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# JEWELLERY REVIEW

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Baselworld 2009

E&V Jewellery (HK) Ltd.

E&V

*Vintage Collection*



E&V Jewellery (HK) Ltd.

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## Ravishing Beauty of Creative Designs

*Dynamic International is an up-and-coming Hong Kong based jewellery manufacturer produces stunning jewellery with versatile use of diamonds. Mr. Ashu Malpani, President of Dynamic International, shares with us his strategies on brand development during the current economy slowdown.*



**Mr. Ashu Malpani,**  
President of Dynamic International

While many jewelers are cutting budgets in designs in the economic downturns, Dynamic International is planning for the opposite. "We are not planning to cut cost in designs as we need skillful workers and sophisticated designers for high quality jewellery which customers are looking for", Mr. Ashu Malpani stated. He believes only innovative designs would stand out and catch the mind and heart of customers.

The "match-point" for Dynamic International is its distinguished design with the wise choice of diamonds, "We make very special kinds of jewellery, with flat diamonds, icy diamonds, diamonds with unusual cuts and rough diamonds. All jewellery are handmade and each piece is one-of-a-kind."

Design themes are indefinite. Chinese temple, flowers, butterflies and so on, just to name a few. Each piece of jewellery is a work of arts to everyone's surprise, from the hues of gemstones to the creative theme beneath its beauty.





If the outstanding design is the match-point for Dynamic International, its designers are the heroes for the touchdown. "We have our in-house designers with Ms. Amy Wong as the head designer. They know well about the global markets, especially of the Asian market. We are always striving for new ideas and innovative concepts which you can tell from our evolving designs."

To cater for the Middle-East and Indian markets, new elements are specially added, "The Middle-East and India have its own cultures. We add spices to the designs to fit-in ethnically while the overall style of our designs remains", said Mr. Ashu Malpani.

Ever since its establishment in 1987, Dynamic International has continuously developed its market, not only targeted at HK but worldwide. Striving against the tide of the slowing economy, Mr. Ashu Malpani expresses his confidence in exploring new markets, "The US and Europe are very slow though, affecting about 70% of our sales; the Asian markets, such as Chinese, Japanese, Indian, are still doing very well. The Middle-East market is quite robust and Russia is our targeted market in 2009."

Experienced similar economic crisis in Japan years earlier, Dynamic International is well prepared to face the severe challenges ahead. It expects for a recovery in the 2nd or 3rd quarter of 2009.

