

India International Jewellery Week -17th August

Grand Hyatt, Mumbai

TIMOND LUXURY WATCHES AND JEWELLERY MADE A GLAMOROUS TIMELESS IMPACT AT THE INDIA INTERNATIONAL JEWELLERY WEEK.

It is not very rare that many desire a striking watch or a piece of beautifully designed ornament. Timond, the haute watch and jewellery brand by KT Lifestyle which has limited editions, made a glamorous timeless impact on the ramp at the India International Jewellery Week.

Timond a mix of the words 'Time' and 'Diamond' displayed its inspiration derived from haute joaillerie art that will make women long for this stunning wrist watches and the gems for their luxury adornment.

Presenting a lively young trendy show, the Timond collection opened with the Arma offering which was very casual in nature as models clad in jeans and sexy tops strutted down the catwalk wearing tiny necklaces, hep cool baubles, circular pendants and cute earrings. Here was a look that was ideal casual and fun wear for the girl who believes in making a stylish statement when she is out to have a good time.

In the Raa Solus range, the look was aimed at the woman of the New Age. The collection comprised the most delicately crafted designs for diamonds that sparkled on thin chains, glittered in the curve of the neck, or there was a hint of a tiny diamond pendant on an almost

invisible gold strand. Strings of slender diamonds nestled in the hollow of shoulders, while multi diamond single circular pendants were a subtle jewel addition for the models.

For the Raa line, the look was more formal with diamonds designed into knots at the centre with ruby ends. Paisley shaped diamond pendants, large rain drops for neck pieces, bracelets, earrings and rings completed the after eight collection. It was perfect jewellery meant for that dramatic evening on the terrace in the moonlight.

Ending the show was the bridal couple – with the lady wearing a stunning diamond studded necklace, earrings, bangle and ring to make the most important day in her life truly memorable.

The Timond collection of luxury watches for men and women was the perfect complement to the jewellery. The casual and formal garments for the show were specially designed by Ken Ferns.

Telling the time or dressing up in the latest jewellery collections by Timond, with its tantalizing shapes and styles, is a luxury that many will long to experience.

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.