



## **THE DIPTI AMISHA SHOW REVEALED A TREASURE TROVE OF EXQUISITE JEWELS AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013**

Creator of the most exquisite jewellery, the Dipti Amisha brand presented fabulous pieces at the India International Jewellery Week 2013 with their “A Treasure Beyond Measure” collection called “Khajana”. Using gold, diamonds and jadau, the ornaments emerged as ideal traditional and contemporary pieces. Sparkling gems twinkled under the arc lights, while jadau, gold balls and vilandis were merged skilfully into a single piece of jewellery. Dipti created her brand Dipti Amisha as an offering to women who desire to wear style and design in their ornaments.

The theme for the collections inspired by the royal Victorian splendour was an ancestral Indo-western fusion for a stunning line of jewellery. From gorgeous exotic giant pendants with a marked vintage touch, to royal bridal necklaces, tantalising formal earrings, impressive rings and stylish bracelets; the collection was a blend of creativity marked with exciting drama.

Opulence was the key word that described the jewellery as Raani Haars with tiny medallions edged with emeralds, crescent diamond earrings, gold bands lined with beads and pendant and the double diamond balis were superb in finish and craft. Pendants were so imposing they demanded attention and clusters of gems and gold nuggets added a distinct touch to the long Haars. The stunning solid gold necklace with giant ornate centre, the fine diamond delicate neck piece and balis with varying double circles revealed designing skills of a very high order. Rows of diamonds often curved in the centre with an emerald pendant, while at other times the centre piece of the necklace almost covered the bodice of the model. Raani Haars with multi side circles showed an innovative touch. A gleaming 3D ruby flower bloomed in the centre of a diamond and emerald bed creating a splendid bridal ornament.

Closing the show was the very delicately beautiful Aditi Rao Hydari star of the hit film Murder 3, as she glided down the ramp in a magnificent Raani Haar, necklace-cum-choker that flowed from neck to the waist along with shoulder dusters, an ornate finger cover and cluster of bangles.

When a woman wants to add those unconventional statement pieces to her collection then Dipti Amisha’s “Khajana” collection gives the right touch of treasure beyond measure.

### **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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