

KAYS JEWELS PVT LTD PRESENTED THE FABULOUS GOLD AND DIAMOND “SAPTRANGI” COLLECTION AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013.

August 7th, 2013: Kays Jewels Pvt. Ltd. started in 1980 by Dr Ravi Kapoor, CEO and MD of the company, offered Indian women the amazing Autumn/Winter “Saptrangi” collection created by the very talented Vijaya Kapoor, Director of the company, at the India International Jewellery Week 2013.

Aimed at the modern Indian stylish woman, Vijaya Kapoor’s designs had a kaleidoscopic vision of style and substance that made the exclusive pieces in coloured stones, solid gold and diamonds totally irresistible.

With a perfect mix of superb designs, ideal craftsmanship and innovative touches, the collection was an unforgettable display of ornaments. The “Saptrangi” collection had gemstones with blue, green, red, lilac, yellow dazzle, that were breath-taking in their beauty. Diamonds, rubies and emeralds with an addition of gold and polki gave new definition to earrings, necklaces, rings and bangles.

To match the “Saptrangi” theme with the colours of the rainbow the sari-gowns and ethnic wear in red, orange, yellow, green, blue, indigo and violet by Swapnil Shinde were just perfect as they appeared in the three sections of the show.

Wide collar worn with chandelier earrings and rows of gems looked majestic with floral bunches on either side. Sprays of multi flowers looked amazing on a draped neck piece. Another draped gold entry had a diamond polki pendant, while the Raani Haar with centre interest and floral burst was superb.

For a more traditional look the “U” shaped Raani Haar and bangles, six rows of uncut diamonds with ruby florets on sides, the jhoomer, maang tikka and the green leaf motifs with mauve flowers in the centre for the neck had that luminous effect on the ramp. Three rows of diamonds worn with triangular earrings tipped with a single pearl and the graduating diamond/emerald pronged necklace were the collection’s highlights.

Bringing the inspiration to life on the jewellery were cuffs designed in the most ingenious manner. An artistic spiral creation with the feathers motif ended in a peacock head in coloured enamel. The peacock’s plumage in all its glory glittered with diamonds, emeralds and precious stones with a cluster of pearl strands in the centre. A conventional design had a giant princess cut emerald surrounded by dozens of baguettes circled with the enamelled feather design. The gorgeous multi circle necklace set studded with rubies and emeralds and the floral petalled diamond choker with two pear/circular emeralds were ethereal in beauty and design.

Ending the show was the very graceful and regal Karisma Kapoor in a black Manish Malhotra Anarkali ensemble wearing a gleaming diamond set.

Walking down the ramp, designer Vijaya Kapoor accompanied by her daughter Devika Mehra, was thrilled to receive the very appreciative accolades from the audience.

Opulence was the key word of the “Saptrangi” collection as the iridescent colours looked breath-taking on the ramp when enchanting emeralds, rubies, priceless pearls and glittering gold were the cynosure of all eyes.

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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