

## **RAKSHA ENTERPRISES PRESENTED EXOTIC DESIGNER CREATIONS AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2012**

Presenting their brand “RATN” which was a limited edition line of jewellery, Raksha Enterprises displayed 22 K gold and studded pieces at the India International Jewellery Week 2012.

Unveiling two unique collections, the brand’s first line was traditional jewellery with a contemporary touch, which was enameled and had coloured stones featuring Indian motifs from medieval times.

The second line was in pure gold jewellery and aimed at the traditional Indian buyer.

With the peacock as the inspiration for most of the creations, the show opened with a curved peacock necklace over one shoulder and matching earrings with lavish Meenakari work. The rigid sweetheart one strand neckpiece, the V shaped gold leaf with a mesh inset around the neck and the firm ornament for the neck with floral centre were graceful additions.

More intricately crafted pieces floated down the ramp in quick succession. A curved gold folded necklace had pearls cradled in it and was absolutely unique in concept and design. The petalled kada, the textured leaf with inset pendant and the half necklace that rested stylishly on the shoulders were great options for evening glamour.

More inspirations of the peacock were seen in the two entwined feathers creation and dramatic collar with the blues and greens of the national bird featured in enamel work. The angular piece, slung on one side of the shoulder proved that imaginative designs with one theme

can produce myriad options. Collars, more lacy Meenakari necklaces gave the wearer of fine limited edition jewellery more choices.

For the finale, it was model Sonali Rawat showing just one thick lacy, oval bangle with a solitary white pearl in the centre that got a round of rousing applause.

The gorgeous saris and gowns in shades of maroon were the creations of Asif Merchant.

“RATN” was a fabulous collection from Raksha Enterprises, which was ideal for the fusion jewellery buyer who is looking for that fashion experience of a lifetime.

### **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.