

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

### **VARUNA D JANI'S UNIQUE VOW COLLECTION CREATED MAGIC AT INDIA INTERNATIONAL JEWELLERY WEEK**

Grand Hyatt, Mumbai

Always a pioneer in the various styles of jewellery, Varuna D Jani's VOW jewellery at India International Jewellery Week show was a creative blend of innovative style and beauty which is one of a kind.

VOW which stands for "Very Own Wish" was a collection that spelt glitz and glamour for the buyer. The VOW collection comprised four groups aimed at different buyer profiles. Varuna showed Essentiele the causal line, Eleganza the formal Look, Potenza for corporate stylish wear and Sensazione for the brides who want that special something for the most important day of their lives.

The unique aspect of the VOW collection was its multiple uses – one piece could be split into a light and heavy necklace or pendant. So it is three for the price of one! Choice selections of diamonds were teamed with emeralds, rubies, topaz and amethyst and turned into classic jewels. With these flexible jewellery styles the VOW collection with its versatile lock system will be a great seller for Varuna D Jani.

Opening the show with an acrobat in a giant bubble the VOW collection was presented by a team of graceful dancers in flesh coloured wispy togas twirling and pirouetting on the ramp draped in Varuna's glittering jewellery. Scalloped necklaces, with emeralds and diamonds, heart shaped oval pendants clung to glittering bands, multi

gem square centre shapes were attached to rows of stones and long streams of diamonds plunged down the neckline.

The second part of the show was devoted to Varuna's Signature Collection displayed by graceful models clad in white slim one shoulder gowns. Giving her distinct touches, Varuna showed giant uncut classic emerald rings, multi hooped earrings delicately designed chain necklaces, bracelets in pearls and gems, a stunning ruby and emerald snake necklace and an outstanding emerald and diamond neckpiece.

Varuna D Jani's world patented jewellery whether it is the VOW collection or her signature line reveals various facets of her creativity from couture, classic to prêt which are designs that cater to the needs of women who long for the unique touches in their jewellery.

#### **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 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.**

### **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 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.**