

GJEPC presents its 4th edition of India International Jewellery Week (IIJW), Mumbai

The 5 day grand event will be held in Grand Hyatt, Mumbai from August 4TH TO 8TH

Mumbai August 4th – 8th, 2013:After three phenomenal editions in Mumbai and the successful New Delhi edition, GJEPC once again proudly presents The India International Jewellery Week 2013, to be held at Grand Hyatt, Mumbai from 4th to 8th August, 2013. The inauguration was held on Sunday, 4th August and graced by the honorable Chief Guest, Mr. Rajeev Shukla, Member of Parliament, Mr. Vipul Shah, Chairman, GJEPC, Mr. Pankaj Parekh, Vice Chairman, GJEPC, senior members of GJEPC, high ranking government officials as well as GJEPC Brand Ambassador and Bollywood Diva, Sonam Kapoor. **The IIJW is being presented by the Gemological Institute of America (GIA) this year in association with PC Jeweller (PCJ).**

The inaugural show this year featured a scintillating line up of jewellery collection by Gitanjali Gems adorned by not only the impressive model lineup, but also by the bevy of television celebrities. The crowning glory of the inaugural show was the mesmerizing Bollywood Diva, Sonakshi Sinha, who looked ravishing in breathtaking jewellery from Gitanjali along with Akshay Kumar. The grand finale on 8th of August will feature the “Best of Best” show that highlights the best creations by each designer.

IIJW is an initiative to showcase India's finest in jewellery, be it designs, innovation, craftsmanship, technology or quality to the customers from around the globe. India, the world diamond leader, is today burgeoning with energy and passion when it comes to jewellery. As the fastest growing manufacturing centre, the world is eyeing "INDIA" and the industry is fast progressing to be the world's "Jewellery Hub".

IIJW 2013 will be one glamorous destination with a lot of international buyers & media attending. Furthermore with the scintillating glitterati comprising celeb showstoppers and red carpet attendance, IIJW is ready to set the mercury sizzling with their presence bringing the event on an international edge. The event will not only showcase established design houses and designers, but will also give an opportunity to new talented designers to showcase their skill set. IIJW 2013 will feature 24 budding designers from GIA, IGI, NID and IIGJ, marking the popularity that the show has been receiving from the young designers keen to make a mark in the industry. The show will also feature 21 renowned jewellery houses of international repute besides leading designers including Nirav Modi, Pallavi Foley, Vijay Golecha, amongst others. These renowned names are known to have adorned many of the Bollywood celebrities and prominent socialites.

The gorgeous Bollywood heartthrob, Sonam Kapoor looked splendid at the inauguration in her designer attire and bedecked by a dazzling neck piece by the celebrated designer Nirav Modi.

“We are proud to announce the 4th edition of India’s most sought after jewellery show which has been an ideal platform for not only the established jewelers and designers, but also encouraged next gen designers to showcase their immense talent, craftsmanship and innovation in the field of jewellery design”, said Mr. Vipul Shah, Chairman, GJEPC.

Sonam Kapoor, Brand Ambassador, GJEPC said, “I am very proud to be a part of IIJW which has created a benchmark for itself in the field of fashion and style since it first started. Each year the show has evolved and has been introducing exceptional jewellery creations by not only young upcoming designers but has also been consistently showcasing the exquisite design and collections by Indian leading jewellery manufacturers and designers.”

This year, the participants will showcase the finest in design, innovation and present the latest trends and styles. Each of the 4 days will feature a series of 7-8 shows including Gehna Jewels, Birdhichand Ghanshyamdas, Kays Jewels, Golecha’s Jewels, Charu Jewels, Kashi Jewellers, D.Navinchandra, Seth International, Laxmi Jewellery Exports, Shringar - House of Mangalsutra, Shobha Shringar Jewellers, Auro Gold, Jewel Trendz, Saboo Fine Jewels, established designers including Nirav Modi, Pallavi Foley, Moni Agarwal and Dipti Amisha, and over 22 budding designers from GIA, IGI, NID and IIGJ as well as Dhora by Aavriti Jain and Sidharth Daspan.

“The show has received much appreciation and enormous goodwill from the participants, sponsors as well as the audience over the years, which is a reflection of the fact that many have been a part of the show since inception. We are happy to have created a platform that has successfully brought to the forefront, the exquisiteness and beauty of the Indian jewellery, thereby opening up wide opportunities for the participants and the industry”, said Sanjay Kothari, Convener, Promotion, Marketing & Business Development Sub-committee, GJEPC.

“IIJW is a unique platform in the gem and jewellery industry that showcases India’s talent at the highest level,” said **Nirupa Bhatt, Managing Director, GIA India and the Middle East.** “GIA’s objective is to support this event and encourage innovation in jewellery arts. And IIJW is a platform that recognizes these innovations.”

Mr. Balram Garg, Managing Director and CEO, PC Jeweller said, “IIJW has been an inspiring platform for all established as well as young designers to feature their best collections with respect to innovation, style and design. Over the years, IIJW has emerged as one of India’s premier events in the gem & jewellery industry promoting India as the leading design hub globally.”

The IIJW is being presented by GIA in association with PC Jeweller (PCJ).

The event is co-sponsored by Gitanjali Gems, and partners include Platinum Guild India & Forevermark, besides UB Group as Good Times & Beverage Partners, Star Plus as broadcast partner and Bright Outdoor as Outdoor partner.

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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