

SUPERBLY CRAFTED JEWELLERY AND GLAMOROUS BOLLYWOOD STARS WERE THE HIGHLIGHT OF DAY FOUR AT INDIA INTERNATIONAL JEWELLERY WEEK 2013

August 7th, 2013: Jewellery and Bollywood glamour created excitement on Day Four at the India International Jewellery Week 2013 when seven shows in quick succession revealed superb collections. Carefully designed stage sets, music, gorgeous jewellery and clothes along with stunning models made each show “a not to be missed event”. The top brands in the business unveiled amazing new collections that will set trends in business of jewellery designing during the coming months. There was standing room only for the shows, which were watched by the fashion and jewellery connoisseurs, media, buyers and critics from not only India but abroad.

STUNNING COLLECTIONS

The “Prisha” collection created by designer Rashi Rochwani had a fusion contemporary theme called “High on Life” featuring some of the most interesting versions of chokers and necklaces. Laxmi Jewellery’s line of jadtar, polki diamonds, kundan and gold jewellery created new trends with the vilandi collection of uncut diamonds. Colour and style came on the ramp with the “Saptrangi” range by Kays Jewels which was presented in three sections with the seven colours of the rainbow being used for the ethnic and western garments. The very well known brand of Kashi Jewellers introduced its “Omana” collection dedicated to the many roles a woman plays in life. The beautifully crafted jewellery had some amazing design directions with pearls, diamonds, rubies and emeralds used in an intricate manner.

From the creative studios of D Navinchandra Exports the “Zayna” collection created an awesome impression on the audience with the models walking to the live music provided by internationally renowned flutist and saxophonist Gerard Woody. Birdhichand Ghanshyamdas closed Day Four on a high note with the grand “Amer” collection which was presented in three parts with a very informative AV inspired by the majestic fort of Jaipur. The show was a fitting end to the events with the Ballroom of Hotel Grand Hyatt turned into a facsimile of the Amer Fort and the theme being the fusion of Rajasthan and cinema when art was reincarnated.

INNOVATIONS IN JEWELLERY

Moving away from the tried and tested path were two designer presentations by Adorn, India’s first luxury magazine. “Dhora” by Aavriti R Jain and Siddharth Daspan showed a revolution in jewellery design offering unconventional handmade ornaments, and cotton ensembles, which were also designed by the duo. The tribal look of the jewellery combined with contemporary touches was very striking in the very carefully edited eight entries.

The Rivaayat label by Meera Rohit dazzled the connoisseurs of precious ornaments with the “Jahaan Ara” collection. The many regal sets had a marked vintage touch with gold foiling being used in an innovative manner.

GLITTERING STARRY BOLLYWOOD PARADE

Folk singer Ila Arun had the audience cheering for more as she belted out Rajasthani folk songs during the Birdhichand Ghanshyamdas show. The very regal Sharmila Tagore opened the show for the Amer collection, while sexy Kangana Ranaut and the new action hero the very handsome hunk Vidyut Jamwal caused a sensation on the ramp as show stoppers during the Birdhichand Ghanshyamdas show.

Making a glamorous show stopping appearance on the ramp was the very lovely Karishma Kapoor who ended the Kays Jewels show wearing a beautiful diamond set. International beauty and now a Bollywood star, Kristina Akheeva walked the ramp for D Navinchandra to close their show and Sonal Chauhan made a graceful appearance in a ravishing red will-power gown studded with rose appliquéés to bring the Kashi Jewellers show to a memorable end. TV actor Madhura Naik was the show stopper for the Prisha by Rashi Rochwani show.

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.

For more information on the release contact:

Ms. Dolly Choudhary, GJEPC – Tel: +91-988 77538 23

Ms. Sangita Pai, GJEPC – Tel: +91-988 77538 04

Mr. Abhishek Savant – Clea PR – Tel: +91-810 88488 22