

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

### **LAKSH PAHUJA CAUSED A SENSATION WITH HIS ASTONISHING COLLECTION WITH A SOCIAL MESSAGE AT THE INDIA INTERNATIONAL JEWELLERY WEEK**

Laksh Pahuja has always believed in creating exciting astonishing jewellery and his collection at the India International Jewellery Week had his characteristic stamp of designs that baffled the minds and eyes of the audience.

Each creation was termed as a magnum opus by the designer and Laksh Pahuja stuck to his motto to craft unique amazing jewellery pieces which just have to be “one of a kind” and will always make a stunning fashion statement.

The show called “Floral Fragrant Adornment” opened with a line of elegant earrings in gold and diamonds with shapes varying from floral, fan, spear to spider. Laksh built the momentum of the show with a few sets in intricate moulded shimmering gold for collars having interesting pendants and then unleashed his “talk of the town” collection pieces which left the audience spell bound.

In strutted a bare chest male model in black pyjamas with an arresting necklace of gold medallions with the nine painted faces of Ravaan and one blank one at the back. Next, appeared a huge dragon butterfly necklace complete with colourful wings and a giant cubic zirconia diamond dangling at the end.

**Laksh showed his two pieces that are in the finals for the Solitaire Award 2010 – the Gandhi’s Vision Necklace with glass lens and the minarets armlet.**

**The painted hands on a firm moulded round necklace had a distinct African feel; while the twirling white gold and pearl vines on the calf of the model and the gold mojris were totally “out of the box” design directions. The two pieces that literally stopped the show were the live fish in the necklace and the giant pink dolphins from River Amazon leaping in the water perched on the shoulder of the model as a brooch, which gave a social message to save them.**

**For women who want something outstanding to wear that could turn into continuous conversation pieces with the signature style of Laksh Pahuja; then his collection which makes the wearer look, feel and smell good at the India International Jewellery Week will have a rush of loyal 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**

**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.**