

## **EKANI JEWELS' DIAMOND ODYSSEY WAS A DRAMATIC DISPLAY AT INDIA INTERNATIONAL JEWELLERY WEEK 2012**

With a vision to adorn the beauty of a woman with diamonds, pearls and precious stones, Eekani Jewels, started in 2005 is known for its craftsmanship. At the India International Jewellery Week 2012, Eekani Jewels presented the “Diamond Odyssey”, which was an ode to this precious stone for the third year in succession.

The collection had the most amazing line of contemporary classic creations in diamonds, in uncut stones and Kundan. The chokers were like heirlooms while the imposing faceted rings were gorgeous. Presenting the look of the diamonds from yesteryear to more contemporary times, Eekani Jewels showed a cross section of pieces.

Opening the show with gorgeous jewellery that was ideal for formal wear, Eekani Jewels had Kundan interspersed with strands of gold beads, diamond chandelier pendants were edged with ruby droplets. Gold traditional pendants were crafted at the end of thick necklaces. Glittering chains of diamonds had pear shaped drops, earrings, rings and bracelets were intricate in their design and finish.

For the cocktail section the look was even more dramatic with diamond collars teamed with pear shaped centres, radiant rubies were placed tantalizingly at the corners of gleaming chains and South Sea pearls swayed for oval dangles. Centred emeralds were given pride of place in twinkling pendants and thick ear hoops with round centred pearls swung gracefully down the ramp. The 3D gold pendant, the fan shaped earrings with rubies and emeralds, the high collar in gold, the twisted pearl strands with a shimmering centre interest, the three strands of diamonds with an imposing round pendant with eye catching ruby, the

bed of diamonds with a gold inset and emerald centre made the audience gasp with wonder.

Adding drama to the jewellery were the lovely gowns and cocktail dresses by Swapnil Shinde in shades of grey, teal, black and white in sheer sexy chiffon.

For that dazzling “Diamond Odyssey”, women will love the Eekani Jewels Collection.

### **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.