

SUMIT SAWHNEY'S DIVINE APALA COLLECTION DAZZLED AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013

When divinity meets art, the result has to be a gorgeous synergy of dazzling beauty. "Carved Incarnations" by Apala (which means most beautiful in Sanskrit) created by Sumit Sawhney was a beautiful intricate collection that dazzled at the India International Jewellery Week 2013.

Bringing together the beauty of silver with precious stones, the designer incorporated carvings of gods and goddesses with studded gemstones. Elements of nature were also combined with the holy deities to present a line that had a divine aura around it.

Combining precious and semi-precious stones with 22 K gold layering and hand crafted silver; Sumit Sawhney revived the age old methods of carved gemstones. Giving a contemporary edge to the collection there was a fusion of kundan technique with antique Tribal Indian silver styles as well as spiritual touches of motifs, jaalis and textures.

Here was a line-up of the most fabulous offering comprising elegant neckpieces, earrings, bracelets, cuffs, statement rings, arm bands, anklets and head ornaments that will appeal to all the requirements for women's jewellery.

Divided into three parts the presentation could only be described as opulence personified with "big being beautiful" for all the giant ornaments.

THE COSMIC ENERGY – AN ATTRACTION

The regal long necklaces with pendants stole the attention of the audience. Flat collars spread over shoulders, antique silver necklaces with dangles of emeralds, nose rings that glittered under the ramp lights and armllets gave a magical touch to the show. The turquoise crescent moon necklace with the pink tourmalines and kundan was a scene stealer; while the paisley enamelled pendant, the glittering chandbais and hair ornaments brought the beauty of the cosmic into focus.

DEITIES – AN OFFERING

It was a segment that was all about the gods coming down and being immortalised in gold and precious stones. The onyx pendant with gold, the Bodhi Tree Necklace with turquoise and tourmalines was draped around the neck of the model like a holy grail. Uncut gems were grouped roughly for necklaces, while unusual heavy long haath phools decorated the model's hands. The Balaji Shrine Pendant in black onyx against a gold background of the Shri Yantra will appeal to the religious sentiments of many fashion conscious buyers.

ENLIGHTENMENT – THE CULMINATION



The final segment was a tribute to heavens with the gorgeous Cosmic Glory Necklace made of kundan drops and strands of hand knotted corals that took to centre stage. The hasli with carved dual deities and the armlet-cum-bangle combo gave a new twist to traditional jewellery. Necklace tassels at the back were ended with ornate pendants and Raani Haars were so majestic, they ended at the slim waistlines of the models.

The very sexy Mughda Godse ended the show modelling an amazing four-pendent long necklace, multiple cuffs and bangles as well as the most eye catching giant rings.

To match the cosmic and religious fervour of the jewellery the draped ethereal fluid creations in muted shades of maroon, blue and green were by Kolkata designer Jaya Mishra.

For jewellery that reveals a unique story inspired by the ethereal world the “Carved Incarnation” collection by Sumit Sawhney of Apala was a stunning display.

About IJW:

IJW 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. IJW 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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