



amalgamation of all that is trending in the accessories circuit.”

Having been in the industry for a while now, Santosh says that the big trend will be the emergence of lab grown diamonds. “This has opened a market of good quality Swarovski stones or brilliantly cut lab grown colour infused stones that are now designed, made, and set by the same gold karigars.”

Another area of growth is in the contemporary/minimalistic field. “The focus is slowly but surely shifting to metals and natural shapes that are hand beaten, textured, and luxurious. These appeal to fiercely independent women who are moving away from heavy traditional jewelry.”

Naturally, Santosh knows that his target audience is changing and young women need no advice today. “In fact we learn from them and they keep us on our toes especially when it

comes to improving our design aesthetic and retail management. The women of today believe in owning one basic piece of diamond jewellery whether it is a pair of studs, a tennis bracelet, a solitaire ring or a watch.”

His mantra of facing challenges in the business is simple. “The best way to

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face challenges in any business is accepting the challenge first. Half the battle is won when you accept it and the other half is by not losing your grip on the situation.” His future plans are also clear with short term and long term goals in place. “In general I have a one year plan for new ventures, a two year plan for improvising present projects, and a five year plan which sees a paradigm shift.”

In order to work this way, Santosh swears by his morning run at Marine Drive which is his way of fueling up for the day ahead. He likes spending his evenings with his family on the terrace of his home. “Weekends are my time to relax and rejuvenate. A lazy Sunday at the Breach Candy Club is imperative. Also, playing football with my son Aarav and playing tutor to my daughter Vrinda are my other jobs on the weekend.”

