

PALLAVI FOLEY IN ASSOCIATION WITH ABHARAN JEWELLERS PRESENTED THE CREATIVELY BEAUTIFUL “SHEZMIN” COLLECTION AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013

August 6th, 2013: The fantastic “Shezmin” collection by Pallavi Foley in association with Abharan Jewellers was a breath-taking offering at the India International Jewellery Week 2013. Abharan Jewellers started by Subhas and Mahesh Kamath in 1935 in Udupi is an Rs 600 crore plus jewellery house and has presented the most amazing collections inspired by traditional South Indian crafts.

The inspiration of the collection was the fragrant white jasmine buds which have been favourites of Indian women from times immemorial as they originated near the Himalayas and the Ganges Plains.

Opening the show was the petite spritely, Alia Bhatt, star of the hit film “Student of the Year” wearing impressive hoops with pearl insets. Soon the collection set the mood of the show as the fragrant perfume of the lovely flowers laid in the centre of the runway filled the ballroom of the Hotel Grand Hyatt.

The gorgeous handmade jewellery had bunches of pearls entwined, draped and layered to create perfect 3D ornaments. As the creatively designed jewellery caressed the body, there was a unique fluidity and natural touch as some of the pieces appeared almost life-like and resembled the beautiful flowers.

Working with 18 K gold, diamonds, silver and fresh water pearls, Pallavi Foley visualised a collection that was perfectly hand crafted in detail and design as the clusters of pearls gave an Avant Garde look to formal wear jewellery.

The display had shell like necklaces embellished with delicate pearls; earrings and pendants were given streamers of gold, while pearls on a gold mesh wire bed made a striking appearance. Abstract shapes for neckpieces and earrings with pearls at the ends of chains had an innovative appeal. Crescent moon shapes were turned into necklaces, while hoops had veils of gold strips.

Multiple rows of pearls were draped on the models and at times caught with motifs at the side. A line of long slender necklaces had pendants with gold leaves and floral bursts were seen over rows of chains. The jasmine motif in a circular sphere at the end of the chain was elegant in its fragile feminine beauty.

The “Shezmin” collection by Pallavi Foley with Abharan Jewellers offered a dramatic line of pearl jewellery in all its innovative grandeur.

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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