

GJEPC closes the 2nd edition of India International Jewellery Week *A capsule of the 5 day grandeur*

Mumbai, August 10, 2011: The India International Jewellery (IJW) Week, organized by the Gem and Jewellery Promotion Council (GJEPC) was inaugurated in the presence of Shri Subodh Kant Sahai, Hon'ble Minister of Tourism, Govt. Of India along and IJW Brand Ambassador, Sonam Kapoor at the Grand Hyatt, Mumbai on 31st July 2011. Asia's first Jewellery Week aimed at re-enforcing India's position as the Global leader in Jewellery Design concluded on a high note.

The anticipation was palpable and the excitement for everyone to see. The grandeur of glitter was evident. What started as a star studded event with Bipasha Basu, Soha Ali Khan among others sashaying the ramp with the choicest pearls, diamonds, rubies, ended with everyone being overjoyed with India's talent to produce & design breath taking jewellery. The 5 day extravaganza ended with Bollywood divas, Lara Dutta & Sonam Kapoor taking centre stage and culminating this novel event. When Brand Ambassador of IJW 2011, Sonam Kapoor descended wearing '*The Queen of the Night*' creation by Shaun Leane for Boucheron, the term Grand Finale was redefined.

While the best design houses of India participated this year, GJEPC made space for budding designers as well. A feather in the Council's hat would be the presence of international representatives from Cartier, Harry Winston & Boucheron. This goes to prove that GJEPC's effort to gain global recognition through this event is making headway.

Kangana Ranaut, Hema Malin, Zeenat Aman, Sonal Chauhan, Shraddha Kapoor, Malaika Arora were among many B-Town celebs who walked the ramp supporting various jewellery houses. This goes to show that jewellery will always be a women's treasure. In the background of a stage that resembled a shimmering treasure chest with Swarovski crystal's dazzling brilliance, IJW dimmed the lights among uproar of claps and praise as the 2nd edition of Asia's jewellery show concluded on a high note leaving everyone eagerly awaiting the 3rd edition...

Annexure

A quick glimpse of all the shows at IJW 2011

Amrapali: The name Amrapali spells beauty and grandeur in the jewellery world and the vision of Rajesh Ajmera and Rajiv Arora has turned the brand into a global trend setter coveted by Hollywood and Bollywood beauties. Presenting traditional yet unconventional jewellery at the India International Jewellery Week 2011, Amrapali had a line of the most gorgeous hand crafted pieces which have been owned by international celebs from around the world. **Kangana Ranaut** was the show stopper for Amrapali.

C Krishniah Chetty and Sons: A dazzling memorable dual collections at the india international jewellery week 2011. From catering to the Maharajas and the British Rulers, the 140 year old C Krishniah Chetty and Sons Company, displayed an absolutely memorable collections at the India International Jewellery Week 2011. Tradition came to life on the ramp through the designs of C Krishniah Chetty and Sons.

Eekani Jewels: Eekani Jewels is the brainchild of the very talented Khyati Dani and Tarun Jethanandani who displayed a line of the most exotic jewellery at the India International Jewellery Week 2011. Khyati's creative talents and her love for diamonds and jewellery came alive on the catwalk as models glided down in the elegant customised and very affordable diamonds, pearls and coloured stones pieces. The designs had a marked Indo-western touch with Khyati's inspirations ranging from nature to geometric patterns and the traditional Raangoli designs

Gehna jewellers: Gehna Jewellers known as the sparkling mount in the crown presented a breathtaking range at the India international jewellery week 2011. Gehna jewellers known as the sparkling mount in the crown presented a breathtaking range at the India international jewellery week 2011. Bringing together a mix of traditional motifs with contemporary designs, the collection had a variety of ornaments for all occasions. **Angela Johnson** stunned the crowd as an Christian bride and ended Gehna's show.

Gitanjali: Stars and celebs descended on the ramp at the India international jewellery week 2011 for a sensational opening show by jewel souk presenting Gitanjali Beti featuring collections by Queenie for Giantti, Nizam and Envi. This show was a starry affair with **Bipasha Basu, Soha Ali Khan, Rageshwari** among other 20 celebs sashayed along the ramp.

