

India International Jewellery Week -17th August

Grand Hyatt, Mumbai

DIAMONDS MADE A GLITTERING IMPACT IN THE KASHI JEWELLERS COLLECTION AT THE INDIA INTERNATIONAL JEWELLERY WEEK

Renowned for their couture and polki diamond jewellery that can range from a tiny one carat to 100 carats, the Kashi Jewellers line in 100 percent diamonds will surely be a girl's best friend. The brand's presentation at the India International Jewellery Week was a study in expert detailing and very high craftsmanship that combined innovation with quality.

With models dressed in the creations of Kanwaljit Singh and the team from Istitute Callegari, who dreamt up sensuous self designed black saris and sexy micro minis and skirts; the show opened with a traditional thick diamond collar with dazzling polkis and precious stones. The clasped bracelets were designed with intricate 3D forms, while the square emeralds interspersed with uncut diamonds choker blended into a triangular shape.

For the western section it was the beauty of the rubies and diamond necklaces that glittered under the ramp lights in graceful fusion designs. Delicate lacey necklaces were woven into sophisticated neckwear with diamonds and rubies; while an angular spear head shaped neck piece in diamonds was an avant garde offering.

The final collection in opulent heavy kundan had an eye-catching circular pendant with thick ornate chain and another one had a giant pearl and ruby chain with an oval kundan pendant at the end.

The wrist cuffs with fine mesh design had raised kundan work; while the exquisite peacock kadas were reminiscent of the crafts of bygone days.

For an enticing mix of the past and the present and the east and west; the design collection by Kashi Jewellers, which has been rated very high globally will undoubtedly appeal to the discerning tastes of international and national 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