**Home**

**Welcome to Hilton James Jewelry Consultancy**

At Hilton James Jewelry Consultancy, we are passionate about the art of crafting and selling gold jewelry. With over three decades of experience in the gold industry, Hilton James, the backbone of the consultancy, honed skills in diverse roles and capacities. He evolved through various roles with renowned jewelers, gaining invaluable insights into every aspect of the jewelry business. Hilton James Jewelry Consultancy was founded with a mission to assist aspiring entrepreneurs in creating thriving gold retail jewelry businesses from the ground up. Motivated by a wealth of industry expertise and a strong commitment to industry advancement, Hilton James provides all-encompassing training services with a focus on elevating product knowledge for professionals across diverse roles within the field.

**About US**

The journey of Hilton James in the world of jewelry started with a deep passion for the craft. It began in Thrissur, Kerala, in 1985 when he embarked on a career as a sales executive with a prestigious jeweler. Over the years, his career path evolved, encompassing various roles within the jewelry industry. Each role contributed to a deeper understanding of the intricate nuances of jewelry creation, from design and materials to craftsmanship and marketing.

In 2010, Hilton James Jewelry Consultancy was founded with a mission to assist aspiring entrepreneurs in creating thriving gold retail jewelry businesses. The tailored approach of Hilton James Jewelry Consultancy includes location identification, interior design, stock sourcing, team recruitment and training; operational management, strategic marketing, and successful store launch guidance.

**Comprehensive Training Programme**

In 2020, a comprehensive training programme specifically designed for the retail jewelry sector, was started. The programme covers a wide range of roles within the industry, offering modules for sales staff, managers, and the purchase department. It aims to enhance proficiency in critical areas such as product knowledge, gold sourcing, BIS hallmarking, diamond jewelry insights, precious metals awareness, platinum jewelry intricacies, staff management, sales strategies, purchase procedures, effective marketing, brand development, value augmentation, and the art of selling high-end products. Motivation is a core driving force emphasized throughout our training programme. At Hilton James Jewelry Consultancy, our commitment to excellence and our deep-rooted industry experience make us your trusted partner in the world of jewelry.

**Clients (Page)**

The esteemed roster of clients Hilton James Consultancy has associated with include Joy Alukkas, Jos Alukkas, Gitanjali Jewels Ltd, Akshaya Gold and Diamonds, Kavitha Gold and Diamonds, Beauty Mark Gold and Diamonds, Pothys Swarna Mahal, Thankamayil, Francis Alukkas, Paul Alukkas, and DHC. These brands have entrusted the consultancy with their aspirations and endeavors in the gold industry, attesting to our expertise and excellence in providing tailored guidance and strategies for their continued success.

**Vision and Approach**

As the Creative Director of Hilton James Consultancy, my vision is to redefine the jewelry landscape by combining time-honored techniques with cutting-edge innovation. I believe in fostering a culture of collaboration and knowledge-sharing, encouraging artisans to push boundaries and create pieces that tell compelling stories.

**Training Services (Under Services)**

**Topics Covered**

**GOLD ORNAMENTS**

* History of Gold Ornaments - Why Gold
* Gold Mining
* Processing
* Mine to Market
* Universal Gold Trading
* Purity
* BIS and Hallmarking
* Product Knowledge

**PLATINUM ORNAMENTS**

* Introduction to Platinum Ornaments

**GEMSTONES**

* Overview of Gemstones
* Types of Gemstones

**DIAMONDS**

* Understanding Diamonds
* Diamond Grading

**JEWELLERY SALES**

* Sales Skills in Jewelry
* Managing Stock
* Effective Sales Communication
* Customer Understanding
* Selling Premium Products
* Building Repeat Customer Relationships

**MARKETING**

* In-House Branding
* Merchandising Strategies
* Market Research
* Advertising Techniques

**PURCHASE**

* Identifying Products
* Identifying Vendors
* Quality Control
* Negotiating Strategies
* Building Relationships with Sales Teams

**LOGISTICS**

* Overview of Logistics in Jewelry Business

**MANAGERS TRAINING**

* Developing Leadership Skills
* Team Management
* Maximizing Team Productivity
* Acting as a Bridge Between Team and Management

**MOTIVATION**

* Motivational Strategies for Jewelry Professionals

**Q & A SESSION**

* Interactive Question and Answer Session

**Consultancy Services (Under Services)**

**Feasibility Study**: In-depth analysis and market research to guide informed investment decisions.

**Investment Details**: Transparent breakdown of financial requirements for efficient resource allocation.

**Location Identification**: Market surveys to pinpoint ideal showroom locations for brand success.

**Showroom Design**: Expertise in creating engaging and luxurious interior spaces to captivate customers.

**Brand Development**: Strategic guidance for crafting unique brand identities that resonate with target audience.

**Staff Recruitment and Training**: Building a dedicated and knowledgeable team aligned with the brand's vision and customer service excellence.

**Vendor Procurement**: Leveraging industry networks to find trusted suppliers and source high-quality jewelry products.

**Software and CRM Integration**: Implementation of cutting-edge technology to streamline operations and enhance customer experiences.

**Showroom Performance**: Strategies to ensure impressive returns on investment and the transformation of showrooms into thriving jewelry hubs.

**Total Support**: Comprehensive assistance until the store operates smoothly, ensuring a successful journey in jewelry entrepreneurship.