

INTRICATE CRAFTSMANSHIP AND STYLE CAME ALIVE ON THE RAMP FROM ANMOL JEWELLERS AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2012

Using his imagination and creativity, Ishu Datwani of Anmol Jewellers presented superb creations at the India International Jewellery Week 2012.

For the past 26 years, the Anmol brand has been the favourite of celebrities and Bollywood stars with its dazzling designs in precious stones and metal. The show was the cynosure of all eyes as the extravagant creations sparkled on the beautiful models.

Two golden lotuses bloomed on either side of the stage as TV and Bollywood star, Tisca Chopra welcomed the audience to a show that was destined to be a great event.

Opening the show were seven handsome male models in black sherwanis and bundgala jackets wearing an assortment of jewellery. The collection ranged from gold and pearl strands, emerald chains with ruby drops, pendants that swung at the end of rows of pearls, some impressive brooches and magnificent giant ruby necklaces.

The clothes for the show created by ace Bollywood designer, Manish Malhotra were the perfect accompaniment to the jewellery, as the models glided down the ramp in regal lehengas and sheer angarkhas.

Causing a stir on the catwalk was the large ruby flower basking in the middle of pearls and gold choker. Giant Basra pearl drops appeared for necklaces, while the huge tiered square pendant with carved emeralds edged in diamonds, was a masterpiece of design and craft.

Petalled flowers in a bed of diamonds for the neck were superbly finished; while pearls and Polkis played an ornate melody with a solitary ruby and emerald.

Pushing the design limits, Anmol had moulded diamond collars - some with starbursts of pearls, while the seven strands of diamonds for the neck, and the choker-cum-collar of giant pearls, rubies and emeralds added drama to the presentation.

Moving away from the beaten path, Anmol brought in the fashion editors of various foreign magazines to walk the ramp. Ekta Rajani - Grazia, Antra Motiwala - GQ, Karena Laungani - Vogue India, Ami Patel - L'Official, Malini Agarwal - missmalini.com and Karuna Laungani – Elle; showed beautiful Kundan, Polkis, rubies, pearls and diamonds in intricate design variations.

Kristina Akheeva, super model from Russia an upcoming Bollywood star, was the showstopper who enchanted the audience with her beauty as she modelled the scintillating ruby floral pendant attached to multi tubular emeralds chain, as well as three strands of dazzling diamonds. A giant emerald ring edged with diamonds completed the look by Anmol Jewellers.

For fabulous jewellery that can be termed as fine art, the Anmol Jewellers collection by Ishu Datwani is what dreams are truly made of.

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.