

DAY ONE AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013 HAD A RECORD BREAKING HUNDRED PLUS BOLLYWOOD, TV STARS AND CELEBS ALONG WITH STUNNING COLLECTIONS

August 4th, 2013: Day One at the India International Jewellery Week 2013 created a record in the history of fashion weeks as more than hundred Bollywood, TV stars and celebs along with stunning collections dazzled the audience.

A STARRY DAY

The opening BETI show by the Gitanjali Group had fashion with a soul to celebrate women and love. With hundred Bollywood and TV stars supporting the great cause as they walked the ramp, it was a feast for star gazers in Mumbai. Rahul Vaidya from the first Indian Idol contest serenaded the audience at the show, while the finale was reserved for the spritely Sonakshi Sinha and the ruggedly handsome Akshay Kumar, stars of the forthcoming blockbuster movie “Once Upon a Time in Mumbai 2” as they made their catwalk appearance to loud cheers.

Bollywood star Mughda Godse created magic for Apala; Mahima Chaudhary made two very elegant appearances for Shobha Shringar and Amrita Rao looked pretty and petite as she boogied down the runway for Agni Jewels. Evelyn Sharma stopped the show for Auro Gold and Lisa Haydon made a regal entry wearing the impeccable jewels by Nirav Modi. Pooja Kumar star of “Vishwaswaroop” and Huma Qureshi from the hit film D-Day gave Auro Gold jewellery a glitzy touch.

CREATIVITY PAR EXCELLENCE

Making his maiden appearance on the ramp at the India International Jewellery Week 2013 world renowned Diamantaire presented his exquisite range of 15 sets that left the audience speechless. It was a classy show with perfect music and a Garden of Eden like setting that gave the diamond jewellery by this master of gems the perfect stage.

The Gitanjali BETI show was an apt display of the Envi, D’damas, Asmi, Nakshatra and Gili collections - all desired by women in India.

Apala’s ode to the cosmic and religious deities called “Carved Incarnations” was a tribute to designer Sumit Sawhney’s amazing talents. Agni’s “Heirloom Creation” offered affordable bridal jewellery while Shobha Shringar’s “Neesha Collection” presented wedding finery in a traditional as well as contemporary mode.

Auro Gold drew inspiration from nature, flora fauna and the extinct Dodo bird. But Gehna moved away from the beaten path and threw age old traditions out, as the brand set the

ramp on fire with its “Let’s Rock” collection of bridal jewellery with a modern twist worn by rocking, singing, swaying models in rock punk and gothic clothes.

ART AND JEWELLERY

Gitanjali’ opening show featured dancers from a contemporary group while Nirav Modi brought the dancers from the Imperial Fernando Ballet Company who enchanted the audience with their graceful balletic moves on the India International Jewellery Week 2013 catwalk.

FASHION AND STYLE

Fashion balanced the beauty of the various collections as designers created the perfect ensembles. Mohini brought the glory of the five collections to life with her ethnic creations for Gitanjali’s BETI show; while Jaya Mishra added her innovative drapes in muted hues for Apala’s ethereal line.

Vaishali Shadangule’s layered khadi and handloom range in pastel and bright hues added to the charm of the Agni collection. Bawaree was the brand that created the perfect clothes for the beauty of Shobha Shringar’s dynamic collection; while Manali Jagtar matched the intricate designs of Auro Gold with her imaginative work. Gehna allowed James Ferreira to create the all-black Gothic punk look for the models and the long regal gowns in shades of beige, white, black and pink were a perfect complement to the sophisticated jewels by Nirav Modi.

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.