.

Gems, Jewellery & Guinness

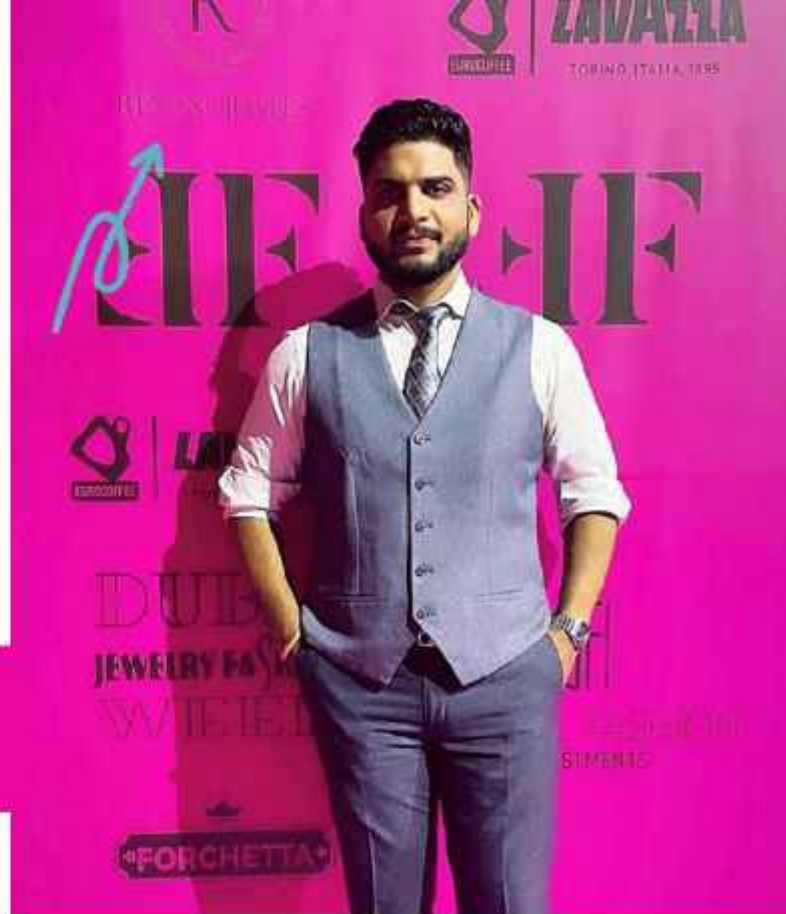
In 2017, Harshit enrolled in the 2 year Masters in Gems and Jewellery at ISGJ. During his time at the institute, he gained invaluable knowledge, practical experience, and professional etiquette from expert coaches. The industrial visits and internships under high-end jewelers in the Mahidharpura market further prepared him for his future endeavors.

After completing his Masters, Harshit opened his own jewellery store in March 2019, naming it Renani Jewels. In just four years since its establishment, Renani Jewels have made a name for itself in the jewellery industry. Harshit's focus on quality and innovation has led to exports of jewellery, and his brand has been recognized globally with two Guinness World Records in the fields of diamonds and jewellery.

Instagram icon @renanijewels



Total 12,638 diamonds



Total 17,524 diamonds



Harshit's success story is a testament to the power of perseverance and the importance of finding one's true passion. His journey from an MBA graduate to a world-renowned jewellery designer and the business owner shows that with dedication and hard work, one can achieve anything. Harshit's commitment to his craft and his desire to constantly improve himself have been key to his success.

Renani Jewels have become a symbol of excellence in the jewellery industry, thanks to Harshit's vision and unwavering dedication.

His story serves as an inspiration for aspiring entrepreneurs and designers, showcasing the immense potential of talent combined with hard work and a never-give-up attitude.





Founder, Shinelle

In the heart of Surat, where diamonds sparkle and dreams shimmer with promise, Neelam Patwa's journey unfolds as a testament to passion, persistence, and the pursuit of excellence in the world of jewellery. Born in Udaipur and raised in Banswara, Neelam's path into the gems and jewellery industry is a story of ambition and dedication.

With a keen eye for detail and a knack for creativity, Neelam curated a collection that exuded elegance and innovation. From delicate necklaces to intricate earrings, each piece bore the mark of her passion and expertise. Shinelle quickly gained recognition, spreading its reach both nationally and internationally.

