

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

### **SURANA GEMS ADDED BRIDAL GLITZ AND GLAMOUR ON THE RAMP AT THE INDIA INTERNATIONAL JEWELLERY WEEK**

**With a century of experience backing Surana Gems, the company's show at the India International Jewellery Week displayed a high degree of perfection. Knowing the ultimate secrets of making diamond jewellery, the collection was a glittering line of necklaces, earrings and rings all created in varying diamond shapes and finished with skilled craftsmanship. Diamonds were treated with tender care and the designs had that certain innovative touch to create modern jewellery.**

**Aimed at the bridal wear market, the show featured an array of glittering diamond Raani Haars with chandelier earrings, which were inspired by the traditional design but given that contemporary touch. Dome shaped rings, a bracelet/ring combo, a heart shaped choker resplendent with diamonds, and a giant ruby pendant and an elegant nose ring were great bridal jewellery offerings.**

**A stunning "U" shaped moulded necklace and a diamond heritage pendant with wide mesh gold chain added to the list of glamorous creations. Sweeping down to an inverted triangle pendant was a necklace and the kada bracelet, the tiny multi barrel diamond bracelet, dangling rubies on a gold and diamond chandelier earring pair were all a bride's delight.**

Show stopper Nikita Nigam popular play back singer from the South and sister of the voice of Bollywood, Sonu Nigam; confidently took the walk down the ramp in a superb choker with ruby drops and giant pendant, fabulous earrings, ring and bracelet.

The startling creations of black and white salwars with sheer swirling tunics by designer Kanwaljit Singh assisted by the team from Istitute Callegari Milano Mumbai, were perfect for the gleaming ornaments.

From traditional to New Age designing, Surana Gems made a great offering of glittering diamond jewellery for the brides of tomorrow at the India International Jewellery Week.

#### **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.

