

DAY TWO AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013 LAUNCHED THE DESIGNING CAREERS OF GREAT INNOVATIVE TALENT IN INDIA

August 5th, 2013: Welcoming great innovative talent into the jewellery industry on Day Two at the India International Jewellery Week 2013, two shows presented the fabulous work of graduates from the Gemological Institute of America (GIA) and the Indian Institute of Gems and Jewellery, as well as superb collections from top brands of India.

The very exciting and much awaited fourth edition in Mumbai of the India International Jewellery Week 2013 after a very successful expo in April 2013 in New Delhi is presented by the Gem and Jewellery Export Promotion Council and is sponsored by the Gemological Institute of American in association with P C Jeweller.

GRADUATES TO THE FORE

The Gemological Institute of America, the title sponsors of the Indian International Jewellery Week 2013 presented the work of five young designers. Here were collections that dazzled the eyes and thrilled the audience. Prachi Bobra mesmerized the gathering with her creative originality; while Yaashvie Kabra laid emphasis on trendy yet classic designs. Neha Shah proved to be a very passionate designer when she showcased colours, textures and various elements. From Jagriti Sachdeva it was her exotic inspirations that were arresting in beauty and Kajal Nair proved that experiments in design are the basis of a unique collection.

From the Indian Institute of Gems and Jewellery presented by Derewala World Jewellery the “Harmony of Colours” collection by Anuja Choudhary, Gauri Kompalli, Lohita Shetty, Nikhar Bansal and Rashida Goryawala from IIGJ Mumbai revealed creativity of the highest level in the fabulous multicoloured display of glittering jewellery while designers from IIFJ Jaipur created a stir with their pieces.

TREND TALK

When it came to setting trends on the jewellery fashion scene, Nidhi and Karan Garodia showcased under the Jewel Trendz umbrella their Sanskriti line presenting three collections for the Royal Indian Wedding. Saboo Fine Jewels had a list of six ranges featuring the best pearls, rubies, sapphires and a stunning set of Burma Rubies. Moni Agarwal’s bespoke collection took the audience on The Voyage of Sat Lada teaching them about the history of the Hyderabad Nizam’s seven tiered necklace and her innovations of the same.

From the Gitanjali Gems Ltd show it was apparent that the style directions for the Envi, Pure Platinum and Nizam brands predicted a return to opulence as well as jewellery for the Indian Wedding featuring the beauty of emeralds, polkis, fine diamonds, platinum, gold rubies and pearls.

CELEB WATCH

Leading the celeb parade for the second day was the very stylish Neha Dhupia who sashayed down the ramp for the Gitanjali Gems show in all her bridal finery, while the exotic national award winning beauty Ritupurna Sengupta and Pooja Mishra of Bigg Boss fame added to the glamour of the Jewel Trendz show. The dashing Rana Duggabhati, pretty Kajal Aggarwal and regal Tapsi Panu were the perfect choice for the Moni Agarwal when they entered displaying different versions of the Sat Lada Haar.

STYLE AND GLITTER

Once again it was the apparel parade that also added to the glamour and glitz of the day and set the mood for the gorgeous jewellery on the ramp. Shouger Merchant Doshi for Zanaaya Couture was the creator of the beautiful black and fuchsia creations that balanced the Sanskriti collection. Amy Billimoria's gowns, lehengas, cholis and dresses added to the grace of the Saboo Fine Jewels collection. But Shravan Kumar brought in sedate glamour with his black creations for Moni Agarwal's Journey of fashion. Paras and Sonam Modi created a special bridal collection called "Shagun" for the Gitanjali Indian Wedding Festivities. Neha Basu ensured that the collections of the GIA designers were perfectly balanced by her ensembles. Sonaakshi Raaj's floor kissing gowns gave the right sartorial touch to the young designers of IIGJ.

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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