

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

### MANUBHAI ZAVERI'S EXOTIC BRIDAL JEWELLERY COLLECTION WAS A FESTIVE DISPLAY OF ANTIQUE BEAUTY AT THE INDIA INTERNATIONAL JEWELLERY WEEK

When it comes to bridal and wedding jewellery one of the names at the top of the list belongs to Manubhai Zaveri designers of ornaments that are a favourite with women who take the saat pheras.

The collection featured at the India International Jewellery Week had the brand's premium class Royal Jadtar jewellery using polki and enamel work with antique and kundan work. The designs which were exotic and dramatic will make any bride the centre of attraction.

Models dressed in the rustic creations by Priyanka Karunakaran had earthy tones for ghagras, cholis and dupattas which made the traditional beauty of the jewellery come alive on the ramp.

Kundan and pearls were highlighted by rubies and emeralds while gold crafted kada bangles, flat broad gold kundan necklaces and delicate multi chain waist belts revealed the beauty of the heritage of Gujarat's jewellery. Intricate antique pendants with shimmering chains and enamel work, a stunning turquoise studded necklace with long pendant and the popular narrow and broad coin necklaces with gold tassels reflected the charm and grace of ornaments from that area.

**Multi chains caught at the centre, rectangle pendants embellished with rubies and diamonds, clusters of thin gold streamers were fragile in their elegance.**

**Sagarika Ghatge, the popular star of Chake de India, was an elegant show stopper, wearing double long bejeweled antique Haars, jhumka earrings, bangles and rings.**

**For total bridal glamour of the earthy antique kind it has to be jewellery by Manubhai Zaveri for the most important day in a girl's life.**

### **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.