

**SUSHMITA SEN MISS UNIVERSE 1994 SIZZLED ON THE RAMP FOR THE  
BIRDICHAND GHANSHYAMDAS COLLECTION AT THE INDIA  
INTERNATIONAL JEWELLERY WEEK 2012**

Intricately hand crafted jewellery by Birdhichand Ghanshyamdas was a dazzling presentation at the India International Jewellery Week 2012. Experts, in hand crafted gold diamond and enameled jewellery, Birdhichand Ghanshyamdas showed their expertise with the launch of a new collection.

“Aranya” the new contemporary line which features uncut and flat cut diamonds, coloured gems and designs was influenced by animal and floral patterns.

Opening the show with a very innovative 3D AV, the company revealed the inspiration behind the theme, which was Prakruti – jewellery inspired by nature. The powerful AV continued throughout the show with the “Aranya” collection divided into four distinct parts – earth, water, fire and wind.

For the earth section it was necklaces with giant South Sea pearls for the Raani Haar, while enameled and bejeweled medallions sparkled around the necks of the models. Diamond strands with emeralds - some carved were brilliant in design and concept as they glittered on rows of Polkis.

The collection inspired by water was fluid with diamond collars, ruby floret centres, triple rows of gems splashed with angular flower motifs, and clusters of pearl chains with dramatic pendants.

The fire section was vibrant with heavy pearl necklaces with giant traditional pendants while carved emeralds were imbedded in

necklaces, armlets and rings. Eight rows of pearls, emeralds and Polkis formed a majestic necklace, while haath phools with strands of pearls had an unconventional look.

Finally, the wind section was striking with rows of Basra pearls; holding onto an eye-catching motif, while blossoms were strewn amongst the rows of pearls.

The AV which continued throughout the show to set the mood for each section then turned into a whirling black vision of planets and the universe to welcome the fabulous show stopper.

Former Miss Universe 1994, Sushmita Sen, wearing a sexy black corset with glittering peplum and a high slit skirt created by Felix Bendish sashayed down the ramp with great aplomb. Wearing a sensational glittering necklace with sparkling star motifs on either side from the “Aranya” collection; the absolutely delightful Sushmita charmed the audience and press with her radiant smile.

Birdhichand Ghanshyamdas also have the Noor collection, which is a timeless line of solitaire diamond jewellery. The Mélange line, which has Indian and Western, blends with motifs inspired by Mesopotamia and Harappa. Hunar is traditional Kundan and enameled jewellery for royalty inspired by Rajasthan with Kundan and Meenakari work and “Adrishya” which was launched at IIJW 2011 meaning invisible, has precious stones on invisible gold with a unique setting.



To match the beauty of the ornaments, the gorgeous creations for the models were by designer Nisha Merchant.

It was one of the most awaited shows of the day and the “Aranya” collection by Birdhichand Ghanshyamdas was the perfect line for every buyer and wearer.

### **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, broadcasts partnered by Star Plus and Radio Partners for the event are Red FM 93.5 FM.