

**AMRAPALI JEWELS PVT. LTD PRESENTED A SENSATIONAL JEWELLERY  
COLLECTION WHICH WAS A FEAST FOR THE EYES AT THE INDIA  
INTERNATIONAL JEWELLERY WEEK 2012.**

With admirers from royalty like the Queen of Bhutan and Maharanis of the Jaipur Royal family, Amrapali's reputation in the jewellery business is renowned. The company's collection at the India International Jewellery Week 2012 was a masterful study into ancient craftsmanship and design for jewellery that women adore.

Showcasing some of the most outstanding pieces, Amrapali's expertise proved that the company has its fingers on the pulse of the tastes of fashion conscious women.

Unveiling the "Panna Collection" in association with Gemfields, it was a show that felt like a treasure cave of jewellery had opened as the models walked down the ramp.

Opening with two trios of models - the first threesome wore a collection of ethnic origami, amber, geometric necklaces and spiked armlets, silver beaded chokers, thick kadas and dangling cummerbands with tassels. The second trio entered with tribal collars, circular plates for cuffs, waist length Raani Haars and dome shaped rings. Particularly amazing were the gold corsets and bustiers worn by the models that presented a very Grecian look to the entries.

The "Panna Collection" was a feast of emeralds in all shapes and sizes with rubies, Polkis and Kundans giving a perfect balance. The three strands of simple Pannas, the exotic nose rings, the magical bajubands, the flowing necklace with Kundan and oval emerald, the waist length strands of the green gems were gorgeous.

The giant pearl chain with a stylish pendant with pearl drops, the cabochon choker and long neckpiece proved how creatively the gems could be brought together to form amazing ornaments of intricate beauty.

Stopping the fantastic show by Amrapali were Bollywood stars Abhay Deol and Nargis Fakhri. The very dashing Abhay wearing a stately black Jodhpur jacket, sported a giant paisley Maharaja brooch cum armlet ornament with a carved large emerald and three Panna chains. The beautiful Nargis dazzled on the ramp in a multi strand Polki and emerald necklace, cuff, bangles and earrings.

The gorgeous drapes created for the models were by top designer Raakesh Agarwal and Abhay Deol's outfit was by Aza Men. Footwear for the showstoppers was by Steve Madden and for the models, by Tresmode.

The Zambian emeralds, diamonds, rubies, silver and gold precious metals were used so ingeniously that the collection was a magnificent offering for connoisseurs of exquisite jewels.

When it comes to intricate traditional jewellery, Amrapali's "Panna Collection" was a sensational line that will surely turn into heirlooms over the years.

### **About GJEPC:**

The Gems & Jewellery Export Promotion Council is an all - India apex body representing 5,300 members. Started in 1966, it operates under the surveillance of the Ministry of Commerce & Industry, Government of India. More information log onto [www.gjepc.org](http://www.gjepc.org)

### **About the SPONSORS:**

This show is presented in association with PC Jewellers and International Gemological Institute. Liquor partners for IIJW are Signature and beverages are sponsored by Kingfisher. Jashn is the ethnic wear sponsor for the event, Logistics arranged by Lemuir group, broadcasts partnered by Star Plus and Radio Partners for the event are Red FM 93.5 FM.