

**AAVRITI JAIN, SIDDHARTH DASPAN AND
MANISH KHATTAR OPENED DAY FOUR WITH FABULOUS COLLECTONS
AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2012**

Aavriti Jain, Siddharth Daspan and Manish Khattar, three very talented designers opened Day Four at the India International Jewellery Week 2012 with their fabulous collections. Showing diverse ranges, the designers displayed their own elegant styles.

MANISH KHATTAR

Presenting his line “Zuri by MK” Manish Khattar gave a creative touch to his designs. “Zuri” which means diamonds in African Swahili was the apt name for his brand. Evolving continuously, Manish showed a balance between practical and traditional designs. Using diamonds and metals, Manish had some exciting pieces on the ramp.

Restricting the collection of nine entries to just earrings, except the last draped curved diamond and gold flaring pendant necklace; Manish called the range “Ray of Hope”. Opening with abstract diamonds and gold earrings with a black gem at the end, the collection moved on with circles on a linear design, followed by a fan shaped pair with dangling pearl drops and then long swirls with giant pearls at the end.

The geometric shapes were strung on a line, while a starburst pair of danglers and another with snowflakes on loops were very striking. The flaring gold sunburst was a pair that covered the ear, ending in a pearl dangler.

The elegant black gowns designed by Asim Merchant highlighted the jewellery perfectly.

For an unusual collection of statement earrings, the “Ray of Hope” line from Manish Khattar was a great offering.

AAVRITI/DASPAN

From the famed Italian institute in Milan Italy, Istituto Marangoni Aavriti Jain along with Siddharth Daspan launched the “Dhora Label” meaning “sand dune”. Inspired by regional handicrafts the pair created jewellery, which was turned into modern pieces that glittered on the runway.

The handmade semi-precious jewellery comprised a mélange of Indian craftsmanship with a totally avant garde concept. Calling the collection “The Mistake” because of the various unconventional pieces selected, the pieces that followed were a mindboggling line of the most hard hitting fashion designs.

The divided gold and abstract gem necklace, the beaded long trellises for the ears, the giant gold geometric beads, and the kite thread wheel were head line grabbing pieces. The eagle pendant, the spikes in rose gold neck piece, and the clusters of gems for the neck, gave jewellery an innovative path. Door knobs appeared as ornaments and the semi precious stones and metals were used in unique modes to create the right ambience for the jewellery.

Going completely eccentric in their design philosophy, the pair had a beaded chair on the hair band, a metal boat on the head and ended the show with a gold baseball mask with gems for the face with strands of black beads as a shoulder drape.

The very earthy garments designed by Aavriti and Daspan were in shades of beige and white linen in keeping with the Dhora theme.

For lovers of jewellery that moves totally away from the beaten path, the Dhora label by Aavriti and Daspan will make a stunning impact.

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.