

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

### **QUEENIE FOR GIANTTI OPENED THE INDIA INTERNATIONAL JEWELLERY WEEK WITH A SENSATIONAL COLLECTION**

Asia's first jewellery show the Indian International Jewellery Week opened with the singing of the national anthem and the lighting of the ceremonial lamp by Mr. Vasant Mehta, Chairman, Mr Rajeev Kothari Vice Chairman, Mr. Sanjay Kothari, Convener Promotions and Marketing, Mr. Harish Jhaveri, Convener Exhibitions, Gem and Jewellery Export Promotion Council, Mr. Mehul Choksi Chairman, Gitanjali Lifestyle and Mr. Gaurav Garg, MD, of Tata AIG.

The opening show was a feast for the eyes as models glided down wearing Queenie for Giantti collection.

With the Giantti Luxury Ensemble stores stocking the best in jewellery all over India, Gitanjali Lifestyle offers the most amazing line of ornaments. Queenie the czarina of jewellery designs in the country presented for Giantti at the India International Jewellery Week which was a mix of beautiful classic diamonds and coloured gem stones created into heritage and contemporary ornaments that reflected the grandeur of an era long gone by.

The collection titled "Mystique" was for the modern Indian women and the all white fluid satin creations by designer, Wendell Rodricks were the perfect combination. Queenie's creativity was revealed in the chunky kadas, the rich necklaces with opulent pendants, rows of pearls caught with interesting diamond, ruby and emerald pendants which glittered on the ramp. Tradition was given a modern twist with

giant gold beads with striking pendants, while softly knotted rows of chains, pearl drop and diamond necklaces and the double emerald pendants on diamond chains, proved Queenie's versatility with jewellery designs.

The lone saxophone player was the perfect backdrop to some very stunning and classy jewellery.

Taking a bow with Queenie was Bollywood heartthrob Dino Morea who wore a shining circular locket

Here was jewellery at its luxurious best from Queenie for Gianti presented by Gitanjali Lifestyle that offers stunning options to the discerning women.

### **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 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, 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 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

