

India International Jewellery Week -19th August

THE BEST OF THE BEST

Grand Hyatt, Mumbai

P C JEWELLER PRESENTED A FABULOUS COLLECTION AND THE BEST OF BEST SHOW FROM 30 DESIGNERS AT THE FINAL GRAND FINALE AT THE INDIA INTERNATIONAL JEWELLERY WEEK.

There could not have been a bigger and more glamorous show to finally end Asia's first jewellery expo. The Best of Best shows presented by P C Jeweller were two in number to accommodate the hundreds of invitees who were longing to see the gorgeous jewellery from the top Indian designers in the country.

A GIANT ICE CAVE

The Grand Ballroom of the Grand Hyatt Hotel was transformed into a giant ice cave with shimmering white thermacol icicles which hung from the ceiling also rose from the edges of the ramp. Pristine white cotton wool covered the ramp and a carved white pedestal lay on head ram. A giant white Tree of Life was the stage backdrop; while white pillars and ice formations on the sides of the stage set the mood of the show at the India International Jewellery Week.

THE P C JEWELLER COLLECTION

The first part of the show opened with the magnificent collection by P C Jeweller who presented a magnum opus for the final Grand Finale.

As the UV lights on either side of the ramp lit the set, Bollywood's new glamour girl, gorgeous Giselle Monteiro glided down the catwalk in an ice blue gown by designer Archana Kochhar who had created all the show ensembles. Wearing a stunning diamond and emerald choker with an inverted triangle, Giselle was followed by elegant models wearing the P C Jeweller line of long asymmetric pendants, eye-catching tear drop centres on diamond bands.

Necklaces with multi strands and gems spread over shoulders, while firm kundan chokers ended with twinkling pendants. Magnificent polkis, intricately crafted neck pieces with solitary sphere gems hanging in the centre, strands of diamond chains and sun flower shaped large centres moulded vertically on a diamond chain and Raani Haars with antique finish were the varieties on the ramp. The show stopper was the very sensuous Mugda Godse in a diya shaped motif diamond necklace and earrings wearing a white satin draped gown from the An Ode to the Ice Diva collection by Archana Kochhar. The designer's lavish embroidered saris, elaborate gowns and sexy lehengas were the perfect balance for the jewellery.

LAUNCH OF ADORN

Mr Vasant Mehta, Chairman, Gem and Jewellery Export Promotion Council took the opportunity to thank everyone who had made the India International Jewellery Week a resounding success and the most exciting part of the evening was the launch of "Adorn" India's first luxury jewellery magazine by Spenta Multimedia which also publishes the Solitaire magazine for the Gem and Jewellery Export Promotion Council. SWAROVSKI ELEMENTS – one of the partners of the India

International Jewellery Week revealed a stunning head gear from France by Les Gens du Sud and the Dorado neckpiece by Otazu.

THE BEST OF THE BEST SHOW

One creation which was the crème de la crème of the participating brands and designers was selected to enthrall the audience in alphabetical order at The Best of the Best show that followed

AMRAPALI - a stunning Minakari kundan necklace studded with emeralds with kadas, cummerbund and long earrings

BIRDHICHAND GHANSHYAMDAS – emerald and ruby double pendant on a kundan collar with a paisley touch

C K C – a lacey diamond collar with rubies and teamed with an umbrella shaped ring

CVM – big antique gold collar dotted with oversized pink precious gems

DWARKADAS CHANDUMAL – sweeping wide lacey collar in diamonds with Christmas tree shaped earrings

EEKANI – pearl and diamond lantern earrings with emerald drops

FARAH KHAN ALI – giant rubies and South Sea pearls in alternate chains

GANJAM – multi row necklace in white/yellow gold highlights with seven carats yellow diamonds in fancy shapes

GITANJALI – a ruby and diamond multi ringed circular pendant on a diamond chain

GITANJALI DEBUT – two strands of South Sea pearls choker and emerald drops necklace combo with a shorter kundan version

GOLECHA – kundan collar which stretched from shoulder to shoulder teamed with a choker.

INTERGEM EXPORTS – burst of floral design pendant in green coloured diamonds on a slender chain.

KASHI JEWELLERS - a mix of kundan, enamel and pearls for a luxurious wide necklace

KRIPLANI AND SONS – high collar kundan necklace with emeralds and pearl drops

KUNDAN MEENA – Maang Tikka, armlet, choker, bangles, key chain teamed with a polki necklace

LAKSH PAHUJA – the dolphins from the “Amazon River leaping from the water” brooch on one shoulder

LAXMI JEWELLERS – giant rectangle kundan multi coloured gem pendant on a pearl strand

MANUBHAI ZAVERI - rustic Gujarat inspired bridal jewellery with Haar and choker.

MIRARI AND CO – ornate diamond choker with strands of diamonds draped over one shoulder.

NATIONAL SCHOOL OF DESIGN – large funnel shaped wired 3D motifs on a huge necklace.

RHEA NASTA – long strands of diamonds gliding down the centre of a delicate necklace

ROSILY PAUL – diagonal asymmetric thin curved strands for a necklace

SANGAM CHAINS – antique gold red tasselled armour necklace with gems and matching tasselled earrings

SAWANSUKHA JEWELLERS – rolled antique gold necklace with diamond pendant tucked in the centre and a dramatic back ending

SURANA GEMS – rose motif, nose ring and dome shaped ring, armlet and a ‘U’ shaped moulded diamond necklace

TIMOND – tiny floral diamonds on a thin multi chain necklace

VARUNA D JANI - wide emerald and diamond necklace with three pronged pendants and matching earrings

ZOYA BY TANISHQ – broad pear shaped diamond earrings with a matching circular necklace and cuff

For the finale of the Best of the Best show it was Ayesha Takia Azmi the pretty Bollywood star with the cheerful smile who walked the ramp in a deep pink lehanga and choli ensemble by Archana Kochhar and a P C Jeweller diamond and ruby broad necklace which ended in an inverted triangle.

The highlight of the second show was a live performance by Raghav Sachar singing his favourite song Vande Mataram and Sonakshi Sinha debut star of the film Dabangg who ended the second show in a fantastic P C Jeweller diamond and ruby set and a regal pink lehanga and corset choli ensemble specially designed by Archana Kochhar.

The Best of the Best show presented by P C Jeweller was the perfect end to Asia’s first expo - the India International Jewellery Week,

which will be remembered for a long time by lovers of beautiful jewellery and craftsmanship, who are already looking forward to the event in 2011

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 IJW 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.

LLUSTRIOUS PARTNERS OF IJW:

The IJW 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; the IJW is partnered by Bombay Times. The Trend Partner is 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, NID, Eekani, Kundan Meena, Sangam Chains, Dwarkadas Chandumal Jewellers, Intergem Exports, Kashi Jewellers, 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