



DAY TWO ENDED WITH THE STUNNING GREAT INDIAN EXTRAVAGANZA JEWELLERY PRESENTATION BY THE GITANJALI GROUP AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013

Ending Day Two with a stunning line of jewellery, the Gitanjali Group dazzled the audience with the Great Indian Extravaganza featuring songs, dances, glitz and glamour with three superb collections at the India International Jewellery Week 2013. Having won laurels and awards on all fronts the Gitanjali Group offered a breath-taking line of brands that will be desired by every woman.

With specially designed bridal and festive wear called “Shagun” by Paras and Sonal Modi for their SVA label, the presentation was a foot tapping and heart stopping showcase of the best jewellery fashion in the country.

Streamers of mogras and roses hung from the ceiling, while bunches of red roses on crystals lined the side of the ramp and lit up as the show started. It was time for the Big Fat Indian Wedding celebrations.

The dancers choreographed by Yash Pandya and Karan Khanna opened the show with the Assamese-Manipuri movements that set the mood for the evening.

NIZAM

Here was a collection that was spectacular in every respect. There was opulence reflected in the jewellery of a regal bygone era. Created with uncut diamonds in traditional polki, kundan Meena and jadau styles, the ornaments were fit for a princess. Gold with ruby edging, polkis with shimmering droplets of gems and meshed yellow metal created drama on the ramp. The fan shaped earrings and necklace, the kundan necklaces, the Raani Haar with a beaded base, long jhumkas and diamond/ruby collars added to the excitement of the show.

ENVI BY GITANJALI AND GEMFIELDS

To open this shimmering collection it was the vibrant Rajasthan Ghoomer and the fusion of Khatak and Bharat Natyam dances that set the mood with shades of vermillion, fuchsia, yellow and orange covering the ramp to highlight the gorgeous gems. Bringing the fabulous emeralds to centre stage, the various hues of this very precious stone created magic with its charm, allure and were a perfect option for a show stopping entry. A creeper design with emerald drops,



delicate star bursts, curved and stringy prong necklaces and pretty pear shaped neckpieces were sprinkled with the stunning green gems.

TRUE PLATINUM

Bringing the festivities to a crescendo was the very energetic fusion of Punjabi Bhangra and Gidda dance. The True Platinum line was a dream to behold. It was a collection designed from the purest and rarest metal as it dazzled with diamonds on the runway. Exclusive in style and beauty the desirable metal was turned into superb pieces. Fine diamonds were designed into floral beauties, while graduating streams of pearls set in platinum dazzled under the ramp lights. Florets of diamonds ended in spiralling prongs, while coloured diamonds formed lacy cascades or were turned into thin chains with tiny sparkles.

Emeralds and diamond sets, polki kundan beauties, chokers with ruby centres, uncut diamonds and the final set for the blushing bride was what every girl dreams of owning.

To the loud beats of the traditional Nan Khattai band, it was time for the very beautiful Neha Dhupia, brand ambassador of Gitanjali to take her graceful walk wearing the ethereal bridal kundan set comprising maatha patti, necklace, earrings, rings, bangles and cummerbund.

Featuring shimmering colours, glittering gold, platinum, diamonds, rubies, emeralds and pearls - the Great Indian Extravaganza by Gitanjali was a show that created an unforgettable impact.

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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