



## **GOLECHA JEWELS PRESENTED A SENSATIONAL BRIDAL COLLECTION AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013 WITH SHOWSTOPPERS SHABANA AZMI AND JAVED AKHTAR**

Creators of amazing jewellery that is unique and realistic, Golecha Jewels presented a fabulous bridal collection at the India International Jewellery Week 2013.

Started in the 1990s, the Golecha brand has a formidable reputation in the industry with outlets in Mumbai, Aamby Valley and Jaipur. Creators of jewellery for top films like Umrao Jaan, Luck by Chance and Drona as well as the Miss India Universe pageant crowns, Golecha Jewels has also been involved in top star weddings.

Titled “Royal Indian Brides” the collection was a visual treat featuring the most exquisite rose cut diamonds, uncut diamonds, pearls, rubies and emeralds. The jewellery was a sensational offering for any bride who wants to take her final vows. Rubies, pearls and emeralds sparkled and dazzled, while diamonds were blinding in their beauty.

Jhoomers, hasli with polki spheres in the centre, kadas with intricate carving and settings, the Raani Haar with giant rubies and emeralds on gold and edged with pearls and the Maang Tikkas in varying sizes created magic on the catwalk. Rows of rubies with polki flowers on the side were a striking addition, while chokers, jhumkas with pearl edging were pretty in their traditional elegance.

Three rows of golden balls with two rubies at the top, the half moon Raani Haar with matching earrings, the Maatha Pattis, armlets and hair ornaments completed the bridal look. One of the stunners in the collection was the choker which spread in front like a bejewelled bib.

The collection was awesome in design and inspiration offering a rich spread of the most tastefully created wedding ornaments.

For the stronger sex, Golecha Jewels had a variety of brooches studded with precious jewels. An unusual design was the rows of pearls with a double brooch holding them together.

Adding to the drama of the show were Bollywood personalities – super star Shabana Azmi and award winning script writer and lyricist, Javed Akhtar; who walked the ramp wearing the fabulous jewellery. Shabana glided in like royalty, wearing a mesmerising emerald edged polki necklace, while Javed sported a ruby emerald and pearl brooch.

To thunderous applause from the very appreciative audience Vijay and Roopali Golecha walked the ramp with Shabana Azmi and Javed Akhtar

The ethnic bridal creations were by Bollywood designer Vikram Phadnis.



For jewellery that will make a bride look like a queen, the “Royal Indian Brides” collection by Golecha Jewels is the perfect answer.

**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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