

BRANDING SUCCESS IN EMERGING JEWELRY MARKETS

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Recent trends worldwide have been a trifle revolutionary, where the fashion turns decidedly bold and out of ordinary and are certainly not meant for the timid. Branded jewelry is taking place of traditional or non-branded jewelry. Today more than even before the Indian consumer is lining up to buy branded jewelry that makes a fashion statement or expresses her individuality

It is the responsibility of the marketers to create awareness of their products amongst the consumers. It is essential for the individuals to be aware of the brand's existence. The USPs of the brands must be communicated well to the end-users.

If the old marketing mantra was, " Nothing happens until somebody sells something," the new philosophy could be " Nothing happens until somebody brands something." Brands in the jewelry category will blossom and grow and this category will fully bloom and make a huge jump in terms of its acceptance and growth.

Branded jewelry is leaving an impact on complete jewelry empire. Basis of purchasing jewelry is becoming a need rather than a value, its getting rationalized from traditional to contemporary form and jewelry making is getting transformed from art to a science. Handmade jewelry making is getting replaced with mechanical process. While marketing jewelry is a