Monica Kapur: Award winning designer showed her fabulous "**Aum Monica Kapur**" label collection at the India international jewellery week 2011. Her label featured ornaments that were not only elegantly sophisticated but trendy with classic designs and styles. Coloured stones, diamonds and pearls with gold were crafted into delicate floral and leafy designs. Lacy earrings and fragile necklaces, the C shaped slender chain that snaked around the neck, the bauble shaped neckpieces, and rubies highlighted earrings. At times twisted floral necklaces seductively curled around which Monica had innovatively designed for the 21st century dresser. Monica invites **Manish Goyal** to walk the ramp for her.

Sangam Chains: Sangam Chains showed an amazing diverse jewellery and gold garments collection at the India international jewellery week 2011. Presenting the show in three segments, Sangam

Chains revealed their versatility with jewellery as well as garments which they are experts at. **Geeta Basra** looked stunning with Sangam Chains as the show stopper.

Tanishq: The globally renowned brand closed the first day at the India international jewellery week 2011 with a glamorous royal line of glittering jewellery. The collection called Jewels of Falaknuma was inspired by the Nizams of the past. The jewellery's beauty was heightened with rose cut diamonds, Burmese rubies, emeralds, and Basra pearls. Using motifs like the crescent moon and the lotus the affluence of the royal families came alive in the jewellery in a more fusion style.

CVM Exports: CVM Exports showcased a dramatic triple line of jewellery at the India international jewellery week 2011. Presenting a beautiful line of pieces at the India International Jewellery Week 2011, CVM Exports had real rose cut and uncut flat diamonds, precious and semi-precious stones in 22 K gold, along with diamond studded gold beads, and coloured stone studded gold beads. Riding on the Singham fame, **Kajal Agarwal** closed the show for CVM exports.

Golecha's Jewels: Golecha's Jewels presented the beautiful creative collection of Vijay and Sandeep Golecha at the India international jewellery week 2011. Presenting a line of gorgeous jewellery, Vijay and Sandeep used the diamonds and precious metals in all their glittering glory to create historic timeless pieces that were often featured in films like *Umrao Jaan* and for many Bollywood weddings.

Johara Jewels by Divya K Ahuja created a Parisian Fantasy with jewellery at the India International Jewellery Week 2011. Calling her collection "Parisian Couture" Divya recreated the glamour of a sophisticated night in Paris with her ultra sensuous and gorgeous jewellery. With diamonds as the basis of her collection, Divya splashed the designs with the most amazing giant pearls, rubies and emeralds. The beautiful **Zarine Khan** walked wearing jewellery designed by Divya Ahuja.

Kays Jewels Pvt Ltd: The beautiful Bollywood star Kalki Kochelin rocked on the ramp during the Kays Jewels Pvt Ltd stunning bridal and heritage presentation at the India International Jewellery Week 2011. Winners of several export and quality awards, Kays Jewels Pvt. Ltd proved its excellence with the gorgeous ornaments on the ramp. The combination of the traditional with the modern saw the emergence of a contemporary Rani Haar, while inspirations from the Maharaja of Patiala choker sets from the Cartier collections gave a new look to the beauty of the necklaces as rubies, emeralds, diamonds and Kundan came together for glittering pieces. The effervescent **Kalki Koechlin** danced to the tunes of 'Senorita' and closed the show by Kay Jewels

Rosily Paul: Rosily Paul opened day two of the India International Jewellery Week 2011 with a stunning creative presentation Titled "Reflection of Colours" Rosily showed a variety of necklaces starting with the lovely line of satin ribbons and interesting starburst, paisley, and jali circular pendants with gold diamonds and precious stones.

Scintillating Jewellery: Scintillating Jewellery and showstopper dream girl Hema Malini caused a sensation at the India International Jewellery Week 2011. The brand's gorgeous collection at the India International Jewellery Week 2011 was a stunning line of varied ornaments that ranged from bridal sets, necklaces, pendants, earrings, and rings to bracelets and special items like Gajra Hath phool. Dream Girl **Hema Malini** graced the ramp with her poised & elegant presence for Scintillating Jewellery.

