

**D. NAVINCHANDRA EXPORTS PVT LTD IN ASSOCIATION WITH
KRIPALANI AND SONS PRESENTED THEIR LATEST COLLECTION
“ZAYNA” AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2012**

Inspired by the rich heritage of India, the “Zayna” collection by D Navinchandra Exports Pvt Ltd in association with Kripalani and Sons was a brilliant offering at the India International Jewellery Week 2012.

D Navinchandra Pvt Ltd has combined several decades of expertise and grown from a small family business to a major organization with 8000 artisans in Surat, Ahmedabad and Bhavnagar. The craftsmanship of Kripalani and Sons is unmatched and the company has carved a name in the world of fabulous diamond jewellery.

It was a collection that was an ode to the beauty of queens and inspired by the treasures from kingdoms of bygone eras when displayed before the eager audience.

Dazzling diamond studded jewellery came to life on the catwalk. Using the best diamonds in the world; the collection was a tribute to royalty as stunning necklaces, earrings, cuffs and rings appeared on graceful models.

Twinkling diamonds were edged with pearls for the necklaces. Ornate triangular centres highlighted the chokers. A central square emerald was hypnotizing, making the necklace a mesmerizing piece of jewellery.

Collars shone with precious gems while large ruby and diamond flowers at the corner or centre of imposing necklaces were the cynosure of all eyes. Often tiny rubies were shaped in curves and waves to highlight the ornaments.

Walking the ramp to end the show was the popular Bollywood star, Yami Gautam who made a mark in the hit film, “Vicky Donor”. She looked gorgeous in a dramatic necklace with a 3D diamond floral centre, which was also seen through the set on the ring, bracelet and earrings.

The fabulous saris and regal anarkali kurtas in rich Indian hues worn by the models were from Jashn.

The splendour of the past was recreated in the “Zayna” collection by D Navinchandra Exports Pvt Ltd in association with Kripalani and Sons and will be coveted by women of fine tastes and style.

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.