

Press Release

IFJAS 2021 - VIRTUAL : 27-30 JULY 2021

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Coordinated and contrasting fashionable jewellery, accessories and face covers have become the look definers today. Log on to IFJAS 2021 - The 14th edition of **Indian Fashion Jewellery & Accessories Show**, to be held from 27th to 30th July , 2021 online, and *find fashion to be!*

The 13th IFJAS - the 2020 edition was the first virtual show organised by the Export Promotion Council for Handicrafts (EPCH), India. At that time, participants and visitors alike were not adept at effectively utilizing the online platform. However, now with the Council's members' (India's leading exporters) having participated in 8 more successful virtual shows/ Buyer Seller Meets since, expect a fulfilling and wholesome experience with a lot to see and a lot to choose from. So don't miss this opportunity to source the best of fashion products from the comfort of your home/office. So just Register online and *Bon Voyage!*

Product offerings in a wide variety of categories in line with the lifestyle changes given the new normal, comprise the ever popular lines that exude the latest international design trends alongside those that boast of unique traditional workmanship & techniques. Visitors to the show will find concepts in everyday fashion accessories to flamboyant ones and stylized line-ups in Leather Bags & Cases, Fashion Jewellery & Accessories and plenty of Sustainable as well as responsibly manufactured products and new introductions - artistically crafted face masks and face covering accessories as well as artisanal products. Expressions - right from minimalistic to elaborate ones in myriad raw material blends, from Bohemian inspirations to ethnic glory, from rustic copper to traditional 'meenakari' and filigree, from the charm of 'chanderi' to youthful 'bandhej', are all set to enthuse visitors. As sustainable fashion continues to make strides, IFJAS features manufacturers and suppliers striving to do their bit to ensure that you source responsibly. With nature's derivatives like jute, water hyacinth, cane & bamboo, stones, shells, seeds, etc. and recyclable components among raw materials, their display brings in inspirational selections enhanced with inimitable value additions. Also on display will be bijoux, boho chic, statement, geometrics, fluid, layered, mix & match, classics and contemporary themes.

The display line is thoughtfully developed and exhibited by credible manufacturers, exporters and artisans and the presented innovations are a result of consistent feedback, research and exploration of materials, crafts, forms & finishes. Worthwhile to mention here is that the manufacturing units of these exporters are fully functional with all Covid related SOPs in place.

Over its 13 preceding editions, IFJAS has been drawing quality buyers dealing exclusively in fashion jewellery and accessories from various importing nations. The previous editions 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.

Broad categories at IFJAS are:

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

About the Organisers

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 10,000+ members to customize and offer unique styles and quality products to the global sourcing community. Beyond providing unparalleled business platforms to buyers & sellers, EPCH also provides comprehensive information about the sector to international buyers and ensures optimal interface between the Indian handicrafts industry and international buyers, facilitating harmonious business.

Register at: www.ifjas.in/register

For more information, please contact-



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