

**JEWELS EMPORIUM PRESENTED ORNAMENTS FOR THE
CONTEMPORARY STYLISH WOMAN AT THE INDIA INTERNATIONAL
JEWELLERY WEEK 2012**

Presenting a unique combination of French and Indian techniques, Jewels Emporium presented a glittering collection at the India International Jewellery Week 2012.

Designing one-of-a-kind pieces from gold, diamonds and gemstones, the collection was inspired by flowers, dance of peacocks, music and Jadau jewellery. The jewellery looked as if they were created for royalty and the masterpieces were an ode to feminine women around the globe.

Introducing the beauty of Jewels Emporium, which was started in 1841 was Mr Hemant Shah, GJEPC, Council Member.

Titled a “Symphony of Showstoppers” the show opened with a lively trio providing pulsating music that kept the audience rocking. On the saxophone was Rhys Sebastian, as Martin kept the drum beats going, while DJ Anup kept the beat at a high level.

Revealing the company’s expertise with Bidri and woven Bamboo crafts, the jewellery was a collection of statement pieces that could stop conversation at any party.

The shell pendant in bamboo the hexagonal pendant with carved emerald centre on the pearl chain, rows of precious stones for swinging chains and the five rows of emeralds with a side interest were stunning. The floral story came alive on necklaces with imposing centres and the diamond collars with pearls were gorgeous.

The four fan shaped pendants, the Raani Haar with a profusion of diamonds and rubies with pearl dangles, the magnificent paisley shaped armlet with a giant ruby and the mother of pearl squares strung together with ruby and gem decorations were outstanding pieces of jewellery.

The graduating rolls of 6 bamboos were turned into an amazing necklace while cluster of gems and the colourful fan shaped pendants for a necklace made an impact on the audience. The finale peacock pendant with a beautiful chain was one of the most imposing pieces in the collection.

The glamorous showstopper was Dipali Goenka, Director Welspun Retail Ltd who wore a dramatic collar with beautiful enamel work with matching earrings, bangles and rings.

The fabulous clothes that added to the drama of the show were by designer Anupama Bose.

When it comes to truly feminine and unique jewellery Jewels Emporium had a collection par excellence.

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.