

GEHNA JEWELLERS COLLECTION ROCKED AND ROLLED ON THE RAMP AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013

It was a show with a difference when it came to presenting a bridal line of jewellery. Bold and striking designs that revealed elegance and style were displayed by Gehna Jewellers at the India International Jewellery Week 2013.

One of the most popular brands in the country, Gehna Jewellers started by Sunil Datwani in 1986 has catered to the exquisite tastes of the most fastidious fashion connoisseurs.

The models did not glide sedately down the ramp like demure brides, but instead created a rocking scenario to match the theme of the show "Let's Rock". Punk and Gothic in their attire, the swinging damsels sang, danced, boogied and stomped to pop music that had the audience foot tapping to the wild beat.

Creators of glittering pieces for Bollywood beauties and international celebrities, the brand also offered collections by designers Shaina NC and James Ferreira.

While the models rocked and rolled with gay abandon, they teamed their wild attire with polki encrusted collars, moulded gold and diamond neckpieces with single ruby centres, Raani Haars blended into chokers and three strands of diamonds with sapphire interest.

Twinkling squares of diamonds, some in white and yellow, pear shaped gleaming earrings, traditional cummerbunds with a modern twist and pearl edged flat bands of diamonds were eye catchers. Multi chains linked an imposing pendant of a Raani Haar, while antique finish gold gave a timeless look to a set. A ruby encrusted bow on a bed of diamonds for a collar was a great presentation along with a lacy intricately crafted necklace.

From rose cut diamonds to gorgeous gold with precious stones, cocktail rings and dazzling necklaces the collection was a veritable feast for the eyes.

Ending the show was Hollywood's Evelyn Sharma who glided in wearing a magnificent pearl and polki Raani Haar, a diamond choker, multiple bangles and a finger cover in glitzy fine gems.

To match the punk rock mood of the show the all-black collection of new age 21st century teen creations were dreamt up by James Ferreira.

For jewellery that offers Indian craftsmanship with international design sensibilities, and creates a rocking sensation in the fashion capitals of the world, the Gehna Jewellers collection "Let's Rock" has all the perfect requirements.

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. 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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