

SHOBHA SHRINGAR JEWELLERS SHOWCASED THEIR MEMORABLE “NEESHA COLLECTION” OF EXQUISITE ORNAMENTS AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013

Mumbai, August 4th: Started 25 years ago by Shobhanaji, the Shobha Shringar Jewellers brand has been the most trusted in Mumbai. From amazing diamond jewellery, which comprises elegant nose pins to grand bridal necklaces and earrings, the “Neesha Collection” at the India International Jewellery Week 2013 was everything a fashionable woman longs for.

Detailing played an important role in the jewellery as traditional jadau and polki were designed into vintage gold jewellery. Custom made for each client, the jewellery featured the distinct Indian heritage and cultural touches.

Opening the show was Bollywood beauty, Mahima Chowdhary who glided down the ramp in a stunning bridal set comprising a polki Raani Haar-cum-flat wide gold necklace with superb intricate earrings, cluster of bangles, imposing rings and a Maang tikka.

Opulence and grandeur are the two words that can describe this sensational collection. Emeralds, rubies and pearls played a magical symphony with gold. Chokers were edged with uncut diamonds and baaju bands sparkled under the ramp lights. Large floral pendants demanded attention on two strands of carved gems. Collars with majestic pear shaped diamonds and curved carved bangles were clasped to slender wrists while nose rings twinkled on the ramp.

Chokers extended into regal bibs with a pearly mesh base and gold medallions, while rubies South Sea pearls and giant emeralds made a choker outstanding.

Giving a western touch to the jewellery there were multi pronged diamond and emerald chockers, scalloped gleaming sets and three strands of pearls ended in stunning pendants that can be worn with long ball gowns.

The South Indian bridal section had the complete wedding jewellery starting with antique gold cummerbund, Maang Tikka, Raani Haars, jhumkas, shoulder dusters, maatha patti, nose rings, Maang Tikka and an intricate ornament for the plait.

Closing the show it was the lovely Mahima Chowdhary again wearing the devastating pearl and emerald Raani Haar, jhumer, eye-catching earrings, armlet, nose ring and rings.

Presenting an assortment of beautiful garments to match the bridal jewellery collection was the Bawaree label featuring lehengas, cholis, saris, anarkalis and gowns.

For memorable bridal jewellery that will stand the test of time, Shobha Shringar Jewellers’ “Neesha Collection” will be the one to choose from.

**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.

For more information on the release contact:

Ms. Dolly Choudhary, GJEPC – Tel: +91-988 77538 23

Ms. Sangita Pai, GJEPC – Tel: +91-988 77538 04

Mr. Abhishek Savant – Clea PR – Tel: +91-810 88488 22