📍 @shinellebyneelam

In 2021, Neelam and her supportive husband, along with their two beloved children, made the move to Surat. Their decision to relocate wasn't just about changing their address; it was a big step for their

family and their business. Since 2006, they had been leaders in growing lab-grown diamonds, known as CVD Rough Growers, pioneering new techniques in the field.

Driven by her lifelong love for gemstones, Neelam sought to deepen her knowledge of the industry. She enrolled in the ISGJ International School of Gems & Jewellery, where she learned the ins and outs of Jewellery Business Management. This education laid the groundwork for her next big adventure.

In April 2022, Neelam introduced her own jewellery brand to the world – Shinelle. The name Shinelle carries a powerful meaning: spiritually intense, capable of both charm and sting. It reflects the essence of her creations, which are not only beautiful but also carry a depth of meaning and emotion.

Through a combination of offline and online ventures, Neelam ensured that Shinelle reached customers far and wide. Yet, amidst her growing success, she remained humble and grateful. She credited her achievements to the unwavering support of her family, the guidance of her mentors, and the trust of her valued clients.

As Neelam continues to write her story, she inspires others to pursue their dreams with courage and determination. Shinelle isn't just a jewellery brand; it's a symbol of creativity, resilience, and the power of believing in oneself. In Neelam Patwa, we find not just a jeweller, but a visionary – a woman who turns dreams into reality, one exquisite piece at a time.

Crafting Dreams into Jewels



TANAY DESAI

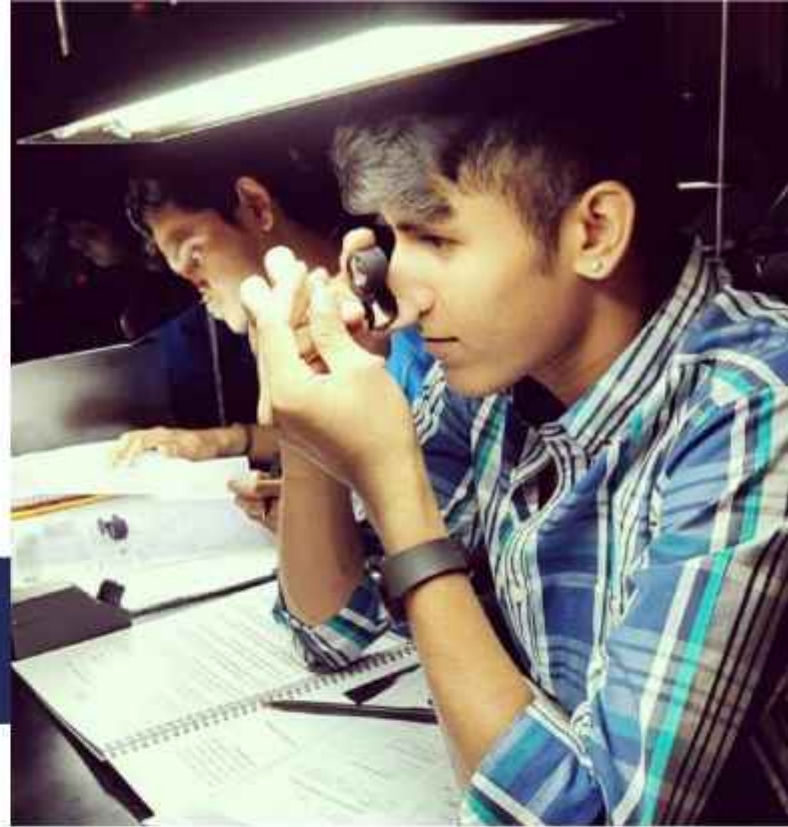
Partner, Charu Jewels

In Surat, Tanay Desai emerges as a visionary in the jewellery industry. Born into the esteemed Desai family, where each gem carries a legacy of tradition and craftsmanship, Tanay's journey unfolds with remarkable distinction.

Forging Tradition with Innovation in the World of Jewellery

Growing up amidst the splendor of his family's jewellery business, Tanay imbibes the essence of quality and artistry from a tender age. Yet, it is his fervent drive for innovation that truly distinguishes him. With his father, Mr. Nikhil Desai, steering Charu Jewels, and his sister Aangi Desai carving her niche in the field, Tanay seamlessly blends heritage with contemporary ingenuity.

