

DAY THREE ENDED WITH SHRINGAR'S MANGALSUTRA COLLECTION WHICH WAS A GRAND DISPLAY OF BRIDAL FINERY AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013

Shringar, well-known as the “House of Mangalsutra” in the country presented a grand collection of this very auspicious bridal ornament at the India International Jewellery Week 2013. Started in 1963 by Natwarlal K Thadeshwar, popularly known as ‘Natubhai’, this pioneer of bridal jewellery created magic by specialising in the art of Mangalsutra designs. With expert craftsmanship, the Shringar brand has earned national and international acclaim.

Completing 50 years in 2013, Shringar’s collection of Mangalsutras had such a breath-taking array of designs and impeccable craftsmanship that women in the audience longed to own the many gorgeous pieces.

The show titled “Kal Aaj or Kaal”, (Yesterday Today Tomorrow) traced the three generations of the Thadeshwar family from Natubhai to son Chetan and grandson Viraj by the brilliant sand artist Kaushik.

The presentation started with the **Bridal** scene of Saat Pheras with a selection of Mangalsutras with dual circle centres in gold and precious stones inspired by peacock and floral patterns.

The **Ethnic** collection had triple rows of beads or gems with Ganesha pendant or deities in the centre.

Moving on the **Junagadh** version there were three more styles of the peacock options; while for the inspirations from **Kolhapur** it was short Mangalsutras with gold beads, some with 3D raised centres.

When it came to the City of Joy **Kolkata**, the ornament went into long gold chains with round or triangular centres.

The **Premium** section had an interesting star or floral shape with thin double chains.

The **Diamond** range comprised short beaded strings with glittering diamonds centres. Making a trendier offering it was the **Costume** segment with enamelled oval or floral options, which will be easy on the budget.

The **Western** offering will look great with dresses when styled with cords, beads or pearls with elegant centres. The **Elite** line comprised spheres and a sun design with delicate enamel work.

Making a graceful entry on the ramp was the very elegant Bollywood star Juhi Chawla, clad in bridal finery by Bharatis, wearing double Mangalsutras – a short one attached to a giant version - hanging from exotic beads, gold and precious stones.

The ethnic and western creations for the models were by Vaishali Shadangule and Swapnil Shinde.



The Shringar - house of Mangalsutra show took the audience on a wonderful journey of aesthetic bridal ornaments, which will be loved by women when they take their final vows around the holy Agni.

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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