

THE KGK JEWELLERY LTD SHOWCASED
TIMELESS PIECES FROM ENTICE AND OBSESSIONS AT THE INDIA
INTERNATIONAL JEWELLERY WEEK 2012

The KGK show presented at the India International Jewellery Week 2012 was a mélange of modern ornaments. The brand “Entice” which was launched in 2004 in Hong Kong was brought to centre stage featuring craftsmanship of centuries gone by.

The KGK group established in 1905 by the Kothari family of Jaipur, has 16 standalone “Entice” boutiques in three countries including Hong Kong, China and India.

The “Entice” collection, which was handcrafted by international designers revealed some of the most unconventional, flexible and light weight jewellery seen on the ramp.

Divided into two collections – “Emerald Enamour” from Entice and “Obsessions”, the look was stunningly beautiful. The “Emerald Enamour” line was inspired by flowering blossoms while “Obsessions” had superb quality diamonds imbedded in gold for earrings.

With clothes designed by the avant garde designer, Swapnil Shinde, there was a swimsuit section which was a unique display in a jewellery show and added that touch of sexy creations with traditional ornaments.

The show opened with a spirited ribbon gymnastics performance by dancer Vernon and set the mood to reveal a lineup of leggy models in black swimwear to celebrate the launch of the “Obsessions” collection on the ramp.

Beautiful earrings in flexible diamond and gold charmed the audience. Mesh curls, looped tassels, emerald drops suspended below leafy earrings, asymmetric hoops, and ruby/diamond abstract ear ornaments - the collection was stunningly beautiful.

The “Emerald Enamour” collection from Entice was a melody of diamond and emerald craftsmanship. Delicate pronged necklaces, double rows of small spikes for neckpieces and multi circles or florets with emeralds created magic on the ramp. The three conjoined diamond strands with the twinkling green gems and the web like beauty around the neck were unforgettable.

The show stopper was Bollywood’s favourite item girl, Malaika Arora Khan in a Swapnil Shinde yellow and emerald creation. The jewellery from the “Emerald Enamour” range modelled by Malaika comprised a creatively designed neckpiece with diamonds, emeralds and blue sapphires turned into blossoms that were captured in ellipses of diamonds surrounded by emerald flowers.

For world class jewellery, the KGK show featuring the “Entice” and “Obsessions” brands had a wide variety of pieces that will appeal to the global fashion conscious.