

OCCASION



KUNAL KAPOOR, AQEEL ALI, SALMAN KHAN, HRITHIK ROSHAN & ARJUN RAMPAL SHOWCASING FARAH KHAN'S MEN'S COLLECTION AT MAHESH NOTANDASS

BRANDS, EVENTS *and* AWARENESS

'THERE ARE DIFFERENT WAYS TO STAY IN THE NEWS . . . WHEN CUSTOMERS CAN TOUCH AND FEEL THE PRODUCT, THE BRAND'S MESSAGE IS COMMUNICATED FASTER . . . WE DON'T SELL JEWELLERY - WE SELL LUXURY.' DEVYANI JAYAKAR SURVEYS THE PROMOTIONS SCENE

DIFFERENT APPROACHES, but the aim is the same. In addition to launching new collections to coincide with various festivals and commemorate occasions, what is it that the jewellery houses do to create brand awareness and increase sales? We talked to a few of the better

known names in the business, and they had varying answers. Some swear by glamourous events, with celebrities, models, royalty and film stars endorsing their jewellery. Others insist that their signature designs and word of mouth does all the talking.

ORRA has consistently been design-

ing jewellery for the Bollywood as well as Hollywoodfrom providing the jewels for Nicole Kidman's necklace in Moulin Rouge to dressing up Mallika Sherawat for Cannes 2006, to creating the Million Dollar Bustier in honour of The Prince and Princess of Belgium, ORRA has done it all. It has also provided jewellery to stars like Priety Zinta, Urmilla Matondkar and Katrina Kaif at the recently concluded IIFA Awards in Dubai. ORRA was also the official jewellery advisor for the colorization of the epic film "Mughal-E-Azam". In fact, it created a special collection inspired by the Mughal Era, which was launched by actress Saira Bano.

ORRA also hosts events where jewellery design meets haute couture from international runways. ORRA presented its collections in conjunction with couture collections of the South African Gavin Rajah. Apart from the president of Botswana, and at least eight other ambassadors and high commissioners, numerous other celebrities like Anil and Sabina Chopra, Anil Kapoor, Ajay Maffatlal and artist Baiju Parthan were seen mingling with many of the international dignitaries and global CEO's that flew in especially for the occasion.

'Orra is one of the few brands in this segment that has not used any celebrity endorsements in its advertising. Our belief is that the brand value should be strong enough to stand on its own. Hence one needs to create interest through alternate channels like PR and word of mouth, and by association with glamorous events and international designers to reinforce the brand. Within two years of its launch, ORRA is already amongst the top 5 jewellery brands in the country,' says CEO Vijay Jain.

Samrat Zaveri of TBZ - Nirmal Zaveri says that the approach to branding in his store may be different from all the newer entrants in the market. His store has been established as a traditional family jeweller for generations, and is one of the more venerable houses in the business. Trying to shrug off this comfortable mantle, Samrat now wishes to be seen as a luxury retail brand. So, instead of falling back on the traditional avenue of mainline advertising alone, TBZ has a significant amount of events and promotions. Launching a special tennis bracelet for



TBZ NIRMAL ZAVERI

Valentine's Day costing approximately Rs 1 lakh, Samrat says, 'When customers can touch and feel the product, the brand's message is communicated faster.'

According to Mahesh Notandass, [the store bears his name] to make a mark in this fast growing competitive world, it is crucial to be visible and stay in the customers mind with continuous good work. In a business where you are catering to very high profile clients, one must always have the desire to meet the client's expectations. This in turn helps to spread the good word around. Word of mouth publicity is the best one possible.

Today there are different ways to stay in news, one is good PR. Secondly, holding strategically planned events at regular intervals, which helps to increase the number of footfalls and build the brand following.

In August 2006, Mahesh Notandass hosted a jewellery show as part of his new venture with designers Farah Khan, and Renu Mehra at the Hotel Grand Hyatt, Kalina. Then he opened his new store at Bandra where both Farah Khan and Renu Mehra have their own special floor to retail their jewellery collection. Today, Mahesh's store is patronized by some of India's biggest names and fashion icons like Sridevi, Sushmita Sen, Tanya Deol, Raheja's, Khans and the Dewan's (Anu), Kahkashan Patel and many high-pro-



POONAM SONI'S LAXMAN SHRESHTHA COLLECTION



SHEHZAD ZAVERI - MINAWALA

'I personally believe, as do a number of friends I have spoken to, that there is a fatigue that has set in as far as events go.

