

**THE CENTURY OLD GANJAM BRAND CREATED MAGIC ON THE RAMP
AT THE END OF DAY ONE DURING INDIA INTERNATIONAL JEWELLERY
WEEK 2012**

August 19th, 2012, National: Started in 1889 by Ganjam Nagappa, the Ganjam brand has been a leader in jewellery design for centuries. Associated with royalty in India, UK and Japan, jewellery by Ganjam presented at the India International Jewellery Week 2012 was undoubtedly fit for the gods. With the finest designers in the world and great craftsmanship, the pieces were a joy to behold. The collection was a series of exquisite pieces that dazzled under the ramp lights.

With the creations of top Indian designer Wendell Rodricks providing the base for the jewellery with his fluid flowing ensembles, the show was sectioned into three colour stories – black, white and ivory.

Opening the show was super model Rachel Bayros wearing a gleaming tiara, a graceful globe ring and a curved necklace with a rear pendant. The three pronged pendants hanging from three strands of pearls with three emeralds in the centre was a necklace of great beauty.

The turquoise set in yellow gold with florets, the multi prong necklace tipped with coloured stones; the pear shaped pendant edged in rubies with the same central gem ended the black section.

Into the white group came the large pendant with coloured stones with a magnificent centre surrounded with diamonds. The four linear strands for the earrings were matched to the necklace perfectly; while the truly delicate slim choker with a diamond centre had a fragile design.

Curls for necklaces with asymmetric gems and starburst ring, the wiry geometric cuff studded with precious metal beads and the scalloped diamond necklace were awe inspiring.

The ivory section ended the show as pearl strands with delicate emeralds showed the former in a scintillating manner. While the two ruby and emerald ornate pendants strung on velvet ribbons highlighted the ornaments, pearl chains were interspersed with gems ended in tiny pendants. Cascading and circular pearls with rubies and emeralds motifs completed the final section.

For the show stopper it was the handsome male model, Sahil Shroff in a stately sherwani, dhoti pants and kurta. He wore a necklace with four strands of pearls, rubies and emeralds, a regal turban pin and delicate pearl-diamond buttons which gave him a royal entry.

For timeless jewellery that will turn into heirlooms, the century's old house of Ganjam has been a trusted name through the ages.

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

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.