

India International Jewellery Week -18th August

AMRAPALI'S MAGNIFICENT BRIDAL JEWELS DAZZLED ON THE RAMP AT THE INDIA INTERNATIONAL JEWELLERY WEEK.

With a global reach and a client list that boasts of the Who's Who in the world of royalty and celebrities, the Amrapali name is synonymous with finely crafted traditional jewellery. From Beyonce to Angelina Jolie, Hally Berry and Megan Fox and from Presidents of countries and kings and queens of states; the Amrapali name is known in the hautest circles of the world. Blending craft and tradition with large doses of modern chic, the Amrapali collection at the India International Jewellery week was beautiful with a legendary and mystical flavour.

Presenting a stunning bridal collection of traditional jewellery that revealed the rich heritage of India, the show was a vision of glory that transported the audience into an age of Ajanta and Ellora era.

Opening the show was the very talented and sprightly Bollywood star, Konkana Sen Sharma wearing the choicest pieces from the Amrapali bridal collection. A Five row kundan Raani Haar, armlet, bangles, earrings and a gorgeous choker set the mood of the evening for brilliant jewellery that appeared on the catwalk.

White gold, pearls, diamonds, meenakari work and kundan in all their glory were transformed into a mind boggling line of Raani Haars, kadas, cuffs, magnificent Maang Tikkas, towering rings, haath phools,

chokers and pendants. Oversized Kundan collars extended over shoulders, while the antique gold finish gave the ornaments a traditional timeless look.

Carved gold cummerbunds, waist belts, an inverted ruby necklace that snaked down the bodice and giant carved emeralds as centres for earrings and necklaces; caused a sensation on the ramp. A giant floral pendant hanging from large pearl strands showed the versatility of Amrapali's designing skills.

The black sheer saris with tonal shimmering sequins had the characteristic touches of designer Kanwaljit Singh and the team from Istitute Callegari, Milano Mumbai which allowed the amazing bridal jewellery by Amrapali to take centre stage.

For women who favour ornaments that can turn into heirlooms with that exquisite traditional touch then Amrapali's latest bridal collection will create that passion of desire in their hearts.

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.