All the so called events with Bollywood celebrities have become generic and they all look and sound the same,' says Shehzad Zaveri.

some brief limelight, which then has to be carried forward with other promotional and advertising initiatives. If the event is attended by many celebrities, it becomes a brand awareness exercise, with magazines carrying pictures and some details of the events.

Shehzad feels that the other way of creating brand awareness is by being part of

file NRI's.

'Just events is not the only answer for the effectiveness of brand promotion,' says Shehzad Zaveri of Minawala. It is one vehicle of the many avenues there are for creating brand awareness. Better sales actually depend on who the invitees for the events are...revenue generating events are different from the events that are created for brand awareness.

The events that one reads of now in newspapers are all Bollywood centric... with some kind of fashion shows designers. They do give the brand

the many bridal exhibitions happening... this may bring in revenues if the prices are right and the appropriate audience has been attracted by the organizers.

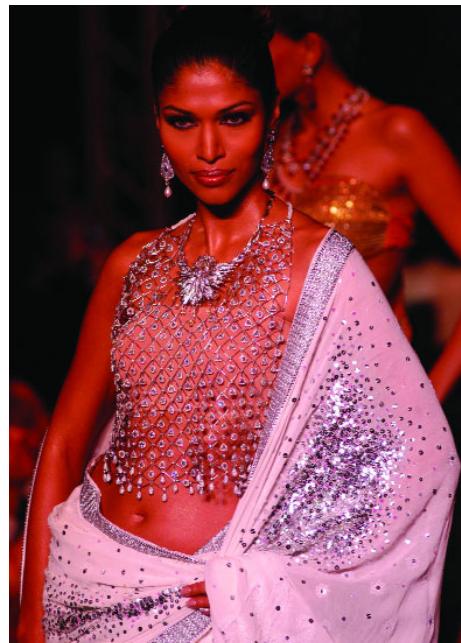
It eventually depends on your brand vision and what you are offering that is different from the choices that the customer is bombarded with. 'I personally believe, as do a number of friends I have spoken to, that there is a fatigue that has set in as far as events go. All the so called



events with Bollywood celebrities have become generic and they all look and sound the same,' says Shehzad Zaveri.

In October 2006, Shobha Asar [of the eponymous store] hosted exhibitions in Kolkata and Mumbai inaugurated by film star Kareena Kapoor. Kalpana Asar feels that involving a filmstar of her caliber, together with efficient PR, ensures coverage in newspapers, magazines, and on TV as well. Even a 2 minute slot on TV can translate into a great deal of awareness for the brand in the public eye.

Poonam Soni [who retails her own signature brand] categorically states that jewellery cannot be shown in large events on the ramp - it has to be up front and personal, to establish a relationship with the buyer. If it can't do this, the event is useless. 'Buyers today are reluctant to attend an event which is not in their vicinity, and if a jewellery house does something like trying to pass off an old collection by hosting an event, it can create negative publicity and actually take down your brand value, instead of creating the right ripples,' she says. Always keen to do 'firsts,' Poonam has commissioned a short limited edition series of 1"x1" canvasses by Laxman Shreshta, which will form the centre piece of necklaces designed by her. These are copyrighted, and come with certificates of authenticity. In a unusual exercise of 'double branding,' you can wear a piece of art around your neck. Those interested in something special for



MILLION DOLLAR BUSTIER BY ORRA

Valentines Day, take note. Poonam Soni is booking interested buyers.

Biren Vaidya of the Rose Group believes that a brand is created not by glitzy marketing strategy, but through its signature designs. Of his luxury brand, Vaidya says, 'In India, customers are used to being pampered. We like to create an atmosphere of comfort, and a sense of aspiration in the customer. We don't sell jewellery - we sell luxury.' In his last statement, Biren probably has his finger on the pulse of what jewellery truly means.



FARAH KHAN SHOW AT MAHESH NOTANDASS