

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

### TANISHQ PRESENTED A KALEIDOSCOPE OF DESIGNS FROM THE ZOYA COLLECTION AT THE INDIA INTERNATIONAL JEWELLERY WEEK

Whether it's gold, diamonds or platinum, Tanishq the globally renowned brand has a variety of dazzling pieces to offer. The brand is known for jewels that have an interesting line of techniques like enameling, filigree work, granulation, repousse, kundan which were skillfully presented at a glamorous show during the India International Jewellery Week. From their Zoya collection, Tanishq unveiled a line that revolved around luxury, timeless beauty and great craftsmanship.

The show divided into three parts - Espana, Paris and Rajasthan featured the grandeur of these places in the designs.

The Espana line had the flamboyant vitality of the Spanish life with live music by a violinist who played the strains of the famous Bolero melody on the stage. It was carnival time with diamonds in shades of white, champagne and colours provided by rubies and sapphires. Gorgeous emerald pendant circled with diamonds on a matching chain was teamed with double hoop earrings. Floral bracelets, rows of pear shaped rubies twinkled with diamonds, and delicate lacey diamond neck wear and gypsy earrings gave the feel of the inspiration.

The Paris segment had the style and glamour of the city with diamonds, emerald and pearls being the centre of attraction. Star shaped pendant with emerald centre, chandelier earrings, and a star burst pendant on a pearl strand added to the glamour of the theme.

To set the mood of the Rajasthan inspiration, the desert state colours appeared in the form of kundan polki, enamel and pearls. Here a mix of the ethnic with the western touches gave the jewellery a new dimension. The finale piece created by the Zoya design team had that fusion touch with brilliant rose cut diamonds, rubies and filigree work that gave it that edgy touch.

Shades of beige were used by designer Sonia Vajifdar when creating the corset gowns with layered skirts that reminded one of the beautiful days long gone by.

From stylish pieces that can be teamed with ethnic or western apparel, to heavy formal jewellery for the festive and bridal occasions, the collections were a kaleidoscope of elegance and beauty.

Making the right jewellery choice will be easy for any buyer with the Zoya collection by Tanishq offering a versatile and varied look.

### **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.**