

## **India International Jewellery Week -15<sup>th</sup> August**

### **C KRISHNIAH CHETTY AND SONS PRESENTED AN AMAZING BLEND OF TRADITIONAL AND CONTEMPORARY COLLECTION AT INDIA INTERNATIONAL JEWELLERY WEEK**

**With a long history of experience in the jewellery field dating back to 1869, C Krishniah Chetty and Sons popularly known as CKC, displayed stunning ornaments at the Indian International Jewellery Week that not only had the royal influence but touches of contemporary style and elegance. With illustrious patrons and associations with leading UK jewellery houses as well the famed Swiss Rolex brand; the CKC name is one of the most renowned in India as exquisite jewellery on elegant models glided down the catwalk.**

**Presenting a crisp dazzling show in four parts titled “Denim and Diamonds” CKC opened with the Femina Miss India 2010 winners - Manasvi Mangai, Miss India World, Nicole Faria, Miss India Earth and Neha Hinge, Miss India International in splendorous red ball gowns wearing lavish diamonds and ruby sets with matching bracelets and rings.**

**Moving on to a bridal collection the creations were a vision of beauty in diamonds with emeralds and a gorgeous piece with polished coral drops cleverly designed with glittering stones.**

**The traditional South Indian bridal jewellery emerged from a treasure chest that revealed impressive broad gold belts, heritage armlets, worked with the intricate craftsmanship of precious gems, stunning raani haars, earrings, bangles and rings .**

The final funky cool denim line will gladden the heart of the 21<sup>st</sup> century woman who believes in making a bold statement with striking “in-your-face” giant rings, shoulder dusters, eye catching necklaces, laced with pearls and turquoise and op art abstract coral necklaces.

CKC design studios created beautiful pieces which are aimed at the elite buyers who cherish the timeless pieces. Remaining true to over a century of tradition the CKC “Denim and Diamonds” collection at the India International Jewellery Week is for women who are traditional at heart but contemporary in thought.

### **About India International Jewellery Week:**

Organized by the Gem and Jewellery Export Promotion Council, the IIJW will be the perfect platform for not only established designers and brands in the jewellery business but also encourage young budding talents to emerge as names that will enrich the industry by exhibiting their creativity to top retailers, buyers, media.

“THE IIJW IS A PLATFORM TO SHOWCASE INDIA’S PROWNESS IN JEWELLERY, BE IT DESIGN, INNOVATION, CRAFTSMANSHIP OR QUALITY. HAVING ATTAINED OUT LEADERSHIP IN DIAMOND MAUFACTURING AND BEING THE FASTEST GROWING JEWELLERY MAUNFACTURING DESTINATION GLOBALLY, IT’S TIME TO SHOWCASE INDIA’S EXPERTISE IN DESIGN AND MAKE INDIA THE MOST SOUGHT AFTER DESTINATION FOR DESIGNER JEWELLERY”, says MR. VASANT MEHTA, CHAIRMAN, GEM AND JEWELLERY EXPORT PROMOTION COUNCIL.

### **ILLUSTRIOUS PARTNERS OF IIJW:**

The IJW has partnered with some of the best names in the jewellery business. Supported by the Platinum Guild India, in association with Whyte and Mackay and Tata AIG General Insurance Company Ltd; the IJW is partnered by Bombay Times. The Trend Partners are Swarovski Elements and Chambor. The Good Times Partner is of course Kingfisher Premium and the AFP Partners are PC Jewellers and Birdhichand Ghanshyamdas.

### **THE DESIGNER TOUCH:**

Top designers like Farah Khan Ali, Varuna D Jani, Bina Goenka, Queenie Singh, Gitanjali Lifestyle, Amrapali, Tanishq, Ganjam Nagappa, Birdhichand Ghanshyamdas will showcase exquisite jewellery collections. Other top brands that latest most innovative lines are Mirari, Laxmi Jewellers, CKC, Rosily Paul, Rhea Nasta, Golecha Jewellers, Eekani, NID, Kundan Meena, Sangam Chains, Dwarkadas Chandumal Jewellers, Intergem Exports, Kashi Jewellers, Timond, CVM Exports, Kriplani & Sons, Laksh Pahuja, Surana Gems, Manubhai Zaveri Ornaments and Sawansukha Jewellers

### **About GJEPC:**

The Gem & Jewellery Export Promotion Council is an all - India apex body for Gem & Jewellery representing 5,500 members. Set up in 1966, it operates under the supervision of the Ministry of Commerce & Industry, Government of India

