

India International Jewellery Week -15th August

THE BRIDAL BEAUTY OF LAXMI JEWELLERS CREATED A SENSATION AT INDIA INTERNATIONAL JEWELLERY WEEK

With nearly four decades of experience in the Jewellery business the Laxmi Jewellers bridal show was a feast of mesmerizing diamonds and 22 carat Jadtar jewellery. With a 916 Hallmark and IGI with DEF quality, the stunning necklaces, earrings, rings and bracelets that the models displayed were a vision to behold at the India International Jewellery Week.

Laxmi Jeweller's expertise lies in the creation of the unique Jadtar, Vilandi and diamond jewellery in very innovative and unconventional designs. Swirls of precious metal were inlaid with diamonds and the intricate designs were stunning. Kadas, jhumkas and opulent giant circular pendants created a diamond and pearl fantasy. Diamonds glittered for yokes on necklaces, while matching cummerbunds dazzled at the waist and majestic pearl chokers flowed from the neck to form impressive triangles.

Emeralds were the centre of attraction for big earrings while the maang tikkas rings and armlets matched beautifully with the sets. A magnificent raani haar and collar with diamonds and an elaborate draped collar with diamonds, rubies and gold were the perfect show stoppers of this wedding line.

The dazzling multi net sari collection by Kanwaljit Singh from the Istuti Callegari was the perfect complement for the utterly regal bridal ornaments.

For lovers of traditional bridal jewellery the Laxmi Jewellers collection at India International Jewellery Week will be the ideal additions to their treasure chests.

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

IJJW 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, Kundan Meena, Sangam Chains, Dwarkadas Chandumal Jewellers, Intergem Exports, Kashi Jewellers, NID, Timond, CVM Exports, Kriplani & Sons, Laksh Pahuja, Surana Gems, Manubhai Zaveri Ornaments and Sawansukha Jewellers

About GJEPC:

The Gem & Jewellery Export Promotion Council in 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