

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

### FIVE STUDENTS FROM THE NATIONAL INSTITUTE OF DESIGN CREATED MAGIC ON THE RAMP WITH BRILLIANT COLLECTIONS AT THE INDIA INTERNATIONAL JEWELLERY WEEK

They are the famous five from the National Institute of Design who presented their stunning jewellery at the India International Jewellery week. Titled “The New Adorn”, the designers moved away from the conventional beaten path and travelled onto a higher level of style and elegance.

Designers Swati Agarwal, Chetan Sharma, Avantika Kumar, Sanjeev Gupta and Gauri Pandey revealed to the jewellery industry their total command over the beautiful ornaments which could also be termed as unconventional accessories and body wear. Working around new avenues that can be used to adorn the body; the designers’ inspirations moved from Indian cultural tradition and experimented with innovative techniques and material. The result was a dramatic striking line of jewellery.

Bronze floral arrangements cascaded down the waist and necklaces snaked around the body as belts in bronze flowers accentuated the shoulders and back. At other times circular sun hat like shapes in fabrics were clasped at arms and wrists as ornaments and draped as neck scarves or flowed over shoulders and down the waist.

Plexi glass in abstract shapes made beautiful necklaces with gold and silver thread detailing for matching cuffs and rings. With an almost aborigine like inspiration were the curved gold and bronze wire ornaments and hair accessories with a striking twisted bodice cover for dresses. Finally oval and funnel shapes in thin wire were moulded into necklaces, belts, hand ornaments and head pieces.

The all black collection of garments by Ken Ferns was a perfect base for this very New Age jewellery which will revolutionize the design base in the industry.

“The New Adorn” show by National Institute Design’s five talented designers proved that they are the budding future of the jewellery industry which India can be proud of.

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

Organized by the Gem and Jewellery Export Promotion Council, the IJW 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 IJW 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; 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**