

**BOLLYWOOD STARS SHARMILA TAGORE, ILA ARUN, KANGANA RANAUT, VIDYUT JAMMWAL ROCKED ON THE RAMP AT THE BIRDHICHAND GHANSHYAMDAS AMER SHOW AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013 TO END DAY FOUR**

Where was the Hotel Grand Hyatt Ballroom, asked the audience as they entered the venue for the Birdhichand Ghanshyamdas show? It had been turned into the facsimile of the magnificent Amer Fort with the life sized Ganesh Pol gate in the centre where the fabulous “Amer” collection was unveiled from the creative studios of Birdhichand Ghanshyamdas Jewellers to end Day Four at the India International Jewellery Week 2013. Surrounding the audience were the beautiful arches and parkota walls of the state that created a feeling of drama.

In the past the brand has created heart stopping jewellery starting with the Maang Tikka to pretty toe rings and offered the woman everything she desired.

The earlier four flagship brands were “Hunar”, “Noor”, “Adrishya” and “Aranya” that created drama on the ramps of the India International Jewellery Week. “Hunar” meaning talent was a Mughal enamelled Kundan line with table cut diamonds perfect for a bride. “Noor” was a tribute to diamonds for the contemporary women. “Adrishya” with the invisible gold setting was studded with precious stones and was launched in 2011. The “Aranya” collection in 2012 inspired by the fauna of India was created with gems and precious metal.

Designed by Yash Agarwal, Creative Director of Birdhichand Ghanshyamdas Jewellers, the “Amer” collection was inspired by the grandeur of Rajasthani architecture and the beauty of the glorious forts and palaces. Using the motifs and jewels of “Amer”, which is the only yellow monument in the Pink City, each piece was a beautiful work of art and design. The fabulous Ganesh Pole gate was the inspiration of the Lord Ganesha necklace, while the magnificent pillars of the Amer Fort were the basis of a pair of earrings.

The theme of the show was reflection of undying charm of Rajasthan in Indian cinema; so the history of these two inspirations was seen in the show. The colours of Rajasthan, the pulsating beat of the vibrant state’s music and the energy of the people came alive during the presentation.

It was standing room only when the lights dimmed to unveil the magical world of Rajasthan in the art reincarnated story of fusion between Rajasthan and cinema. An interesting AV revealed the beauty of cinema and Rajasthan and as the doors of the “Amer Fort Set” on stage opened to reveal the very elegant regal, Sharmila Tagore in a lovely sari and Mughal jacket wearing a ruby/diamond neckpiece with three pearl tassels, earrings, bracelet and rings to start the ethnic section.

Raani Haars were created with rows of pearls. Jhoomers adorned the heads of the models, chokers extended into bibs with the Fort motif. Two-in-one Raani Haar in pearls, exotic Haath Phools, multi



circles for diamond and ruby necklaces and the Sat Lada Haar in polkis with carved emeralds formed part of the seven entries.

Moving into the '80s and '90s era of cinema when the rich Rajasthani tribal influence was seen in Bollywood films to create magic on the silver screen; it was Ila Arun who brought the house down with encores for more as she rocked with folk songs from the state wearing tribal chunky jewellery in gold and diamond.

This was a signal for a display of the rustic jewels with the Maatha Patti, anklets, baaju band, Raani Haars with the Amer domes as pendant and canopies of the fort on jhumkas, for the swirling gypsy models.

Finally, it was the tales of kings and queens that captivated the people of Rajasthan and cinema that inspired the very fusion look of the jewellery. Fan shaped earrings with pearl edges, necklaces with striking tassels; polkis trimmed with giant uncut emeralds on neck pieces, and looped versions created magic on the ramp.

An amazing piece was the draped brooch-cum-armlet over the shoulders teamed with tasselled earrings; while rows of knitted pearls for the neck held a carved emerald pendant.

Ending this section was Bollywood's latest hot action hero, Vidyut Jammwal looking dapper in a suit with an ornate glittering brooch. Sexy gorgeous Kangana Ranaut glided in a lehenga/choli wearing the exquisite winged diamond necklace with a magnificent fan shaped pendant of pearls, Maatha Patti, rings and earrings.

The glamorous mélange of saris, anarkalis, lehenga/cholis and dresses in vibrant Rajasthani colours were created by Pallavi Jaipur.

When it comes to selecting jewellery, which has a touch of the past blended beautifully with the present; then the "Amer" collection by Birdhichand Ghanshyamdas will be the only answer.

The very exciting and entertaining show by Birdhichand Ghanshyamdas recreating the glory of Rajasthan and the beauty of Indian cinema through the "Amer" collection was an event that will be long remembered by lovers of art and jewellery.

#### **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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