



MISS UNIVERSE 1994 SUSHMITA SEN BROUGHT BRIDAL GLAMOUR BY CHARU JEWELS TO CENTRE STAGE AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013

Bridal glamour appeared on the catwalk when Charu Jewels created by Nikhil Desai caused a sensation at the India International Jewellery Week 2013 with the superb “Shades of Saffron” collection.

It was a line that had everything that a woman could dream of. The many varieties of round and uncut diamonds were balanced perfectly by the gorgeous coloured stones and pigments that came together effortlessly to form amazing ornaments.

Ensuring that the diamonds and coloured stones were in stunning formation; Charu Jewels made a lasting impact on the audience with the breath-taking line.

The show opened with Charu Jewel’s own brand ambassador, Jyotika Solanki in a shimmering bridal ornaments to set the pace for the many festive jewellery creations.

Precious stones and metals were created in myriad permutations and combinations to woo the hearts of women. Pearls ending the edge of a diamond necklace were indeed beauty personified. Square rubies sat elegantly in sections of a diamond neck piece. Strands of pearls also held a lacy ruby and diamond curved piece at the neck. An eye-catching golden cuff with a bunch of raised flowers in the centre created a sensation, while flowing bib creations in diamond with ruby centres gleamed superbly under the arc lights.

A lotus shaped choker and the three tiered one with a ruby centre, Raani Haar pendant held with emerald and pearl strands, raised florets encrusted with emeralds drew attention to the side of a flat collar.

Bangles made a firm fashion statement when worn in multiple styles, while cuffs were offered in wide and narrow widths to suit every delicate feminine wrist. Rings were bold and daring but earrings matched the splendour of the necklaces.

Charu Jewels’ statement pieces were a fantastic offering to women who want to make that stirring impression wherever they go.

The ramp was splashed in saffron creations by Suman Das Gupta to match the festive mood of the show.

Making a truly show stopping entry was former Miss universe 1994 Sushmita Sen looking absolutely gorgeous in a zardosi bridal lehenga, choli and dupatta displaying a sensational choker with emerald centre along with three strands of alternating pearls/emeralds, assorted bangles and rings.



When it is time for the festive season it has to be the “Shades of Saffron” collection from Charu Jewels that will bring joy into women’s lives.

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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