

**Instead of price, more Indian jewellery suppliers are trying to attract customers by their decorative designs. Their efforts are opening up a new prospect for them: the medium to higher-end segment.**

## SAMA JEWELLERY

### Design house carves a niche by emphasising chic, avant-garde pieces

Couture fine jewellery manufacturer Sama Jewellery in Mumbai has established a reputation among international buyers with its strong creativity.

Designs by Sama are in a full range of colours featuring diamonds and coloured gemstones of unique cuts to present a flavour of modernity and freshness. Founders of the company, Navin Jashnani and Harshad Ajoomal, said that each piece is a distinct innovation, and that they intend to impress the world market with their creative designs.

Describing itself as a "jewellery design house," Sama pays great attention to consolidating its design strength. It has an in-house design studio and a research and development department for developing its products. According to Mr Ajoomal, each collection, before it is released, undergoes six months' market research. Moreover, all divisions interact with its in-house studio at all stages to ensure that the designs are interpreted and presented in accordance with designers' ideas.

With 21 years' experience in the jewellery-manufacturing sector, Sama currently releases six collections a year. Its jewellery targets the higher-end market segment, with pieces ranging from US\$500 to US\$25,000 at wholesale.

Its design team takes inspiration from various factors in lives with major influences on current development in fashion, architecture and travel, Mr Ajoomal said. In the next season, for example, it forecasts that chandelier earrings, three-dimension-

al cocktail rings, and high-end pieces featuring new colours of sapphires, pearls and other precious stones will be in vogue.

The strategy of highlighting unique designs has proved successful. The company has a solid sales network in the United States, the Middle East and India. Its target customers are independent luxury stores and small jewellery chains that are looking for unusual pieces. According to Mr Ajoomal, sales in 2003 increased about 25 percent over the previous year. Its next targets are to open up the European market and to expand its market share in its existing markets.

The company currently has five in-house designers, all trained at the National Institute of Fashion Technology in India. This local talent brings inno-



Cocktail ring designs from the Morocco collection by Sama



Pendant with diamonds and blue carnelian from the Fx collection