

India International Jewellery Week -18th August

BINA GOENKA'S LUXURIOUS GRECIAN FANTASY WAS A SPECTACULAR GRAND FINALE OF THE INDIA INTERNATIONAL JEWELLERY WEEK

For those who want super luxury jewellery then the collection by Bina Goenka at the India International Jewellery Week will definitely appeal to their aesthetic tastes. Going for extreme invention, technology, beauty and artistic creativity; Bina Goenka's jewellery was aimed at the high end market. Intricately crafted styles, some unusual concepts were combined with harmonious shapes; and the collection was a line of jewels that mesmerized the audience with the custom-made bespoke touch.

Titled "Tribute to Gaia" the first Greek goddess the show was a visual fantasy of Grecian glamour. Presenting the journey of the diamond from its raw coal stage; the show opened with a giant coal dragged onto the stage by eight sturdy coalminers who drilled away to reveal a tall statuesque bronze beauty who strolled down showering tinsel on the ramp.

Inspired by the symphony of nature the magnificent necklaces, earrings, rings and bracelets were moulded and crafted with rubies, emeralds, tanzanites and sapphires to create trees, branches, flowers, leaves, animals, birds etc. into beautiful jewellery.

Giving gold a colour palette of ochre, olive, green, red and brown Bina's jewellery had a stately and grand image as barefoot models slowly moved down the catwalk.

Clad in black outfits to resemble the dark deep coal mines, the jewellery glittered as diamond and emerald collars with chains of beads, large pendants, draped lacey diamond neckpieces, curls of gold clusters for the neck, shining spheres on gleaming chokers and diamond chains speckled with flowers dazzled the audience. Small dainty clutches were teamed with rows of pearls for the neck and Greek goddess like chokers with emerald dangles were stunning.

The grand show stopper was a masterpiece titled Gaia a diamond necklace that travelled from the neck to the navel and spread over the shoulders in all its fabulous splendour.

As tinsel from the ceiling of the Grand Hyatt Hotel Ballroom rained down on the ramp; Bina emerged to a thunderous standing ovation from the audience.

When it comes to bespoke designing for the fastidious customer, then Bina Goenka can deliver the best jewellery one can imagine.

There could not have been a more spectacular and grand end to Asia's first jewellery show - the India International Jewellery Week - organized by the Gem and Jewellery Export Promotion Council.

About India International Jewellery Week:

Organized by the Gem and Jewellery Export Promotion Council, the IJW 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.