The International Gemological Institute: They presented the fabulous creations of four talented designers at the India International Jewellery Week 2011. The beautiful creative collections comprising four pieces each by four designers presented at the India International Jewellery Week 2011 proved that the training given by the IGI was not only creative but had a solid foundation. These were by Himali Dholakiya, Hetal Baxi, Nidhi Chaudhary & Natasha Chandiramani.

Agni Cz gold jewels gave an innovative design direction in association with Swarovski at the India International Jewellery Week 2011. The collection in gold and diamonds featured a line of jewellery which will appeal to the modern woman. From morning to night and through her busy days at work there was something that the women of today can pick from Agni CZ. From pretty discreet elegant earrings and rings to the lovely formal chains with sparkling pendants in geometric and paisley designs the matching bangles, rings, cummerbunds and earrings were ideal for all occasions. Brand Ambassador, **Amrita Arora** walked the ramp for Agni Cz.

Dipti Amisha's: Her glamorous bridal collection left a breathtaking impact on the catwalk at the India International Jewellery Week 2011. Dipti Amisha's glamorous bridal collection left a breathtaking impact on the catwalk at the show. Called "A Treasure with Measure" the collection glittered with exquisite designs and brilliant intricate detailing. A melange of gold beads, rubies, emeralds, and diamonds came together in perfect harmony for the mix of ethnic and modern pieces. The highlights of the show were the burnished gold bead lined diamond pendants, cuffs with floral design, the sphere shaped multi circular pendant and the Indian hoops teamed with circular necklace. Young actor from *Balika Vadhu*, **Smita Bansal** closed the show for Dipti Amisha's designs.

Dwarkadas Chandumal: The jewellers displayed their latest eye-catching bridal collection for the coming season at the India International Jewellery Week 2011. Designed for the bride who wants something that will make her the cynosure of all eyes, the collection of earrings which opened the show were in shapes that ranged from rectangle, swinging trellis versions, giant lacy paisleys to pear shaped beauties, looped hoops and giant tear drops with gorgeous ruby insets. **Zarine Khan** entered IJW the 2nd time for the show by these jewellers.

Gemological Institute of America India presented the fabulous collections of four talented graduates at the India International Jewellery Week 2011. The four collections had their individual creative touches that thrilled the audience and delighted the buyers. My Muskaanb Parikh, Niyati Mehta, Jaya Bhandari, Nehal Shah, Meenal Patodia, Pooja Patel, Shipra Todi, Sana Qureshi and Riddhika Jesrani. GIA showcased their designers over 2 days.

Jewels Emporium created magic on the ramp with the peacock collection at the India International Jewellery Week 2011. Presenting the peacock inspiration in five collections called Lotus, Floral, Heirloom, Contemporary and Music to My Ears, the colours of the majestic peacock's feathers like blue, orange, green and gold appeared to highlight the ornaments.

Manubhai Gems: The jewellers presented **Utsavi** - a dramatic festive bridal jewellery line at the India International Jewellery Week 2011. Utsavi or Dream Girl was the glamorous name of the festive bridal collection of jewellery presented by Manubhai Gems at the India International Jewellery Week 2011. Steeped in beauty and covered in a creative aura of design, the Utsavi range had the intricate detailing and richness of diamonds and pearls all studded onto gold.

Sawansukha Jewellers: Inspired by the Navratnas the collection called “Celestial Divas” was aimed at the bride of the 21st century. Magnificent collars with moulded triangular diamond pieces, the heart shaped emerald pendants, the asymmetric swirl of onyx edging an uncut diamond collar, diamonds flowing into rows of gold circular spirals and the chandelier earrings with pearl drops will be jewellery which brides will long for. Bollywood beauty **Mahima Choudhary** & yesteryears favourite **Zeenat Aman** were the show stoppers for Sawansukha Jewellers

YS 18: Intergem presented the YS 18 line titled “The Royal Collection” at the India International Jewellery Week 2011 in 18K white, yellow and rose coloured gold. Created in 1984 by designer and artist, Yogendra Sethi the YS 18 line of jewellery has always been known for its creative use of brilliant white, natural fancy coloured diamonds and exotic precious gemstones which has ornate floral motifs studded with rose cut diamonds, old mine cuts and diamond briolette. The *Janat* actress **Sonal Chauhan** looked stunning in YS18 creations.

