

India International Jewellery Week -17th August

Grand Hyatt, Mumbai

YOGENDRA SETHI OF INTERGEM EXPORTS GAVE JEWELLERY DESIGNING AN AMAZING DIRECTION AT THE INDIA INTERNATIONAL JEWELLERY WEEK

When an artist turns to jewellery designing, the result is a striking blend of colour and craft. Yogendra Sethi of Intergem Exports, a contemporary impressionist is the brilliant designer of the Intergem Exports “Colours” collection under the YS 18 brand for over two decade.

From 18 K white and yellow gold gleaming with sparkling white diamonds to exotic coloured and precious gems, the Intergem Exports collection at the India International Jewellery Week was a unique presentation.

Showing the brand’s Art Deco designs marked as YS 18 which reflected the mix of contemporary and antique jewellery for floral motifs encrusted with rose cut diamonds, fine slices, old mine cuts and diamond briolette, the jewels were a beautiful sight to behold.

Using the rarest of gems, the faceted brilliant cut coloured diamonds in round and fancy shapes that revolved primarily around florals were set in the Basel, pavé or prong settings.

Opening the show with a modern version of the Christmas tree pendant and earrings in coloured diamonds which are the most expensive of gems; the collection moved to clusters of flowers for

pendants and oval earrings. The slices of gems all hand cut made a magnificent pendant, while a giant marigold brooch in natural diamonds, a daisy design on a cord and a huge floral pendant on a black faux fur collar were some of the beauties of the show.

Petalled necklace centres and medallions on fine thin chains and the heavy diamond collar with floral edges revealed Yogendra Sethi's mastery over the use of these precious stones.

The black and white line of satin gowns created by the designing duo, Asif Shaikh and Sujeda Virji were the perfect fashion complement to the gorgeous jewellery.

Artist and jewellery designer, Yogendra Sethi of Intergem Exports presented an amazing line that was not only a visual treat but also a feast for the senses.

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.