

PAUL WILD eyes Asian buyers

Coloured gemstone specialist Paul Wild OHG wants to captivate Asian buyers with its enthralling collection of fine gems at the June Hong Kong Jewellery & Gem Fair.

Headlining its offerings are blue and fancy sapphires, and Paraiba tourmalines. Paul Wild's extensive product portfolio likewise includes spinels, tanzanite stones, tsavorites, demantoids and garnets, among other gems.

"Every gemstone from Paul Wild demonstrates the ultimate standards of quality. Our layouts and sets reflect a high level of artistry and diversity. We are known for our creativity and cutting precision," Anne Katrin Wild, marketing manager at Paul Wild, said.



*Sapphire necklace,
ring and earrings layout*



*Fancy
sapphires*



*Tanzanite and spinel
earrings layout*

At the show, Paul Wild is setting its sights on Asian customers as well as liaising with existing and potential clients. According to Anne, demand for Paraiba tourmaline and spinel continues to be strong across all major markets.

"We expect a solid buyer attendance at the June Fair," she noted, adding that the company had confirmed a number of appointments with customers during the show.

Japanese jewellers highlight expertise



Buyers at a previous edition of the Japan Jewellery Fair in Tokyo

Japan's prolific diamond, coloured gemstone and pearl jewellers as well as loose stone traders are displaying their latest collections at the June Hong Kong Jewellery & Gem Fair.

Banking on their active participation in the June Fair, these companies are also drumming up support for the Japan Jewellery Fair (JJF), touted as Japan's key sourcing event ahead of the holiday season.

Christopher Eve, managing director of UBM Japan Co Ltd, said, "I sincerely hope that by visiting the Japan Pavilion and meeting with our exhibitors that your interest will be stimulated to explore the rich world of Japanese-made jewellery at the JJF."

Organised by UBM Japan and the Japan Jewellery Association, this year's edition of the JJF is scheduled for August 28 to 30 in Tokyo, Japan.

It takes place weeks before the September Hong Kong Jewellery & Gem Fair, making the JJF an ideal avenue to explore new collections ahead of the September show.

"The special appeal of Japanese jewellery hinges upon three strengths: Design, backed by the country's reputation as a trendsetter in fashion and design; technique, founded on Japan's long history of jewellery making and the use of unique materials such as Akoya pearls; and quality assurance, with each and every piece scrutinised for exquisite quality by the nation's highly experienced manufacturers and traders," continued Eve.

A slew of events such as jewellery fashion shows; educational and technical seminars; and the announcement of the winners of the Japan Jewellery Awards, will also be held on the sidelines of the JJF.



Corundum galore from KRISH CREATIONS

Krish Creations Co Ltd is presenting top-quality layouts of certified heated and unheated rubies and sapphires at the June Hong Kong Jewellery & Gem Fair.

Among the highlights is an exclusive layout of unheated sapphires from Burma that includes an octagon-shaped gemstone, which is rarely available for layouts, the company said.

The Thailand-based corundum specialist is likewise offering buyers smaller high-end rubies, blue and fancy sapphires in oval, round, princess and diamond cuts.

"The market gravitates towards our goods because they are of nice quality and are cut well. We always offer a good assortment of stones at competitive prices," Krish Creations said.

At the June Fair, the gemstone dealer is targeting buyers from Asia, Europe and the US. It expects continued demand for no-heat rubies and sapphires as well as top-quality calibrated goods that have been moving well since last year. "As many jewellers had successful shows recently, they are likely to source for coloured gemstones to fulfill orders from their customers. We are optimistic they will do so at the June Fair," the company said.