

## **MONI AGARWAL TOOK THE AUDIENCE ON A GLAMOROUS BESPOKE JEWELLERY JOURNEY AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013**

**Mumbai, August 4<sup>th</sup>:** Creator of the most amazing bespoke jewellery for women, the collection called “The Voyage of Sat Lada” presented by Moni Agarwal at the India International Jewellery Week 2013 was a stunning offering. Giving the successful New Age woman her unique style statement, Moni’s jewellery had that vibrant exuberant touch aimed at the young trendy buyers.

Inspired by her many travels around the globe and the books she has read, Moni’s jewellery had an international flavour, combined with an Indian touch. The precious gems and stones were a perfect mélange along with the glittering yellow metal, which created magic on the catwalk.

The history of the Sat Lada Haar dates back to the 19<sup>th</sup> century Hyderabad Nizam necklace, with its seven tiers comprising most perfect Basra pearls and filigree in gold. Moni Agarwal brought the soul of the royal past in modern form, offering some single layered neck pieces to suit the needs of the contemporary woman.

The show opened with Tapsi Panu star of the Bollywood comedy “Chashme Baddoor” wearing a magnificent Sat Lada Haar, a diamond and emerald choker, matching earrings, a jhoomer for hair and haath phools. What followed was Moni’s version of the inspiration – some with tiny pendants edged with rubies and at other times a single ruby and pearl for each of the seven tiers.

Pearl cuffs, wide four strand pearl Haars with jewelled centres, a mini version of the Sat Lada necklace with diamonds/rubies/pearls and a short style in gold were multiple options.

Bringing in drama and grandeur, Moni had moulded raised round collars with pear shaped pendants, a flat glittering collar with Basra pearl drops edging it and a triangular choker with gems. Two rows of circles formed a choker and a curved knotted version was sensational in craftsmanship and beauty.

Closing the show was Kajal Aggarwal star of the hit film “Singham” and “Special 26” wearing a triple curved diamond necklace and pear shaped danglers.

But it was the finale entry that had women in the audience swooning as the very hot hunk – star of “Department” and “Dum Maro Dum” - Rana Dagubatti strutted down wearing a magnificent double multi-chain Sat Lada Haar which stretched from neck to hips.

The glamorous black and fuchsia lehengas, cholis and gowns highlighted the beauty of the Sat Lada Haars and were created by designer Shravan Kumar

When it comes to jewellery that will enable the modern woman to make that total sartorial impact, then it has to be Moni Agarwal’s strong aesthetic collection “The Voyage of Sat Lada” that will make a stunning fashionable statement.

**About IIJW:**

IJJW 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. IJJW 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