



D NAVINCHANDRA EXPORTS IN ASSOCIATION WITH KRIPALANI AND SONS PRESENTED THE BRILLIANT “ZAYNA” COLLECTION AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013

Inspired by the treasures from the palaces of Mewar to the glorious region of Pataliputra and the quilas of Purana Dilli, the collection presented by D Navinchandra Exports in association with Kripalani and Sons was an offering meant for queens at the India International Jewellery Week 2013.

Called “Zayna”, (which means beautiful in Arabic) the collection showcased the dazzle of diamonds that highlighted its extreme beauty with the expert craftsmanship of Kripalani and Sons. The brilliance of the jewellery and the amazing finish of each piece was a supreme example of ultimate design and finish. The glitzy gala collection had the best diamonds that studded the precious metal.

Flowers were the predominant motif in the collection, which was displayed to live music by international flutist and saxophonist, Gerard Woody as the lovely models floated down the ramp in elegant floor sweeping gowns by Riddhi and Siddhi Mapxencar.

Uncut diamonds in yellow/white appeared in bunches and flowed down from necklaces. Florals blossomed in the centre of the various ornaments in contrasting shades of diamonds. The high collar studded with rubies, emeralds and polkis, turned into petalled flowers for a necklace; while chokers with ruby paisleys were hemmed in with pearls.

Giving the fashion conscious women more options from the “Zayna” collection there were bold paisleys on a bed of uncut diamonds and a mélange of pear shaped motifs appeared in stunning form for the neck. The clever mix of coloured diamonds for chokers and floral earrings proved the skill in jewellery designing from the brand.

To add glamour, the show stopper was the gorgeous star of the hit Bollywood action-comedy blockbuster, Kristina Akheeva who modelled a fabulous choker with 3D diamond flowers in the centre, matching earrings, bangles and ring. She was escorted by Mr Ajesh Mehta and Mr Nirmal Kripalani.

When it comes to jewellery of a very high order, then it is the “Zayna” collection from D Navinchandra Exports in association with Kripalani and Sons that will match global standards.

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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