

India International Jewellery Week -15th August

SHOW STOPPER DEEPIKA PADUKONE IN FARAH KHAN Ali's AMAZINGLY CRAFTED ADAAYEIN LINE WAS THE FINALE HIGHLIGHT OF INDIA INTERNATIONAL JEWELLERY WEEK ON DAY ONE

Farah Khan Ali's impeccable jewellery knowledge and credentials have made her one of the most respected designers in the industry. Her amazingly crafted pieces are seen on Bollywood stars and on the Red Carpet as well as at Emmy Awards in Los Angeles.

Presenting a bold but elegant line of jewellery called "Adaayein" at India International Jewellery Week; Farah proved that she had her distinct characteristic style. Blending gems in myriad hues, Farah's necklaces glittered round the necks of the models while the earrings were the cynosure of all eyes.

Describing the collection as "Where Indian meets Avant Garde" and "Where heritage designs speak a contemporary language", Farah's collection was a celebration of the most superior level of Indian craftsmanship. Playing with a collection of intricately carved emeralds, rubies and sapphires the mix of colours in red, blue, green, pink and yellow with the luxurious diamonds dazzled the audience. The traditional techniques of polki were dreamt into unbelievable variations of jewellery fit for royalty.

Strands of pearls played a melody of design with emeralds, while rich diamond collars with pearl drops, long tasseled pearl necklaces, 3D pendants on triple strands of diamonds, wide bracelets and diamond bangles were sensational.

Bollywood's darling, the beautiful super star Deepika Padukone closed the show wearing two magnificent necklaces – one a ruby diamond multi strand piece and another a high bejeweled one - both teamed with maang Tikka, earrings, rings, bracelets and bangles.

Farah Khan's jewellery is created for the contemporary bold woman who desires to project a versatile strong image which has a touch of timeless flamboyance. Her "Adaayein" line revealed a perfect, presentation of pure creativity, which was the most fantastic end to the first day at the India International Jewellery Week.

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 MAUFACTURING 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.

LLUSTRIOUS PARTNERS OF IJW:

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; the IJW is partnered by Bombay Times. The Trend Partner is Swarovski Elements and Chambor is also associated with the event. The Good Times Partner is of course Kingfisher Premium and the AFP Partners are PC Jewellers and Birdhichand Ghanshyamdas and Dia Exquisite Diamond Jewellery.

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, NID, Eekani, 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