

THE JAIPUR JEWELLERY SHOW WAS A DAZZLING EVENT AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2012

The Jaipur Jewellery Show was a dazzling event at the India International Jewellery Week 2012. Presenting the creations of nine prominent Jewellers of India, the show was a magnificent display of jewellery from that region. Prime sponsors of the Diamond Jewellery promotion, M/s Rio Tinto backed the creations of Abaran Jewellers, Birdhichand Ghanshyamdas Jewellers, Ghatiwala Jewellers, Jaipur Jewels, Kalajee Jewellery, KGK Entice (India) Pvt Ltd., PC Totuka and Sons, Pride Jewels and Rawat Jewels. Gems and precious metals gleamed under the arc lights as the models glided down wearing 15 stunning sets.

The JJ Show first started in 2003 in Jaipur and will have its 10th edition in December 2012 in Jaipur. Presenting diamond jewellery with coloured gemstones, each piece was a work of creative craftsmanship and design.

Opening the show was the gold Polki paisley-cum-collar that was imposing in style and drama. The floral dangles, the pear shaped pendants attached to a trellised necklace, the very unconventional snake pendant neckpiece with a solitary ruby and the amethysts/diamonds alternating for a necklace showed the skill and craftsmanship of the Jaipur creators.

When it came to diamonds, it was the multi prong set, the twinkling mesh with a single emerald for necklace, earrings and bracelet and the mesh scalloped collar with three oval pendants that made an impact on the audience.

The stark black figure hugging sheaths created by Vikramjeet were ideal for the fast paced, very well edited and slickly presented show.

Top model and latest Bollywood entrant Simran Kaur Mundi, Miss India 2008, made a dramatic show stopping entry, decked in the most amazing jewellery comprising five strands of Polki and gold chains, matching Haath Phool, nose ring and Maang Tikka.

For the lovers of craft and design, the jewellery presented at the Jaipur Jewellery Show will surely be much sought after for all occasions and will surely turn into family heirlooms in the years to come.

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.