



THE ADORN SHOW OPENED DAY FOUR OF THE INDIA INTERNATIONAL JEWELLERY WEEK 2013 WITH SENSATIONAL COLLECTIONS BY DHORA AND RIVAAYAT

Adorn India's first luxury magazine published and circulated by Spenta Multimedia headed by Maneck Davar, Managing Director and editor of Adorn, brought to centre stage the diverse collections of Dhora and Rivaayat at the Indian International Jewellery Week 2013.

DHORA BY AAVRITI R JAIN AND SIDDHARTH DASPAN

"Dhora" the designer label by Aavriti R Jain and Siddharth Daspan once again dazzled the audience with its unconventional designs. Handmade jewellery and cotton creations were striking in form and colour.

Based in Milan and created in Jaipur, the duo has been promoting the expertise of the local arts of India. The pair presented an amazing line, which was a superb blend of Avant Garde designs with traditional crafts. The "out of the box" creativity of the jewellery and garments, besides the unusual accessories was designed according to the unique path taken by the pair for their collection.

In a tightly edited show of just eight entries, the gleaming metal was turned into geometric forms for necklaces and hair ornaments. Crescent pendants, the cross with an idol carving in the centre, the long neckpiece with large beads, the gold pronged earrings and necklace set revealed the futuristic touch of the jewellery.

Some of the eye catchers were the gold choker with a broad necktie extension, the hasli with tribal pendant, the beaten gold abstract spear-cum-half moon necklaces, square pendant and the earring-cum-necklace were an unconventional offering. The pair of finale mask and the one piece necklace was an unforgettable end to the show.

To match the very abstract and stark feel of the jewellery, the clothes were also designed by Aavriti and Siddharth to create the complete picture.

When it comes to jewellery, which will turn into conversation pieces, the "Dhora" label by Aavriti R Jain and Siddharth Daspan will cause a lively fashionable debate.

RIVAAYAT BY MEERA ROHIT

Under the "Rivaayat" label Meera Rohit presented their stunning "Jahaan Ara" collection. Inspired by the beautiful Mughal princess Shahzadi Jahan Ara Begum Sahib, Meera Rohit showcased beautifully crafted heirloom pieces foiled in 24 carat gold. It was an ode to Mughal grandeur that recreated the splendour of that era.

Colours dazzled amongst the precious yellow metal, while silver sparkled under the arc lights. Jhumkas, Chandbalis, Jhoomers, kadas, kangans, maang tikkas and baju bands were part of the list, which was endless in its glitter. Necklaces, rings and other exquisitely designed jewellery made an impact on the ramp.

Magnificent Raani Haars with multiple intricate enamelled extensions, jhumkas with antique finish in gold and silver, the imposing maang tikka, beaded abstract design long necklace, the coral and gold carved entry for the neck, revealed the theme of the collection perfectly.



The sensational temple necklace with carved large beads, clusters of tiny baubles for the Raani Haar, the silver/gold tribal influence for the Maatha Patti, large hoops with chandeliers and the startlingly amazing long bridal Haar completed the collection of nine entries.

The very vintage clothes for the show were created by Meera Rohit and balanced the jewellery perfectly.

Bringing together the earthy style of Adivasi crafts in the country with Mughal grandeur, the “Jahaan Ara” collection had that timeless allure that women long for in their ornaments.

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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