Upon completing his Commerce Honors degree, Tanay embarks on a transformative expedition at the International School of Gems and Jewellery (ISGJ). Here, he refines his expertise in diamonds, gemmology, and business management, emerging as a poised industry leader poised for global ventures.



@charujewels

Venturing beyond Surat's familiar streets, Tanay immerses himself in Mumbai's dynamic milieu, mastering the intricacies of jewellery manufacturing and the art of effective communication. Yet, his quest for innovation knows no bounds. Tanay's passion for technology leads him to explore diverse avenues, from attending trade shows to assimilating cutting-edge trends and technologies reshaping the jewellery landscape.

Returning to Charu Jewels, Tanay breathes life into his vision, seamlessly melding tradition with state-of-the-art technology. Under his stewardship, the company embraces augmented reality and virtual reality, offering customers an immersive jewellery experience from the comfort of their homes. Each creation becomes not merely an adornment, but a testament to boundless innovation and elegance.

Today, as Tanay charts the course for the future of the jewellery industry, he remains anchored in the timeless values inherited from generations past. With unwavering dedication to excellence and an insatiable appetite for innovation, Tanay Desai epitomizes the harmonious fusion of tradition and progress, forging a legacy that transcends temporal boundaries.



In the bustling streets of Surat, where the sparkle of diamonds fills the air with an enchanting charm, one woman has forged her path in the world of jewellery with passion and determination.

Meet Preksha Agarwal, a visionary entrepreneur whose journey from the diamond city to the global stage is nothing short of inspiring.

Born and raised in Surat, Preksha's love for diamonds began early in her life. Schooled at G D Goenka and later completing her BBA from S D Jain College, she was imbued with the essence of business from an early age, thanks to her family's involvement in the textile industry. Yet, it was the sparkle of precious gems that ignited her soul.

Driven by her fervor, Preksha embarked on a quest to transform her dreams into reality. Her search for a master school led her to the International School of Gems & Jewellery (ISGJ), where she found not just an institution, but a nurturing environment to hone her craft. Under the guidance of Kalpesh sir, her aspirations gained wings.

Enrolling in the Masters in Gems & Jewellery program at ISGJ, Preksha simultaneously embarked on her entrepreneurial journey, laying the foundation for her own jewellery brand. Amidst practical internships and further studies in jewellery design at GIA in London, she honed her skills and carved her niche in the industry.

Crafting Brilliance: The Journey of Preksha Agarwal in the World of Jewellery

PREKSHA AGARWAL

Founder, Preksha Jewels



In 2019, Preksha Jewels was born, a testament to her dedication and unwavering commitment to quality. Specializing in natural diamonds, her brand epitomizes elegance and sophistication. With each piece she creates, Preksha infuses her unique vision, offering something new with every order.

Despite the challenges and the absence of a traditional background in the industry, Preksha emerged as a formidable force, a one-woman army with creativity as her arsenal and perseverance as her shield. With four years of success under her belt, she continues to push boundaries and expand her horizons.

In 2022, amidst her flourishing career, Preksha embarked on a new chapter as she exchanged vows, finding balance between her personal and professional pursuits. Her journey stands as a testament to the power of passion, hard work, and determination, inspiring countless others to chase their dreams with unwavering resolve. Preksha Agarwal is not just a jeweller; she is a beacon of brilliance in a world adorned with beauty and grace.





After completing their schooling in Hingoli, the brothers set their sights on expanding their family's business. They dreamed of introducing diamonds to their father's stores, adding a touch of brilliance to their offerings. To prepare themselves for this ambitious endeavor, they enrolled at the International School of Gems & Jewellery (ISGJ) in Surat.

At ISGJ, Yash and Yatharth learned the ins and outs of the jewellery trade, from grading polished diamonds to identifying gemstones. They also gained valuable insights into business management, laying a solid foundation for their future endeavours.

In 2023, armed with newfound knowledge and determination, the brothers graduated from ISGJ and returned to Hingoli to embark on their entrepreneurial journey. Despite the challenges they faced, Yash and Yatharth remained steadfast in their pursuit of excellence. Their story serves as an inspiration to aspiring entrepreneurs everywhere, proving that with hard work and determination, anything is possible.

Today, as they work side by side with their father, Yash and Yatharth continue to infuse their family's business with fresh energy and innovation. With their mother's unwavering support and their father's guidance, they are well on their way to transforming tradition into brilliance, one sparkling creation at a time.



