

India International Jewellery Week -15th August

GITANJALI JEWELLERS PRESENTED A QUARTET OF BRANDS WHICH MADE AN EXCITING GLAMOROUS IMPACT AT THE INDIA INTERNATIONAL JEWELLERY WEEK

Gitanjali Jewellers known for their wide line up of brands presented a delightful quartet of stunning jewellery. Starting with Gili, Gitanjali's premier brand, the show moved to Sangini, D'damas, and Asmi collections at the India International Jewellery Week.

GILI

Tiny fragile diamond sets had touches of colours as peridots added pastel tones. Pretty floral pendants ended at diamond chains and the matching earrings of the sets were a stylish balance to the jewellery. Bollywood's rising star, Sayali Bhagat sashayed down wearing an intricate long pendant etched in diamonds and gold

SANGINI

Gold finely crafted into thin chains with hints of diamonds sparkled for rich asymmetric necklaces and earrings while show stopper, Surveen Chawla popular TV star and anchor wore an exquisite gold and diamond heavy set.

D'DAMAS

Curved necklaces, sun burst pendants on a cord, multi pronged neck pieces and matching earrings made a scintillating bold impact on the

catwalk. For the show stopper of this line the petit Tarina Patel was a spiky designed gold and diamond set.

ASMI

Shapes that were romantic and unconventional moved from paisleys to bows, abstract patterns, floral and curves; to come together for opulent sets. For the finale entry of this brand it was Meenu Shorayen in an arresting dandelion design diamond set.

The collections were styled in the fluid creations of designer Wendell Rodricks who played with muted colours like beige and khaki crepe to create the perfect balance to the jewellery.

With four collections - each offering their own distinct designs, Gitanjali Jewellers gave women of all ages and walks of life the best in ornament creativity 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 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 IIJW 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 IIJW 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, 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