

AGNI JEWELS IN ASSOCIATION WITH SWAROVSKI DISPLAYED THEIR FABULOUS NEW LINE OF PRECIOUS ORNAMENTS CALLED “HEIRLOOM CREATION” AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013

Mumbai, August 4th 2013: When the brand is the pioneer in branded affordable jewellery, the collection has to be a stunning presentation. Agni CZ Gold Jewels in association with Swarovski displayed its fabulous new line of precious ornaments called “Heirloom Creation” at the India International Jewellery Week 2013.

Specialists in studded gold jewellery crafted from 18 carat yellow and white gold designed with Swarovski zirconia, the collection was a dream offering for every woman. Keeping the jewellery affordable at a starting price of Rs 1150, the designs were exquisite in style and form.

From the moulded curved ruby, emerald and diamond necklace with a tiny pearl drop at the centre, which opened the show; the gorgeous pieces that followed were a vision to behold. The tiny slim collar with a princess ruby in the centre, the very elegant slender bracelets, the earrings, with layered triangles ending in tiny pearl drops and rows of diamonds with a striking centre revealed a collection that was feminine and fragile yet superbly crafted and designed.

The very interesting thin haath phools, the pear shaped pendant at the centre of a band of diamonds as well as the ruby and diamond interspersed rows gave a contemporary twist to heirloom jewellery. Three strands of pearls came alive with a diamond and emerald inset, while the multiple rings ended in a bracelet clasped with slender chains.

Adding glamour and Bollywood glitz to the show was the Agni brand ambassador, Amrita Rao who swirled onto the ramp modelling a stunning gold enamelled ruby, emerald and diamond peacock inspired set.

The layered fusion clothes in khadi and handloom were by top designer, Vaishali Shadangule in shades of ecru, red, green.

For women who long for jewellery that is within easy reach, but offers creative styling, then the Agni CZ Gold Jewels collection called “Heirloom Creation” in association with Swarovski will satisfy their desires.

About IIJW:

IIJW is an initiative to showcase India’s finest in jewellery, be it design or innovation, supported by top-of-the-line craftsmanship, technology and quality to the customers around the globe. India, with its ability to create most intrinsic and inspired jewellery, has made bold statements across the globe. IIJW is an attempt to provide an international platform to India’s budding and leading designers and also design houses to unveil their fascinating, classic and contemporary jewellery collections to the world jewellery market; thereby establishing India as the most sought after destination for quality jewellery.

About GIA:

A world leader in G&J education, GIA attracts students from all over the country and the globe. Covering diamonds, coloured stones, pearls, jewellery design, sales, merchandising; GIA offers highly respected

professional qualifications, hands-on skills relevant to the real world. In 2004, GIA established presence in India through its Mumbai campus and four years later set up the Mumbai laboratory. Since then, GIA has represented an ever-expanding network of training and trust in India.

Notes to Editor:

The Gem & Jewellery Export Promotion Council is an all - India apex body for Gem & Jewellery representing 5,500 members. Set up in 1966, it operates under the supervision of the Ministry of Commerce & Industry, Government of India.

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