

SAMA JEWELLERY FROM PHILOSOPHY TO PRODUCT

There must be some others, but surely not too many jewellery manufacturing companies which have as detailed and as well-formulated an approach to trend tracking, and the creation of designs and collections based on them, as does Sama Jewellery. The journey is a fascinating one. And the approach a worthy benchmark for the industry. *Jewelbiz India* presents a case study tracking the creation of one piece and its journey from conception to production.



Every once in a way, in the course of one's association with this fast developing industry, one comes across that special something that makes you sit up and take notice. It could be a piece of jewellery, a process, a shop design, someone's vision -- anything. When one encounters that something, it is indeed cause for excitement. For, it is these individual somethings, which are like growth nodes of the industry, and from them come the special spurts in its overall development.

We encountered one such moment in the course of writing this story, while interviewing Harshad Ajoomal of Sama Jewellery. The company has always produced striking jewellery and is clearly positioned very differently from many other jewellers. Their pieces tend to be trendy, with a lot of style and pizzazz.

But when one heard the story of what goes behind the production of that jewellery, one felt a sense of discovery at the process which was unfolding.

The company, which has notched a 25 per cent growth over the last year and has recently expanded production facilities, brings out about six collections in the spring-summer and autumn-winter seasons. The planning for the collection starts about three months in advance. The first step is to access as much information as possible about current trends. This is gleaned from images appearing in the media. Sources of inspiration can be as wide-ranging as fashion, accessories, architecture, leisure, travel etc. A lot of emphasis is placed on preparing a full-some image bank.

The other area of emphasis is exposure. To give designers a view of not just jewellery and jewellery exhibitions but art exhibitions and suchlike. In-house seminars and workshops are also conducted regularly to enhance their knowledge of gemmology etc.

An input is also taken from the order manag-