

**JEWEL TRENDZ BROUGHT TO THE RAMP THE FABULOUS ORNAMENTS
FROM THREE DESIGNERS THAT CREATED MAGIC AT THE INDIA
INTERNATIONAL JEWELLERY WEEK 2012**

Jewel Trendz, the popular magazine edited by the brilliant, Govind Verma featuring the latest happenings in the gem and jewellery business; brought to the ramp the fabulous ornaments from three designers that created magic at the India International Jewellery Week 2012.

PARESH SHAH

With inborn designing talents, Paresh Shah is self taught and mainly works with 22 K gold and studded pieces in Kundan, precious and semi precious stones. His label “Jewel Darshan” offered a wide line of creations that were a mix of design sensibilities. Adding on contemporary touches to the antique designs, Paresh crafted them in light weight gold to keep the jewellery ‘wallet’ friendly.

The looped abstract peacock flat gold and diamond necklace was innovative in design and finish; while the solid gold V shaped neckpiece embellished with precious stones made a definite style statement. The twisted looped piece round the neck with emeralds glittered under the arc light and the ripples of gold caught by a ribbon were totally avant grade. Ending the show was the sweeping V neckpiece with a mix of rubies and gold, which flowed down the model’s neck in great style.

Aimed at the Indian buyer, Paresh's jewellery collection will also appeal to the global fashion conscious.

NIDHI AND KARAN GORADIA

The pair showcased their brand "Sanskriti" that blended the classic with the contemporary. Starting from jhumkas, kadas, bracelets, pendants, necklaces, rings, diamond kamarpatta to jadas the exquisite timeless pieces stunned the audience.

The latest collection "Bandana" or Bond in English; reflected the relationship between brother and sister or husband and wife.

The bridal collection had beautiful minute filigree work and Meenakari that would turn into heirloom items. Rubies and emeralds came together for a necklace with two floral side pendants. This was followed by a fabulous gold rope with a pendant sparkling in the centre. Chains of rubies with a delightful pendant and the multiple kadas with Meenakari were a colourful selection of traditional ornaments. The final Infinity pendant strung with two strands of rubies with tiny side insets was a great end to the show.

NITIN GOENKA

"The Bridal Brouhaha" collection created a lot of excitement on the ramp. Aimed at the complete bridal entourage of bride, bridesmaids and mother of the bride, Nitin Goenka ensured that the jewellery for his "Ceres" label had all the wonderful craftsmanship for the 'Wow' day in a woman's life.

Divided into two collections - cocktail and bridal, Nitin's jewellery for the former had solitaire necklaces matched with impressive earrings and rings. The bridal collection had a variety of statement one-of-a-kind pieces in high quality diamonds.

The western line opened the show with tiny diamond chains with cute circular earrings. The hoops for the ears were in 3D mould while the gold chain interspersed with diamond flowers was scintillating. Rings demanded attention as they shone in floral shapes on the dainty fingers of the models.

For the bridal section there were diamond and gold chokers edged with South Sea pearls, the seductive diamond lacy creation for the neck, the shoulder dusters, pronged necklace and diamond floral ring gave a variety of options to the bride.

Giving each designer collection the correct sartorial touch, were the creations by designer Swapnil Shinde who had beautiful gowns, cocktail dresses and ethnic wear.

The finale was the appearance of well known Bollywood star, Rahul Roy dressed in a stylish jacket and walked the ramp with Govind Verma the editor of Jewel Trendz to thunderous applause.

The Jewel Trendz show displayed some of the most outstanding creations that will set trends in the world of ornaments.

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

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