

## **SUPREMELY CRAFTED ORNAMENTS BY RASHI ROCHWANI FOR THE PRISHA LABEL CREATED A SENSATION AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2013**

From a collection of yellow and white gold, to glittering diamonds and gemstones studded ornaments, the collection presented by Rashi Rochwani for the “Prisha” label created a sensation at the India International Jewellery Week 2013.

The kundan and polki sets were a feast for the eyes as the pieces adorned the graceful models, who glided down the catwalk. The “Prisha” collection created by Rashi Rochwani was a perfect blend of style, design and traditional touches that were reflected in the various pieces.

The collection called “High on Life” was a great line of fusion contemporary pieces, which were a timeless offering to the global connoisseurs who value the beauty and grandeur of great style and design. Incorporating the latest trends in jewellery fashion, the designer combined the beauty of shimmering gold with diamonds, coloured stones and polkis to showcase jewellery inspired by the art forms of Art Deco, Victorian, nature and New Age designs.

Opening the show with a gorgeous flat diamond necklace with a sunflower pendant and earrings, the excitement continued with a round necklace with giant ruby as the centre of attraction. Rows of floral and ripples of diamonds for wide neckpieces, the leaf shaped earrings, the diamond balis with tiny jhumkhis and the micro linear diamond collar were amazing creations.

The diamond knotted design necklace with ruby ends and the clever blend of gold/rubies/diamonds/emeralds for a Raani Haar with stunning pendant, showed the design direction that fashion will take.

The quartet of necklaces with polkis, rubies, and pearls created into chokers and neck pieces gave a variety of designs in this mix of gems. Circling the neck was a stylish off-centre bow and flowering sprays of blossoms that were innovation personified.

Adding glamour to the show was TV actor, Madhura Naik modelling a gorgeous gold kundan necklace with an eye catching pearl pendant and pear shaped earrings.

To match the vibrant beauty of the jewellery the ethnic and fusion creations were by designer Rajdeep Rawat.

Taking the ramp at the end of the show to acknowledge the appreciative audience applause were Rashi Rochwani and Shyam Rochwani.

For an innovative look in jewellery that will turn into conversation pieces the “Prisha” Collection by Rashi Rochwani will offer the best options.

**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.

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