

## **THE SENSATIONAL NIRAV MODI JEWELS COLLECTION CLOSED DAY ONE AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013**

With diamonds as the centre of attraction for his jewellery, ace designer Nirav Modi, a global diamantaire, is a creator of exceptional jewellery. Inspired by mythology, nature architecture and even children's toys, Nirav Modi's collection was a unique timeless offering.

Closing Day One at the India International Jewellery Week 2013, Nirav Modi's collection was a breathtaking offering of unmatched beauty. Creator of the superb Golconda necklace, Nirav Modi's innovations include the patented Endless and Ainra diamond cuts that have intrigued and thrilled the global jewellery connoisseurs.

The potted jasmine plants lined the stage and the backdrop was an arched avenue of flora, reminiscent of the Garden of Eden through which the models glided down the ramp.

Presenting a crisply edited show featuring 15 sets from Nirav Modi's stunning collections like the Mughal, Sherezade, Sunburst and Fluire ranges; the show opened with a ballet performance by four dancers from the Imperial Fernando Ballet Company choreographed by Fernando and Mohamed Rafi

The graceful models clad in floor sweeping gowns in beige, white, black and pretty pink set the mood for the ultra sophisticated display.

Glittering lacy neckpieces enchanted the audience while shimmering hoops for the ears gleamed under the arc lights. A triple strands necklace of diamonds with matching cuffs was a dream to behold and side looped necklace on a flat bed of sparklers was superbly created.

Inspired by nature, the delicate leaves were the highlight of a necklace and earring set and tiny florets in diamonds, a choker band of delicate motifs and a side sunburnt caught by four strands revealed Nirav Modi's ingenious designing talents.

An elegant long circular piece with inset of precious gems, three chains clasped with clusters, an angular pendant, and a circular scalloped creation made women in the audience long to possess them.

The collection had amazing motifs and unconventional cuts turning each piece into a timeless ornament.

The final entry by Lisa Haydon, top model displaying a ruby and lacy diamond creation with matching earrings and bracelet was a fitting end to a classy presentation by Nirav Modi the internationally renowned creator.

When it comes to selecting jewellery that will be a perfect conversation piece, then Nirav Modi's collection at the India International Jewellery Week 2013 was a brilliant offering.

**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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