

## **India International Jewellery Week -18<sup>th</sup> August**

### **KRIPLANI AND SONS' EXQUISITE DIAMONDS SPARKLED ON THE RAMP AT THE INDIA INTERNATIONAL JEWELLERY WEEK**

They have carved a niche in the diamond jewellery business so it was but natural that the first show by Kriplani and Sons at the India International Jewellery Week was in tune with international jewellery standards.

With brothers Nirmal and Naresh heading the business the display was an amazing collection of in-house designs which were innovative hand crafted pieces. The ornaments were in contemporary and traditional designs that will appeal to the modern women around the globe.

Opening the show with a gorgeous pear shaped emerald necklace circled with diamonds and pearl drops on the edges; the jewellery sets that followed were fabulous as the gems glittered under the arc lights. Polkis, rubies and a sprinkling of pearls, giant bracelets and flower rings with emerald centres, giant pearls with centre ruby surrounded by uncut diamonds in a gold base necklace were some of the eye catching pieces.

There was grandeur in size and a play with shapes like round and square for the precious gems. An impressive necklace with a gold weave centre was edged with shining spheres. For the more modern creations there were faceted diamonds and rubies that cascaded down the neck; while a full white gold diamond looped necklace was

stunning. Another interesting woven mesh gold neck piece with pearl drops was also impressive for its giant dimensions.

The slinky pre-stitched saris by Kanwaljit Singh with his team from Istitute Callegari Milano Mumbai created the right ambience for the jewellery.

Show stopper Vaishali Desai model and actress of the film “Kal Kisne Dekha” glided down the catwalk in a splendid ruby choker with flowing rivers of diamonds and pear shaped rubies, teamed with matching earrings, bracelet and rings.

Here was an international line of jewellery from Kriplani and Sons which will make a lasting impression on the 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.**