

India International Jewellery Week -17th August

Grand Hyatt, Mumbai

RHEA NASTA CREATED MAGIC ON THE RAMP WITH HER KAMASUTRA INSPIRED COLLECTION AT THE INDIA INTERNATIONAL JEWELLERY WEEK

Rhea Nasta's jewellery allows you to make a personal style statement. Presenting the "Rhea" Collection in an eclectic line of pendants, necklaces, earrings; Rhea's "Kamasutra" inspired range at the India International Jewellery Week had a magical story to tell.

Her favourite ornament story in the past has always revolved around nature with beautiful flowers blossoming into jewellery or coloured peacocks and butterflies flitting around in the most divine gemstones. Known for her Murano collection where the prong set diamonds with gold are mixed with sunken Murano glass, the look is pure elegance when it comes from Rhea's studio.

For the India International Jewellery Week show Rhea unveiled a story in three parts starting from the ancient to the fusion and then contemporary designs. With the models dressed in bronze silk dhotis and tiny bikini tops by Neeta Lulla, Rhea recreated the ancient allure of centuries gone by with polkis and rubies for necklaces, armlets, long chains of uncut diamonds on corded strands, some startling cummerbunds and chunky gold bracelets.

Moving on to the fusion and modern sections, it was delicate white gold with fine sparkling diamonds, emeralds and diamonds for long multi design pedants with ruby strands, rows of coloured pearls and

interesting graduating rows of white gems on a yellow and white gold base.

The finale was pure magic as Rhea presented her stunning Rs one crore Cinderella slipper encrusted with diamonds on white gold which will be auctioned shortly.

As the top dancing husband and wife pair of Jesse and Sandip Soparrkar gracefully waltzed down the ramp, the stage was set for some romantic drama. The dashing “Prince Charming” Sandip clad in a brocade shervani holding the gorgeous shoe chose “Cinderella” Jesse as his bride who looked fabulous in a fusion creation and claimed the dazzling shoe for her delicate bare feet.

For women who prefer unconventional customized jewellery that moves with different eras and inspirations then Rhea Nasta is the right brand to head to.

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.