



AURO GOLD JEWELLERY PVT LTD REVEALED A SCINTILLATING COLLECTION OF GREAT BEAUTY AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013

Mumbai, August 4th: It was a show with a heart in aid of the Uttaranchal Relief Fund when Auro Gold Jewellery Pvt. Ltd. presented cheques for Rs 11,11,111 and Rs 9,99,999 towards the disaster aid.

From necklaces to bangles and from stunning earrings to rings, the collection by Auro Gold Jewellery Pvt. Ltd. revealed scintillating creativity at the India International Jewellery Week 2013.

Gold strips and wires, shimmering balls, gorgeous chains and intricate designs were a vision of beauty on the ramp. The many different types of chains like the box, snake, and diamond faceted versions, revealed the brand's superb designing skills and craftsmanship.

Opening the show was the very striking star, Pooja Kumar who acted in the hit "Vishwaswaroop", wearing a stunning gold hasli and earrings enamelled with red.

The creations that followed were unconventional in design and form. The cross over necklace and earrings in shades of antique gold and polkis were arresting. Next to catch the attention of the audience was the collar-cum-placket neckpiece in burnished gold and uncut diamonds.

The cascading earrings were elegant in concept but it was the cuff-cum- bracelet inspired by the extinct Dodo bird that was undoubtedly the centre of attraction. Earrings and necklaces matched the latter bringing the inspiration of the environment, flora and fauna to the forefront. Creating another stir on the ramp was the gold mesh collar with tiny ruby detailing and the full ring covering the centre finger.

When it came to presenting the brand's line of chains, they were draped ingeniously on the models' shoulders, and diagonally on the bodice, around necks in varying lengths and widths to show Auro Gold's expertise in this segment.

Ending the show was the very talented and pretty, Huma Qureshi the hot star of the Bollywood block buster "D-Day" who walked the ramp wearing an amazing lapel shaped necklace of uncut diamonds.

The very colourful creations that matched the glamorous line of jewellery were by the talented designer Manali Jagtar.

When it comes to perfect style, design and finish for timeless jewellery, the Auro Gold collection will undoubtedly be the first choice for all women.

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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