



GEMOLOGICAL INSTITUTE OF AMERICA PRESENTED FIVE SUPERB DESIGNERS AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013

It was the most eagerly awaited show at the India International Jewellery Week 2013 when five bright stars of the Gemological Institute of America showed their brilliant collections to the discerning audience.

To the rocking beats of drummer and percussionist, Apoorva and singer Shaaz the show swung into action with the eclectic collections.

PRACHI BOBRA – CREATIVELY ORIGINAL

A Diamond Graduate of GIA, Prachi Bobra from Indore believes that creativity and originality is the perfect road to success in the luxury business. Her collection at the India International Jewellery Week 2013 was a potpourri of statement pieces using precious and semi-precious stones. Inspired by Egyptian and Greek culture, the engraved collar with a square eye-catching topaz pendant, the green/yellow twisted strands of beads with gold, the square mesh necklace with giant fresh pearls, round gold curved necklace with pendant interest and the seven half moon mother of pearl crescents neckpiece teamed with an emerald choker set, revealed the skill of Prachi Bobra.

YAASHVIE KABRA – TRENDY YET CLASSIC

Yaashvie Kabra's style has been defined as trendy, classy, versatile and contemporary as far as her jewellery designs are concerned. Yaashvie has always believed each piece of jewellery has a story to tell and as a designer it was her job to help unfold that story. Marine life and nature was what gave Yaashvie her ideas for the circular pendant in aqua colours on a beaded chain. The satin bracelet with a striking centre, a star pendant on green beads and the snake Haath Phool made a contrasting entry. But the chain with the King George coin pendant, the very unconventional eye décor with beads and a stringy bracelet added to the versatility of the collection.

NEHA SHAH – PASSIONATE DESIGNER

Neha Shah is a creative innovative designer and it is a passion for her. For Neha high quality workmanship is very necessary to bring out the best in her designs. Her collection at the India International Jewellery Week 2013 showcased a fusion of colours, textures and various other elements. Dreaming about yesterday, today and tomorrow, Neha gave her pendant on strands of rubies, the Rani Haar with the round centre and the enamelled piece on pearl chains, her intense creativity. The floral centre strung with gold beads caught between rows of precious gems and three rows of coloured stones with a large abstract embellished pendant further revealed the beauty of the ornaments.

JAGRITI SACHDEVA –EXOTIC INSPIRATIONS

A graduate Gemmologist in pearls and Design from GIA, Jagriti Sachdeva from Punjab has a successful jewellery business. For her the ornaments she designs must reflect the personality of the designer. Drawing inspiration from the most mundane to the most exotic sights around her, Jagriti presented a superb line of jewellery. Feathers and leaves got Jagriti dreaming when the onyx beads attached to an asymmetric pendant and emerald rows with matching earrings made an impressive entry. The rectangular lacy pendant on a thin chain, the draped necklace with a burst of design on one side and the diamond floral pendant held with a red velvet band were exotic pieces of jewellery.

KAJAL NAIR – EXPERIMENTS IN DESIGN

Kajal Nair left her cushy corporate job to pursue her passion in jewellery. Her design style could only be described as elegant and timeless, but in many ways very experimental. Deeply inspired by the Art Deco movement, Japanese style and carved wood furniture, Kajal used rich colours, textures and shapes in her designs to present a unique collection. It was a Red Carpet look with angular choker in strips of gold with a 3D pendant, while five rows of the yellow metal with hints of colours, had a fragile appeal. The ruby encrusted multi “U” shaped collar, the large floral round diamond bib and the choker with extended engraved “V” shaped gold yoke edged in pearls, were all intricately crafted show stoppers.

Keeping the clothes very simple – black tights with sheer floor length covers by designer Neha Basu – the collection was a perfect foil for the superb jewellery.

With five great talents from the Gemological Institute of America making waves in the jewellery business, their successful future seems totally assured in India as well as the global scenario.

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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