

KASHI JEWELLERS SHOWED A LINE OF EXQUISITE DIAMOND AND GOLD JEWELLERY AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2012

Kashi Jewellers showed a line of exquisite diamonds, coloured stones, enamel and gold jewellery at the India International Jewellery Week 2012. Calling the collection “Palash” – a tribute to women, the jewellery was a vision of beauty, style and elegance

Kashi Jewellers' Fall 2012 collection was inspired by nature and the environment so animals, forest, waterfalls, flowers and trees were the basis of the beautiful jewellery. Set in gold with diamond coloured gems, uncut diamonds and enamel work the necklaces, rings, bracelets and bangles were deliriously beautiful in shape and design.

Started by Keshav Nath Kapoor, the 57 year old Kashi Jewellers, winners of several awards are known for their design skills. The company's USP is that all the jewellery is made at the state of art in-house manufacturing factories.

The stunning flower shaped ring with enamel and colours tones, the diamond encrusted pyramid with two swirling snakes and OM imprint and the bird nest with fledglings were masterpieces of design and craftsmanship where rings were concerned.

Rubies were clustered to form beautiful roses on the solid gold necklace, while a mix of coloured diamonds played all over the necklaces in perfect harmony. The peacock inspired necklace was stylish and imposing while the shell was the inspiration for a beautiful diamond neck piece.

The looped diamond neckpiece with pearls dangling, tantalizing at the end was matched perfectly to the linear pair of earrings. There was a

floral garden of jewels and precious metals for a set; while four rows of pearls with diamond trellises added grandeur to the collection. Rows of rubies came together to join into a floral centre, while vines flowed down for a masterpiece around the neck.

Ending the show was the glamorous Esha Gupta, Femina Miss India International 2007, star of the films “Jannat 2” and “Raaz 3” who floated down the catwalk wearing an absolutely stupendous diamond bib-necklace with a striking ruby flower teamed with earrings, bracelet, rings and hair clip.

The glamorous creations by Jashn added to the beauty of the jewellery as the models glided down the ramp.

For jewellery which is totally unconventional and unique, Kashi Jewellers has a perfect offering.

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.