

**DEREWALA WORLD JEWELLERY PRESENTED SENSATIONAL GRADUATES' COLLECTIONS FROM THE INDIAN INSTITUTE OF GEMS AND JEWELLERY AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013**

**Mumbai, August 4<sup>th</sup>:** It was a presentation the audience had waited impatiently to view from the bright talented graduates of the Indian Institute of Gems and Jewellery presented by Derewala World Jewellery from Jaipur at the India International Jewellery Week 2013. The show made a sensational impact as the lights dimmed and the music reached a crescendo.

The Indian Institute of Gems and Jewellery, Mumbai (IIGJ, Mumbai) was set up in 2003 by the Gems and Jewellery Export Promotion Council of India backed by the sponsorship of the Ministry of Commerce and Industry, Government of India. Fully supported by the gems and jewellery industry, it is a Non-Profit Organization solely committed to excellence in education.

The main aim of this Institute is to prepare highly skilled professionals to meet the ever growing demands of the rapidly expanding gems and jewellery industry, which is mainly export-based and has been the third largest foreign exchange earner for our country. The main course of the Institute is the Three-Year Diploma in Jewellery Design and Manufacture, which was started in June 2004.

This course runs into six semesters and imparts comprehensive training from the 'concept to marketing' in all the fields of Jewellery Design and Manufacture including Model Making, Metal Setting, Soldering, Casting, Soldering, Filing and Finishing, Refining, CAD-CAM, Production Technology, Gemology, Diamond Grading, Art and Jewellery History, Communication Skills, Effective Supervision and Sales and Marketing Strategies.

Derewala World Jewellery, specialists in Indo-Italian jewellery with an ultra modern plant spread over one lakh sq. ft. in Jaipur, has technology from Italy and retails in 30 countries.

It was the first time in the history of IIGJ that students have displayed their talents to the public and the show opened with three dramatic sets by the students of the IIGJ Jaipur. The bold necklace with beads ending in dramatic petals and two flowers, the powerful floral ring, and strands of emeralds with gold abstract long pendant revealed the students ultimate designing skills.

From the graduates of Diploma Batch 8, IIGJ Mumbai it was The "Harmony of Colours" collection by Anuja Choudhary, Gauri Kompalli, Lohita Shetty, Nikhar Bansal and Rashida Goryawala which revealed creativity of the highest level.

Inspired by colours and using the flower motif as the basis, the result was a variety of hues for the jewellery, which gave the 16 entries a cross section of the graduates' skills. Moving away from the traditional red and green colour combination, the five designers experimented with various shades for the tantalising jewellery. Flowers came in varied shapes and colours to give a contemporary yet traditional touch to the exquisite pieces that a woman of high fashion will long to wear.

Diamond necklaces curved into centre paisley pendants with a solitary pearl drop in the middle and were matched to earrings. Sapphires bloomed in graduating sizes, while strands of flowers for gold

necklaces, pearl studded cuff in gold, dual emerald chains with centre interests, a grey enamelled cuff with a striking centre, brooch in abstract design and another with peacock design were superbly crafted. Streamers of diamonds for earrings with ruby ends, emerald drops on necklace and earrings and the yellow gems neckpiece completed the collection.

Stopping the show was the very elegant Miss India Earth 2013, Shobhita Dhulipala who entered in a magnificent giant Raani Haar, which sported at the end of a gold and emerald chain a huge pendant decorated with a Krishna-Radha painting.

Elegant gowns in black and white were the perfect creations by designer Sonaakshi Raaj to balance the creativity of the designers.

From this show it is very apparent that the future of the jewellery industry is undoubtedly safe with the wonderful talents of the students of the IIGJ.

#### **PHOTO CAPTION:**

Vasant Mehta (chairman IIGJ Mumbai) (grey suit), Mr Pramod Derewala (Chairman Derewala and IIGJ Jaipur) (with badge) , Col. SK Arora ( head of institute - IIGJ Mumbai) , Namita Pandya (convenor IIGJ Tardeo)

#### **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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