

Indian Fashion Jewellery & Accessories Show (IFJAS), 2020 Goes Virtual 01-04 June, 2020

India Geared Up with post COVID renditions

Source Fashion Jewellery & Fashion Accessories Virtually at www.ifjas.in from 1 – 4 June, 2020

Fashion leads the change, so wherever you are, remember, you ought to be the first to move. So before you think of moving out, think of moving about. With the 'Normal' getting displaced, fashion too finds new definitions and expressions. The fashion jewellery & fashion accessory industry's resilience as part of the global buying & selling trade continues to stand the test of time. Reforms are in progression as every seller adapts to find new and innovative ways to connect to his/her clientele & customers, maintaining 'social distancing'. Staying afloat, saving costs and being relevant is the new order for survival and progress.

EPCH – the organisers of IFJAS- Indian Fashion Jewellery & Accessories Show have chosen to go virtual for the benefit of all stakeholders. Visit www.ifjas.in. While design teams and artisans are virtually connected and dishing out relevant products for covid and post covid lifestyle, EPCH is working out ways and means for buyers and sellers to cut overheads stay safe, yet productively connect. Work up your appetite for exploring and finding new 'love em' products to uplift and woo your customers. So get ready to get the early movers advantage and do your groundwork to get a near real and interactive digital platform to source choicest products.

Mark the dates; 1 - 4 June 2020. It is a virtual trade show composed with engaging onsite experiences; a platform to connect in real time during the event. With well-defined displays by leading manufacturers of the finest fashion jewellery and fashion accessories in India, this show is aptly suited to its target visitors - importers, wholesalers, distributors, retailers, chain stores, brand owners, departmental stores, buying houses & agents, mail order companies, potential franchisees, designers & forecasters.

Fascinating innovations and design theories put together with mix metals, elegant pearls, semi-precious stones, vibrant beads, horn, bone & shells, jute, wood, bamboo, terracotta and much more feature in head to toe adornments along with interesting textile based jewellery. Bijoux, boho chic, statement pieces, geometrics, fluid, layered, mix & match, classic and contemporary are just some of them among **collections defining intelligent raw material usage, innovative techniques in the making, intricately hand-crafted** or gently machine finished, beautified with the colours from nature or embellished with threads, beads or sequins.

Among textile accessories are scarves, stoles and shawls in subtle shades to those with prints & patterns, graphic designs, tone on tone effects, etc. enhanced by embroidery, different printing techniques, Indian batik, tie & dye, applique, etc. Bags for all occasions and hand crafted footwear in various raw material bases are available too. **Game changers in the form of responsible fashion** created from nature's derivatives like hemp, jute, water hyacinth and

eco-friendly fibers are up for grabs. Jewellery boxes & cases, bags, clutches, purses, slings and coin bags to suit occasions and various kinds of artisanal apparel are available as well. Dainty designs, cheerful colours, prettiest prints and exquisitely handcrafted nuances bring in a varied assortment to IFJAS. Different raw materials, applications and re-invention of culturally backed designs through modern translations form part of the diverse range alongside **fashionable protective wear**.

Components too feature among sought after products at IFJAS as several importing communities from various markets prefer sourcing components for their jewellery products especially from India. This increasing consumer demand is due to the vast range of ethnic, contemporary, voguish beads, emblems and components that India provides, especially made of glass, wood and stone. Since every country has a prevalent trend, so along with the desire for unique and personal jewellery, there is also a preference for DIY jewellery or self-designed jewellery. Offering a unique range of wooden beads, terracotta beads, seed beads, loose amulets, shells, worked bones, stones, enamel charms, or connectors for different variety, works well for Indian exhibitors, as these appeal to many buyers.

Ramp presentations have been an integral part of the show so they continue – only digitally telecast.

IFJAS brings together manufacturers from Delhi, Agra, Noida, Mumbai, Lucknow, Jaipur, Moradabad, Faridabad, Gurgaon, Firozabad, Kolkata, Varanasi, Amritsar and all those cities as well as manufacturing clusters for fashion Jewellery & related products, **making the trade appointment a unique opportunity for buyers** to explore a well spread product range with fashion jewellery ; semi-precious jewellery; belts & wallets ; hand bags & purses; fashion accessories; head & hair Accessories; stoles & scarves; shawls; embroidered, beaded & sequined accessories; fancy footwear; and artisanal apparel.

Over its 12 preceding editions, IFJAS has been drawing quality buyers dealing exclusively in fashion jewellery and accessories from various importing nations. The previous edition registered buyers from USA, UK, Canada, Spain, UK, Netherlands, Italy, Turkey, Portugal, Denmark, Finland, France, Slovenia, Poland, Russia, Norway, Australia, South Africa, Botswana, Mauritius, Brazil, Chile, Panama, Uruguay, Argentina, Mexico, Japan, Syria, Egypt, Hong Kong, Singapore, Malaysia, etc. The top importing nations for fashion jewellery are USA, Germany, UK, France, Japan, Switzerland, Netherlands, Canada, Belgium, Hong Kong, Australia, Italy and Latin American countries and India has been catering to these markets since many years.

IFJAS is an annual trade appointment organised by the Export Promotion Council for Handicrafts (EPCH), the apex organisation representing handicraft manufacturers & exporters in India. EPCH facilitates its 11,000+ members to customise and offer unique styles and quality products to the global sourcing community. Well known as organisers of **IHGF Delhi Fair – the world famous and world’s largest show for Home, Fashion, Lifestyle & Textiles**, EPCH is recognised for its continuous pursuit of excellence. The Council provides comprehensive information about the sector to international buyers and ensures optimal interface between the Indian handicrafts industry and international buyers.

Broad product display categories:

- Fashion Jewellery
- Semi-Precious Jewellery
- Stoles, Scarves & Shawls
- Belts, Waistbands & Wallets
- Hand Bags, Purses & Pouches
- Head & Hair Accessories
- Handmade Attires
- Embroidered, Beaded, Sequined Accessories
- Fancy Footwear
- Beads, Stones & Components
- Dresser Accessories and
- Fashionable Protective Wear

Register at: www.ifjas.in/Register

For more information, please contact-



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