

## **DAY THREE AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013 BROUGHT A BLITZ OF MORE FRESH TALENT FROM THREE TOP INSTITUTES**

**August 6<sup>th</sup> 2013:** The power of Gen Next stars continued to blitz Day Three at the India International Jewellery Week 2013 but designer labels and top brands presented collections that were memorable and awesome in every manner.

### **THE RISING STARS**

The opening show was reserved for the nine creators from the National Institute of Design presented by Sun Jewels who unveiled five collections. Ravi Anand, Ankita Sharma, Swati Kujur, Samir Saurabh, Gaurav Tathode, Nazuk Keshan, Mehak Sharma, Shrinivas KN and Vinay Kumar visualized accessories that took design to extremes using wire copper and mesh.

They were followed by Sagar Parikh, Sailesh Rathore and Gaurav Agarwal from the International Gemological Institute who created excitement on the ramp with their unique lines.

The second show by the Gemological Institute of America at the India International Jewellery Week 2013 was sensational with five designers; establishing their brands in the tantalizing world of jewellery. Jayshree Thakur, Shraddha Agarwal, Bhumika Selvadia, Garima Dixit and Nikki Arora took their designing skills onto a different level.

The Gemological Institute of America, the title sponsor of the India International Jewellery Week 2013 has presented to the jewellery industry many bright stars that have enriched the business with their skills.

### **UNIQUE DESIGNER LABELS**

Designer labels came to the forefront with collections that gave a new twist to the business of jewellery designing. Dipti Amisha combined tradition with contemporary skills for a splendid bridal collection called Khajana; while Pallavi Foley in association with Abharan Jewellers offered the “Shezmin” collection inspired by the fragrant jasmine buds.

### **TOP BRANDS SHINE**

When it came to established brands in the business, Golecha Jewels took the audience on a journey of stunning bridal ornaments. Charu Jewels too joined the festivities of the Great Big Indian Wedding with a line of diamonds, coloured stones and precious metals in superb forms with a collection called Shades of Saffron. Shringar’s show was devoted to only one ornament; the symbol of marriage – the Mangalsutra - presented in myriad designs that encouraged many ladies in the audience rush to the bridal altar to take the Saat Pheras.

### **BOLLYWOOD DAZZLE CONTINUES**

Bollywood dazzle continued to create excitement and was as glittering as it had been during the past two days. Former Miss Universe 1994, the fabulous Sushmita Sen was the show stopper for Charu Jewels while elegant and sophisticated Juhi Chawla ended the Shringar presentation. Golecha Jewels

brought in the very high-powered Bollywood couple – award winning actress, Shabana Azmi and the very erudite and talented Javed Akhtar on the ramp.

The latest sensation of the silver screen, the petite pretty Alia Bhatt star of the hit film “Student of the Year” was the perfect show stopper for Pallavi Foley; while Aditi Rao Hyadri brought style and glamour onto the catwalk for Dipti Amisha.

The three Femina Miss India 2013 winners - Navneet Kaur Dhillon Shobita Dhulipala and Zoya Afroz made a stunning entry for the International Gemological Institute designers.

### **DRAMA ON THE RUNWAY**

Once again it was entertainment that kept the audience asking for more. The Shringar show had sand artist Kaushik of “India’s Got Talent” fame detailing the journey of the brand. Vishal Kothari from Indian Idol sang foot tapping melodies while percussionist Apoorva kept the beat lively during the Gemological Institute of America show.

### **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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