

**DAY FOUR ENDED AT THE INDIA INTERNATIONAL JEWELLERY WEEK  
2012 WITH THREE FABULOUS COLLECTIONS RECREATING THE  
VIBRANT INDIA STORY PRESENTED BY GITANJALI GROUP**

Gitanjali Group ended Day Four at the India International Jewellery Week 2012 with three gorgeous collections – Asmi, Sangini and Nakshatra with a fabulous colourful Vibrant India evening.

It was one of the most exciting and colourful shows seen at the India International Jewellery Week 2012. Temple bells lined the ramp and crystal chains glittered under the lights. To the drum beats and the melodious voice of Swaroop Khan, Parthiv Gohil and the graceful movements of Barkha Patel who sang and danced for each section, the evening was a mix of jewellery fashion and culture. The show was divided into the Kumbh, Desert and Temple sections to correspond with the three jewellery collections of Asmi, Sangini and Nakshatra.

**ASMI**

Aimed at the 21<sup>st</sup> century woman, Asmi which means I AM was in delicate contemporary jewellery designs, which were feminine yet striking in concept and styles. Partial to the curvilinear shapes the jewellery portrayed strength and style in its beautiful creativity.

Modelling the creations of Nishka Lulla for the Kumbh section, the pretty earrings and necklaces were delicate in their glitter and beauty. Kundan and ruby chandeliers, Polkis for shoulder dusters, little studs with ruby trials - the collection was perfect for the woman on the go.

Ending the section was Bollywood star, Neha Dhupia showing five rows of Polkis with rubies and emerald wearing a very comfortable and Boho chic outfit by Nishka Lulla.

## **SANGINI**

Symbolizing love and affection for the women, Sangini is the ideal gift from Him to Her. With stylized cuts and intelligent rendering of the designs, the jewellery had creative twists and turns to add to the glitz of the ornaments.

Recreating the beauty of the Desert, Payal Singhal had the beautiful colours of the region for her vibrant easy silhouettes. Tear drop pendants in white gold, Polki necklaces, diamond strands and gold/ruby necklaces were gorgeous creations. The Polki collar/pendant and the tear drop earrings were some of the highlights of the evening.

Ending the show was Miss India 2011, Ankita Shorey who glided down the runway in a gorgeous Kundan necklace and earrings and an amazing white lehenga, choli, dupatta trio created by Payal Singhal.

## **NAKSHATRA**

Crafted around a floral theme inspired by a constellation of stars, the Nakshatra collection had all the infinite and ethereal glamour it is renowned for. Inspired by the Kudajodi, the Nakshatra jewellery considered auspicious, showers the wearer with blessings.

With the Temples of India as a theme, the section featured the collections of Vaishali Shadungule, who's Chanderi and Banaras asymmetric creations were perfect for the show. The beautiful line of diamonds for slim necklaces, the lacy neckpieces, the shimmering

diamonds with big pendants and the imposing gold and diamond earrings created magic on the ramp.

Vanya Mishra, Miss India 2012, fresh from her two awards at the Miss World 2012 contest in China, walked the ramp wearing gorgeous gold/diamond earrings and a lovely creation by Vaishali Shadungule.

But the best was yet to come, when the very glamorous Bipasha Basu, the brand ambassador of Gili, thrilled the audience with her stunning entry in a Nishka Lulla creation wearing a diamond and gold set.

It was one of the most spectacular shows presented by the Gitanjali Group at the India International Jewellery Week 2012 that evoked the grandeur of India and its colour heritage.

### **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.