

# Branding : A Bond of Faith

GITANJALI  
LIFESTYLE

TANISHQ



- Neeru Jain

Asstt. Professor, Dept. of Jewellery Designing  
IIS University, Jaipur

## Branded Jewellery – life time guarantee

International jewellery brands such as Cartier, Bulgari, Harry Winston, Tiffany & Co to name a few are all bought without any apprehension of class and quality. Each has created a niche for itself. The biggest advantage that follows a brand in Jewellery is that brands guarantee quality and value for money. True, the consumer initially has to pay premium for the life time guarantee, yet in a market which is flooded with mixed and impure quality products and imitations; assurance of value plays a vital role. Keeping this in mind companies like Tanishq, Gili, D'dams, have introduced to the Indian customer the concept of branded jewellery with a lifetime guarantee, to remove all doubts in a big way.

## Branding: Key to success at retail level

It is very difficult for jewellery retailers to market non branded jewellery as the only thing they can really sell on is the price. For instance, when people talk to them about gold jewellery all they talk about is price per gram but when you have a piece of branded jewellery the price per gram is not so important as it is largely sold on the brand and what that connotes to the consumer. Thus, by developing a brand and creating awareness a jeweller can charge premium for both the quality as well as the design. In this way, Branding proves to be useful both for the consumer as well as the jeweller. Moreover, a brand once created and popularized is a long term investment, the benefits of which can be reaped for a long time.

## Reward of Branding

Retailers are now increasingly becoming aware of brands and the advantages it has to offer. It is easier to sell a brand as a brand is perceived as more trustworthy, reliable and glamorous. For more than ever before, jewellery is becoming an accessory to be flaunted and brands are a push in that direction.

Moreover, with branded jewellery the retail customer is buying into the whole ethos of the brand, they have seen the jewellery advertised and usually know what they want, which eventually saves a lot of time and effort at the time of buying both for the retailer and customer.

## The Additional Advantage

Retailers understand the power, trust and awareness associated with Branded Jewellery which is the reason behind many of them doing tie-ups with brands

Jewellery has been a part and parcel of India's narrative since times long gone by. Jewels have been cherished and valued for centuries. In the earlier times they were treasured for they brought health, wealth and happiness. Later, jewellery was procured for value and security, but now more than ever before the Indian consumer is lining up to buy jewellery that makes a fashion statement or expresses one's individuality. And in this scenario, **Branded Jewellery** has taken the Indian market by a storm.

Branded Jewellery is taking place of traditional or non-branded jewellery. In the late 1990s, the Indian Jewellery market witnessed a shift in consumer perceptions of jewellery. Instead of being regarded as only an investment option, jewellery was being prized for its aesthetic appeal. In other words, the focus seemed to have shifted from content to design.

The new consumer is looking for contemporary designs at affordable prices and Branded Jewellery offers them just that. With an array of fresh designs launched in the market every season, the consumers have an option to choose from a wide range of designs. De Beers were the first to propagate the concept of Branded Jewellery in India and the trend has from then on caught up with scores of new entrants in the fast moving segment of Branded Jewellery. India's leading jewellery brands are Asmi, Gili,

Tanishq, D'damas, Nakshatra, Parineeta, Diya, Sangini, Gitanjali Jewels, Shuddhi, Menz and Sagace.

Branding gives customers more confidence in their purchasing decision for unique designs. Customers can identify with the brand and therefore feel that they have made a wise purchase decision, which will be appreciated by their friends and family.



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ज्वेलरी सप्ताह  
ज्वेलरी

Dr. Neeru Jain

Sonal Chauhan  
JJS Brand  
Ambassador

IIJW : Best  
Foot Forward

IIJS Fulfils All  
Expectations

Oncoming Festive  
Season Augurs Well  
for Colored Gems

इंडिया इंटरनेशनल  
ज्वेलरी सप्ताह-2011

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मेले से जयपुर में चकाचौंध