ADORN: The Finale of the India International Jewellery Week 2011, was the cutting edge show by four award winning designers presented by Adorn the high-end jewellery magazine published by Spenta Multimedia. Targeted at consumers of jewellery and luxury jewelled accessories, the first of its kind in the country the magazine was launched last year at India International Jewellery Week. Designers who showcased at with Adorn were Laksh Pahuja, Anand Shah, Ahalya S, Pallavi Foley. . The event also paid tribute to the late ace designer, Kazuo Ogawa who passed away on May 1 2011. Pallavi Foley got **Perizad Zorabian** to walk the ramp while Anand Shah made **Mahima Choudhary** walk the ramp for him.

ALPANA GUJRAL: Presenting a creative blend of the traditional designs with contemporary touches, the collection by Alpana Gujral was a riot of colours on the ramp at the India International Jewellery Week 2011. Bringing the beauty of Rajasthan jewellery with the colourful minakari work, Alpana combined it with gems, precious metals and enamel pigments. The graceful **Feroze Gujral** walked the ramp for Alpana’s show.

ANMOL JEWELLERS: It was a journey through the glittering world of diamonds and gold when Anmol Jewellers presented their spectacular collection at the India International Jewellery Week 2011. The exquisitely designed pieces reflected the intricate craftsmanship which has been the basis of Anmol Jewellers headed by the dynamic Ishu Datwani. Gorgeous ornaments dazzled under the ramp lights as the models glided down wearing the striking jewellery for bridal wear. The young & hip **Shraddha Kapoor** was chosen to walk the ramp wearing the choicest jewels by Anmol Jewellers.

Birdhichand Ghanshyamdas: The decades old brand from Jaipur. Birdhichand Ghanshyamdas has a reputation for the finest jewellery for all occasions. Presenting the company’s four collections at the India International Jewellery Week 2011, the gold, diamond and enamel jewellery was a versatile offering for all women. The beautiful **Mallaika Arora Khan** walked the ramp for these jewellers

Kashi Jewellers: With state of the art factories in Kanpur and Kolkata the Kashi Jewellers collection at the India International Jewellery Week 2011 had a line-up of pieces that were traditionally striking. From handmade couture and polki diamond jewellery ranging from one carat to hundred carats, the company’s bridal collection on the ramp was a breathtaking line. Diamonds, coloured stones and polki were turned into long necklaces, earrings and bangles. Three award

winning pieces which were outstanding included the Rainbow Peacock armband made from a melange of coloured gem stones. **Isha Kopikkar** walked the ramp representing these UP designers.

Laxmi Jewellery: From delicate jewellery weighing just 50 grams to heavy ornate bridal sets featuring 20 carats kundan and Jadau jewellery along with diamond polki and kundan ornaments, the collection by Laxmi Jewellery at the India International Jewellery Week 2011 was a grand offering of exquisite craftsmanship.

Surana Gems and Jewellery: Presenting a breathtaking collection at the India International Jewellery Week 2011, the expertise of the brilliant craftsmanship of Bengal was visible on the ramp as the exclusive range of bridal jewellery twinkled in all its beauty. The collection presented, reflected the contemporary touches of the brains behind the designs headed by Chandra Kumar Surana and led by Niraj and Rahul Surana. Bollywood starlet, Pooja Misra walked the ramp for Surana Gems.

The Grand Finale: PC Jeweller presented fabulous designs and the best of the best show from designers at the sensational grand finale on day five of the India International Jewellery Week 2011. Two shows were presented to accommodate the thousands of invitees who longed to see the fabulous jewellery from top companies in the country. **Lara Dutta** walked the ramp for PC Jewellers. The Best of the Best Show which followed was a feast for the eyes as diamonds, rubies, pearls, emeralds and gold created magic on the catwalk. After the splendid display of the Best of the Best pieces, the IJW 2011 brand ambassador, the svelte elegant, **Sonam Kapoor** walked the ramp wearing The Queen of the Night creation by Shaun Leane for Boucheron. She was joined by Fabrice Martelli, Area Manager of Middle East at Boucheron.

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