

DESIGNING SISTERS DIPTI-AMISHA'S LINE OF EXQUISITE JEWELLERY
MADE A GLAMOROUS IMPACT AT THE INDIA INTERNATIONAL
JEWELLERY WEEK 2012

Presenting their collection called “Treasure beyond Measure”, at the Indian International Jewellery Week 2012; sisters Dipti-Amisha were inspired by the romance of the Victorian era, ethnic India and contemporary styles.

Using emeralds, topaz, opals, rubies and pearls, the pair combined the precious stones to present a vibrant line. Adding on yellow and white gold as well as sparkling diamonds, the designing duo's handmade creations were aimed at the blue blooded buyer.

The backdrop of four multi lamp stands on the stage and visuals of temples was the setting as the show opened with rugged male model, Asif Azim in a dhoti pant displaying a giant tiered Polki and emerald studded temple necklace glittering on his bare chest.

The collection that followed was a vision of beauty as ornate temple jewellery floated onto the ramp. The large U shaped pendants with raised medallions, the graduating rows of gold beads with an intricate circle, and the glittering yellow beads imbedded in the precious metal were pure traditional offerings. Emeralds formed circles, while the rows of tourmalines with a pear shaped encrusted pendant and a collar with a flowing curved centre made a definite ethnic statement.

At times yellow and white diamond strands were entwined to form an unconventional neckpiece and at other times, three loops of diamonds with an overall matching centre caused a sensation. The pink opals with floral centres, the diamond florets with three strands of tiny gold beads at the end and the lacey diamond necklace with a spray of flowers had

a great contemporary feel. Raani Haars with imposing centres and a mix of giant and tiny pendants caused a stir amongst the audience. Another great entry was rows of gold, emeralds and pearl strands with a magnificent pendant intricately embellished with diamonds.

Showstopper, Sonal Chauhan was a vision of beauty as she floated down the ramp in a green velvet choli, asymmetric gathered skirt and churidars. She was wearing the most amazing neck ornaments that included a Raani Haar with assorted necklaces, while bracelet, ring, and gold beaded long earrings completed the set.

The uniform lineup of beige and khaki lehengas and cholis designed by Dipti and Amisha were the perfect ensembles for the collection.

Dipti-Amisha's collection will make many women long to wear them for the most important day in their lives – their wedding day.

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.