

## **KAYS JEWELS PRESENTED TIMELESS ELEGANCE AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2012**

Kays Jewels presented a collection of ultimate beauty and timeless elegance at the India International Jewellery Week 2012. Showcasing jewellery that had touches of the Nizam and Maharaja eras, the neckpieces, diamond bangles and rings were opulent with intricate work.

Gorgeous diamonds, pearls, emeralds and gleaming gold dazzled on the ramp. Coveted by the fashion conscious woman, Kays Jewels had pieces that were amazing in design and finish.

“The Ambe Ambelike” collection was an ode to womanhood. Inspired by the girl child or Kanyaa, the jewellery had a mix of rubies, diamonds, emeralds in Kundan, gold and Meenakari. It was definitely ethnic jewellery at its traditional best.

Opening the show with a traditional collection featuring a meshed collar of tiny beads and gold discs; the presentation moved to a Raani Haar with ethnic pendant, a peacock inspired neck piece with gold beads and the flat spread collar edged with pearls worn with jhumkas and kadas.

The five strands of crafted beads for necklace and the three strands of Polkis, followed by a neckpiece with two rubies on either side with rows of pearls, gave the audience an idea of how to make traditional jewellery into a more contemporary offering.

The western line had curved, peaked necklace and leaf earrings with white and yellow diamonds. Rubies and emeralds were given pride of place in the many necklaces and were moved gracefully to the centre,

side or on the edges and at times even formed part of the ornaments. The striking peacock bangle and the mix of rubies/diamonds for neckpieces revealed how versatile the gems were. Rows of Rubelites and emeralds were used to create long or short necklaces with centre interest; while pearls gave a relief to the designs with the pure white tones.

The very talented and beautiful Juhi Chawla, star of many Bollywood hits, ended the show wearing a complete bridal set of cummerband, spread collar chocker with Polkis and emeralds, earrings, bangles and armlet.

The sensuous black lace saris and Juhi Chawla's regal black lehenga, blouse and dupatta were from the stunning Jashn collection, which was a perfect fashion base for the beautiful creations.

When it comes to jewellery that has a distinct stamp of style and elegance, Kays Jewels, the award winning name for ornaments, is where women will rush to.

### **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](http://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,



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