

India International Jewellery Week -17th August

Grand Hyatt, Mumbai

GANJAM JEWELLERS BROUGHT OUTSTANDING TRADITIONAL AND CONTEMPORARY STYLES ON THE RAMP AT THE INDIA INTERNATIONAL JEWELLERY WEEK

Over centuries the Ganjam Nagappa line of jewellery has dazzled royalty and the common buyers alike. Bringing together tradition and blending it subtly with 21st century designs; the collection by this popular national and global brand made a dramatic impact at the India International Jewellery Week. The eye-catching earrings, the gorgeous rings, the stunning long necklaces, were designed in the most intricate styles.

Presenting select pieces from the brand's timeless collections like Fire and Ice, Gerbera, Cascada, Monsoon and the amazing platinum line called River Dance the show was a sumptuous feast for the eyes.

The show titled The Enchanted Garden styled by top Japanese designer Kazuo Ogawa with superb garments by four top Japanese couturiers, had a bouquet of the most gorgeous creations by Ganjam Jewellers.

Sensuous lacey diamond necklaces, pearl lined armlets and swirls of gems were interspersed with one solitary South Indian temple Haar. The show moved onto a more casual line of twisted chains of gold, graduating pearls for slinky string earrings, an amazing pendant on a bright pink satin ribbon, three rows of pearls with a giant side pendant and an inverted triangle diamond necklace.

Thick Chinese collars in finely crafted white gold made a dramatic impact while a large multi wire white gold bangle drew instant attention.

Intricately worked delicate steams of chains moved gracefully down the neck, while long lean pendants were tied at the neck with black satin ribbons. The platinum collection was contemporary in designs, while the coloured and black pearl gold necklace was a gorgeous addition to the line. Abstract designs and florals entwined into necklaces added to the theme of the collection.

For heirlooms that can stand the test of time or jewellery that is off the beaten path; then the Ganjam Jewellers' collection will be the most apt choice for all buyers.

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 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 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.

