

TIMELESS TRADITIONAL COLLECTIONS BY SABOO FINE JEWELS WERE PRESENTED AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013

Mumbai, August 5th: Bringing together the beauty of the East and West and combining it with Indian and contemporary designs, the Saboo Fine Jewels collection presented at the India International Jewellery Week 2013 was a timeless traditional offering. The exquisitely crafted handmade pieces were an in-depth study in classic yet modern designs.

With a head office in Hong Kong and branches in Thailand, Japan, Italy and USA, the Saboo Fine Jewels collections were superb in global appeal. Worn by Hollywood super stars like Cate Blanchet and Jennifer Lopez as well as the Royal families of Gulf Regions, the brand's collections have always had a world wide appeal.

Seven lines of gorgeous jewellery, each with its individual style statement made a stirring impact on the ramp.

THE ORION COLLECTION

It was a celestial offering of jewellery with circular hasli embedded with precious stones to replicate the universe. Rings and earrings followed the theme, while two rows of gems and gold circles, 3D kadas, bangles and cuffs completed the look of the two entries.

THE GOLDEN SAND COLLECTION

Gold took centre stage as cuffs studded with rubies and rows of flat gold coins, carved pretty earrings, square glittering bangles and giant circular rings brought the yellow metal into great prominence.

THE GAJNER LINE

Inspired by Gajner's Lake Palace the sliced diamonds, rubies and sapphires in numerous shades added to the beauty of the 18 K rose and yellow gold. A mélange of earrings revealed the many options while micro thin chains had delicate pendants and mesh inspired the earrings.

THE YAKSHA KUBER LINE

From the Rajput and Mughal era it was the artwork, motifs, sculptures and palaces that inspired the collection of royal jewellery. Square shaped pearl pendants, ruby/polki Haars, chokers edged with pearls, long sexy dangles and finely crafted jewelled cuffs showed extreme craftsmanship.

THE KAUSTUBH COLLECTION

It was natural pearls untouched and undiscovered - the Chandra Mukta white natural Basra Pearls and the Agna Mukta, a rare pink/orange gem, which were the centre of attraction for a long necklace with floral motifs, cuffs, bangles and earrings.

THE LISSOME COLLECTION

Slender and graceful was the key word of this collection of special uncut diamonds and precious gems for cuffs, finely cut sparklers and draped necklace with giant 3D centre flower that created a world of dazzling beauty.

The finale entry was the brilliant “Burma Ruby Set” featuring two rows of diamonds in oval shaped intervals set with the gorgeous red stones.

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.

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The mélange of different garments – gowns, lehengas, cholis, dupattas and dresses matched the various jewellery collections – were the creation of designer Amy Billimoria.

When it comes to extraordinary jewellery that will stand the test of time, then the 20 brilliantly crafted sets from the seven collections by Saboo Fine Jewels will be the perfect option for the connoisseurs of fashion and style.