YASH AND YATHARTH SONI

In the bustling city of Hingoli, Maharashtra, the Soni family's jewellery stores, IPJ Jewellers and Arihant Jewellers, have long been symbols of craftsmanship and tradition. At the helm of this family legacy are twin brothers Yash and Yatharth Soni, born in 2004 in Nagpur, who are determined to add a new sparkle to their father's business.

Growing up under the loving care of their mother, a homemaker, Yash and Yatharth imbibed the values of hard work and dedication from an early age. Their father, Mr. Kishorkumar Soni, runs the family business with a passion for jewellery crafting that runs deep.

Shining Stars: Yash and Yatharth Soni's Journey from Tradition to Brilliance

SHIRANI BHANSALI

Founder, Shirani Bhansali Fine Jewellery



A Journey from Passion to Precious Creations

Shirani Bhansali's journey is a tapestry woven with dedication, familial influence, and an unyielding passion for fine jewellery. Born in Ahmedabad and raised in the vibrant city of Surat, her trajectory has etched her name in the jewellery industry. Armed with B.com degree from Metas Adventist College, her path took a transformative turn when she embraced jewellery design and gemology.

In 2017, Shirani honed her expertise as a Graduate Gemologist from the International School of Gems and Jewellery (ISGJ), marking the start of her distinctive journey in jewellery.

Family played a pivotal role, forming a unit of five. Her husband, a diamond trader behind R.P. Jewels, and her father, proprietor of Asopalav, a traditional Indian attire store, contributed diverse perspectives. This blend of insight, coupled with personal ambition, became the bedrock for her venture, Shirani Bhansali Fine Jewellery.

Returning from the United States in late 2016, Shirani Bhansali embarked on unraveling India's jewellery market intricacies. Captivated by gemstones and diamonds, her research led her to Kalpesh Sir, whose knowledge spurred her to pursue the Graduate Gemmology course. This mentorship fortified her gemological prowess.

Converging her mother's jewellery collection, her father's branding acumen, and her husband's visionary outlook birthed Shirani Bhansali Fine Jewellery. Today, the brand stands as a testament to her multifaceted inspiration, crafting silver and real diamond jewellery. Established in 2017, it flourishes with two stores and an upcoming online platform at "www.SBFJ.in."

Shirani Bhansali Fine Jewellery specializes in curated pieces embodying 925 Silver Jewellery, Diamond, and jadau jewellery essence. These creations are not only exquisite but also remarkably lightweight, a testament to the brand's commitment to crafting one-of-a-kind pieces.

📷 @shirani.legacy



SHIRANI BHANSALI
FINE JEWELLERY
Creating A Legacy



RISHAV DUJARI

Founder, Destone Jewels

In a world where career choices often follow a predictable path, Rishav Dujari's journey from CA to successful jeweler in Kolkata is a remarkable tale of determination and family legacy. Born and raised in Kolkata, Rishav was nurtured in a supportive family steeped in generations of jewellery expertise. His parents, seasoned jewelers, introduced him to the world of jewellery, offering a range from affordable Rs.1000 pieces to opulent Rs.50,000 masterpieces. Rishav's unwavering pursuit of his passion in this unconventional career path is a testament to his commitment to his dreams.

Fifteen years ago, the Dujari family made a significant move, relocating to Surat, often referred to as the "Diamond Capital of India." Rishav's journey underscores the saying that "Marwaris possess a prudent and strategic approach to life's endeavors." Despite being a CA, Rishav's heart gravitated toward the family's jewellery legacy. While CA was a laudable accomplishment, Rishav couldn't ignore the allure of the jewellery world.



A journey from a CA to shining jewel

In the year 2019, Rishav found a turning point in his quest to merge his passion with his education. He decided to join the International School of Gems and Jewellery (ISGJ), embarking on a journey that would forever change the course of his life. At ISGJ, he pursued courses in Polished Diamond and Gemmology concurrently with his ongoing CA studies. The guidance and support that Rishav received at ISGJ were nothing short of extraordinary. It was here that he found mentors who not only nurtured his passion but also equipped him with the knowledge and skills needed to excel in the intricate world of gemstones and jewellery.

