

ZEENAT DESAI'S ORBS OF TAJ WAS A SENSATIONAL DEBUT COLLECTION AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2012.

Presenting a collection of jewels which were a revival of the Mughal era, Zeenat Desai caused a sensation at the India International Jewellery Week 2012. For her debut collection called "Orbs of Taj", Zeenat, an award winning designer and graduate of the Gemological Institute of America merged traditional elements like Kundan and Meenakari to present heirlooms for the modern woman.

Using semi-precious gems and metals like silver, 22 K gold and brass, Zeenat's collection was an imaginative work of creativity and design. Inspired by the beauty of the Taj in Agra, the Mughal influence was prominent in the long pearl and Kundan chains and the glorious pendants. Three rows of pearls ended with a pendant sporting three pear shaped pearl drops.

The rope chains with ruby dangles, the pearl Maang Tikka, the champagne strands of diamonds with tassels and rows of pearls with spoon shaped earrings were striking on the catwalk. Sapphires and emeralds were turned into long seductive chains, while spinels and onyx beads glittered with imposing pendants.

Tassels seem to play an important role in the collection as tiny gems were strung together in rows to swing tantalizingly on pendants, earrings and even bracelets. An interesting piece of design was the sphere pendant teamed with a round crafted one at the end of a string of pearls. Hoops for the ears had three emerald dangles; while rows of pearls worn together with great style; either around the neck or across the bodice, made a dramatic entry.

For the final appearance, model Surily Joseph wore a black beaded chain centred by a gold dagger pendant with a maharaja head on the top, matching earrings, a Haath Phool and twinkling hair band that once again emphasized the theme of the show.

The “Orbs of Taj” was a great fusion line of statement pieces from Zeenat Desai, which will be desired by the modern women globally not only for its simplicity and beauty but the wonderful craftsmanship and design sensibilities.

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.