

**JEWEL TRENDZ OPENED DAY TWO WITH THE AMAZING COLLECTION FOR THE FESTIVE SEASON BY NIDHI AND KARAN GARODIA AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013**

**Mumbai, August 5<sup>th</sup>:** Jewel Trendz Pvt. Ltd. unveiled the stunning collections that dazzled the audience at the India International Jewellery Week 2013. Jewel Trendz a multimedia publisher and service provider to the Gem and Jewellery industry revealed the beauty of Sanskriti Jewels by Nidhi and Karan Garodia with the show titled “The Indian Gath-Bandhan”.

Created in 2007, the Sanskriti Jewels brand by Nidhi and Karan Garodia was a jewellery line that played with diamonds and precious metal and turned it into beautifully crafted ornaments. Inspired by their global travels that started in Udaipur and moved to Barcelona, Italy and Egypt, the designer duo presented a glittering collection ideal for the Big Fat Indian Wedding celebrations.

Divided into three segments, each a part of the Royal Indian Wedding; the designer duo revealed gorgeous jewellery to set the mood of the show.

The Jharokha Range had the mercurising Jaal work so intricately crafted that it was unbelievably beautiful. Fine diamonds sparkled for a choker with multi prong ruby pendants. The strands of precious stones ended in a tantalising pendant, while the round intricately crafted medallions were suspended from carved gold balls. Lacy collars with an extended bib with rubies and diamonds and two chains with a glittering pendant were stunning entries.

The Di Zafiro line was devoted to sapphires in a collage that was mind blowing in design and form. Here it was the dainty Maang Tikkas which looked utterly feminine placed on the pretty foreheads of the glamorous models, while flat gold chains or some with coloured stones worn with matching moulded pendants and kadas had a perfect bridal touch. Keeping the emphasis still on pendants with rich ribbons holding them in place, the designers added triple rows of emeralds clasped with pairs of florets on either side to give necklaces an innovative international look.

The Devtaa collection was a tribute to the creator and its exquisite detailing was the cynosure of all eyes. Pendants were carved with deities and were encircled with diamonds, rubies and pearls making an ethereal offering of great beauty to lovers of cosmic inspirations

Winners of numerous awards, Nidhi and Karan Garodia’s amazing “Sanskriti” collection will gladden the hearts of brides worldwide.

Ending the glittering Sanskriti show was National Award winning star of “Dahan” Rituparna Sengupta, displaying a dazzling collar of yellow/ white diamonds, kada, earrings and ring.

Making a final entry for Jewel Trendz was Pooja Mishra of Bigg Boss fame modelling the regal necklace comprising three rows of pearls with a fan shaped floral diamond pendant at the centre.

Stunning creations for these very auspicious jewellery collections were by designer Shouger Merchant Doshi for Zaanaya Couture

Marriages they say are made in heaven but when they have to be celebrated on earth, it is the Sanskriti Jewellery celebration of the Indian Gath-Bandhan by Nidhi and Karan Garodia, which will be a memorable offering.

**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