Rishav Dujari, a former Chartered Accountant, has embraced his family's jewellery legacy with a fresh perspective. He introduced Lab-Grown Diamonds to cater to the demand for sustainable options. Together with his family, they have transformed jewellery exhibitions into successful showcases of craftsmanship. DE STONE, under Rishav's leadership, is set for a bright future in the jewellery and diamond industry, making waves nationally and internationally.

We wish Rishav & his entire family a prosperous years ahead.

DESTONE

Instagram icon @destonejewels



VINITA AGARWAL

Entrepreneurial jewellery designer

In the heart of the capital city Delhi, a gem named Vinita Agarwal was born in 1976. She was the daughter of a respected advocate and a nurturing homemaker. Vinita's journey, steeped in tradition, soon took a glittering turn towards diamonds and dreams.

In 1996, after graduating with honors in arts, Vinita embarked on her next adventure as a bride, settling in Surat with her husband, a visionary in textiles. There, she nurtured her family and watched proudly as her sons forged their paths—one at IIT, the other studying law at King's College London.

Yet, as her children flourished, Vinita felt the call of her own aspirations. With determination and the encouragement of her family, she delved into the enchanting world of gems and jewellery. In 2012, she began her training in diamond assortment and quality assessment, laying the foundation for her future endeavors.

The Sparkling Journey of Vinita Agarwal: Crafting Dreams into Gems with Pixie Dust

Years of dedication bore fruit when Vinita discovered the ISGJ Institute in 2023. Here, she found not only education but a community that nurtured her passion. Through courses in polished diamond grading, gemstone evaluation, and jewellery design, Vinita honed her skills and gained fresh perspectives on her craft.



Thus, "Pixie Dust" was born—a brand as enchanting as its namesake. Specializing in certified and non-certified diamonds, bespoke jewellery, and exquisite timepieces, Pixie Dust embodies Vinita's vision of elegance and empowerment. Her creations, each a manifestation of her creativity and expertise, speak to the spirit of individuality and grace.

In every piece crafted by Vinita Agarwal, there lies a story—a story of dreams taking flight, of resilience, and of the transformative power of art. For Vinita, jewellery is not merely a product but a medium through which she breathes life into her imagination. It is a celebration of creation, a testament to her unwavering dedication to excellence.

As we adorn ourselves with her creations, we not only embrace beauty but also the essence of Vinita's journey—a journey marked by passion, perseverance, and the shimmering promise of Pixie Dust.





In 2020, Ayushi embarked on a new chapter of her life as she married Vipul Goenka and made Surat her home, nestled amidst the family businesses of textiles and real estate. Despite the rich lineage of textile heritage in her new family, Ayushi harbored a desire to explore the enchanting world of Gems & Jewellery.

Encouraged by her family, Ayushi pursued her dream of becoming a jewellery designer. She enrolled at ISGJ, a renowned institute, in June 2021, starting with a one-year course in Polished Diamond before advancing to a two-year Masters in Gems & Jewellery.

ISGJ became the cornerstone of Ayushi's journey, with mentors like Kalpesh sir and all other faculties providing unwavering support and guidance. Immersing herself in her education, Ayushi seized every opportunity to attend domestic and international trade shows, gaining insights into market dynamics and business management.

In July 2022, Ayushi took her first step into the world of entrepreneurship, launching her brand, "Ayushi Jewels," specializing in 100% Natural Diamonds jewellery crafted on a "Make to Order" pattern. With a vision to expand her reach to her roots in UP, Lucknow, Ayushi envisions a future where loyalty to her customers remains her guiding principle.



AYUSHI GOENKA

Founder, Ayushi Jewels

Ayushi Goenka was born in 1994 into a family deeply rooted in the wholesale business of dry fruits and spices in Lucknow. Raised by her caring mother and entrepreneurial father, she learned the values of hard work from a young age. After completing her schooling and graduation in Lucknow, Ayushi pursued an MBA in Human Resources in Bangalore, driven by her thirst for knowledge and a passion for people.

With her degree in hand, Ayushi began her career in HR at Aditya Birla Group's UltraTech Cement Company, marking a significant turn in her journey.

Ayushi Goenka's journey is a testament to the power of dreams and determination. As she continues to craft dreams in diamonds with Ayushi Jewels, her commitment to excellence and customer loyalty shines as bright as the gems she adorns.



Crafting Dreams in Diamonds with
Ayushi Jewels





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