

India International Jewellery Week -17th August

Grand Hyatt, Mumbai

CVM EXPORTS MADE A MEMORABLE PRESENTATION OF AVANT GARDE DESIGNS AT THE INDIA INTERNATIONAL JEWELLERY WEEK

From 1850 the Choksi Vachhraj Makanji and Co with its subsidiary CVM started in 1999 has been renowned for its exclusive designs in Junagadh.

Having created the diamond studded gold blouse with 2 kgs of gold and 414 carats of diamonds for the gold hand bags; the brand believes in presenting memorable magic with its jewellery. The three collections presented on the ramp at the India International Jewellery Week had a line of unconventional striking pieces.

“Rasleena” featured the traditional beauty of Indian jewellery admired by royalty, while the “High Street” collection evoked Hollywood glamour and the “Fine Jewellery Range” created impressive drama on the ramp.

The show styled by top Japanese jewellery designer, Kazuo Ogawa with ultra futuristic garments by Japanese couturier, Tamae Hirokawa; started with startling ivory bodysuits under dramatic layered garments, accessorized by tiny oval layered or spade shaped diamond earrings, floral chain necklaces, lantern inspired earrings, pearls and diamond bauble necklace and pendant.

Into the all black ensembles section, the jewellery turned bolder with oversized rubies set in gold double diamond strand necklaces, impressive traditional gold filigree work and an arrestingly gorgeous large rubies neckpiece.

In the final section it was the large multiple bubble diamond studded necklace with large hoop earrings and the turquoise, gold and diamond scalloped neck piece that made an impact. Famous for unconventional pieces CVM displayed a square gold mesh evening handbag and a glittering gold bustier.

Show stopper Gauhar Khan the rising star of Bollywood films “Rocket Singh Salesman of the Year” and “Once Upon a Time in Mumbai” glided down the ramp in an all black sheer pants and long sleeve clinging blouse combo holding a fabulous gold clutch bag, and wearing long shoulder duster earrings, an impressive Raani Haar, gold kadas and wrist cuffs.

From pure gold jewellery and garments studded with real rose cut diamonds, precious and semi precious stones; the CVM brand has everything in ornaments and apparels that the bold daring woman of today could long for.

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.