

## **India International Jewellery Week -17<sup>th</sup> August**

Grand Hyatt, Mumbai

### **BIRDHICHAND GHANSHYAMDAS PREMIERED THE ADRISHYA COLLECTION AT THE INDIA INTERNATIONAL JEWELLERY WEEK**

One of Jaipur's oldest jewellery brands, Birdhichand Ghanshyamdas creates jewellery for special occasions. Having launched such best selling collections titled Noor, Melange and Hunar, the brand premiered its latest line called "Adrishya" at the India International Jewellery Week. Completely handmade the collection was intricately designed and dazzled on the ramp as the models floated down.

"Adrishya", the Sanskrit word for invisible revealed the technique of hiding the gold and allowing the precious stones to be only visible. With floral designs reflecting in the traditional crafts of the city of Jaipur, the collection was a dazzling array of jewellery.

With black and white sari gowns in net, lace and sheer silk the creations by Kanwaljit Singh and his team from Istitute Callegari allowed the gorgeous jewellery to reveal a language of style and beauty.

Rich bridal sets in generous hues of Kundan and enameled work from Rajasthan opened the show. A giant tear drop pendant on a heavily embellished collar, a collection of chokers with pendants or danglers at the centre, towering rings and thick rustic armlets were some of the highlights of the show.

Necklaces caressing the edges of the choli necklines with a centre giant pearl drop, the impressive Maang Tikkas, the high collar choker

edged with emerald drops, giant flat shoulder stroking neck pieces and thick gold kada style necklaces with an enormous ruby knob; were some of the jewellery pieces that could have had loyal royal followers from the past.

The show stopper was hip-hop singer, Hard Kaur who took the ramp in an imposing Raani Haar with detailed double pendants, worn with umbrellas shaped earrings and a broad bangle.

Giving the fashionable buyers a trendy collection, Birdhichand Ghanshyamdas's latest line "Adrishya" will definitely be as great a hit as the brand's other successes.

#### **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 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, Eekani, NID, Kundan Meena, Sangam Chains, Dwarkadas Chandumal Jewellers, Intergem Exports, Kashi Jewellers, Forever Diamonds, Jewellery Limited, 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.