

A SENSATIONAL END TO THE INDIA INTERNATIONAL JEWELLERY WEEK 2013 **WITH THE BEST OF THE BEST ORNAMENTS DAZZLED ON THE RAMP**

August 8th, 2013: It was a fitting end to the fabulous glittering fourth edition of the India International Jewellery Week 2013 when the country's top names in the jewellery business displayed some of the most outstanding gems in the world.

The red velvet drapes as the backdrop added a regal touch to the Hotel Grand Hyatt Ballroom, while the shimmering filigree screens rose from the stage towards the ceiling and two short flights of steps emerged from them. An abstract black and white design covered the ramp and the scene was set for an evening of glitz, glamour and style.

Stepping on to the stage, Mr Vipul Shah, Chairman, GJEPC thanked everybody including all the sponsors, for a grand show and a very successful fourth edition of the IJW 2013 event, which created excitement in Mumbai.

As the lights dimmed the melodious voice of Filmfare award winner 2013, Shalmali Kholgade, crooned popular numbers to create the right mood for the models all draped in the exquisite creations for all the three segments by top couturier J J Valaya.

THE GIA SHOW

The graduates of the Gemological Institute of America, the title sponsors of India International Jewellery Week 2013, opened the Grand Finale with the best creations of its talented ten alumni who took their much deserved applause with Nirupa Bhatt, Managing Director, India and Middle East, GIA leading the team down the ramp.

PRACHI BOBRA – The fabulous “V” lapel shaped necklace with yellow diamonds and earrings.

GARIMA DIXIT – Shimmering choker with coloured diamonds slopping into a “V” formation.

YAASHVIE KABRA – Beautiful Maang Tikka with the gorgeous starburst necklace.

SHRADDHA AGARWAL– The dramatic gold and diamond necklace with pearl ends.

NEHA SHAH - Raani Haar with rubies and strands of pearls teamed with a Maatha Patti.

JAYSHREE THAKUR– Superb diamond and onyx prong necklace with a butterfly motif.

BHUMIKA SELVADIA– Diamond Raani Haar, ruby and diamond choker, belt and armlet.

KAJAL NAIR– An interesting choker-cum-bib neck piece in gold with coloured diamonds and Maang Tikka.

JAGRUTI SACHDEVA– Draped necklace with floral motifs on sides and tikka.

NIKI ARORA – Multi floral starburst necklace in white diamonds and emeralds.

THE SENSATIONAL P C JEWELLER SHOW

Making a grand opening entrance for the P C Jeweller show was award winning director, the very dapper and stylish, Madhur Bhandarkar who strutted down with great élan in an elegant black sherwani with a paisley shaped ruby, diamond and emerald brooch.

P C Jeweller's collection was a memorable offering that paid homage to Goddess Lakshmi – the Goddess of Fortune, to end the scintillating India International Jewellery Week 2013 event. From exotic necklaces to tantalising pendants, seductive earrings, delicate bracelets and pretty rings, the collection was inspired by the earthiness of various forms, combined with colours of precious stones. Bringing in intricate enamel work, the hints of peacock feather designs and the Lord Ganesha collection, added to the grandeur of the presentation.

Diamonds and baguettes shimmered around the necks of the elegant models as they glided down the ramp. The sweeping curves and the delicate motifs in the designs were perfectly crafted into unique timeless pieces.

Lacy necklaces gleamed with powerful bangles, strands of diamonds and emeralds created magic on the ramp. Raani Haar and choker came together with shoulder dusters and crescent shaped earrings, spread collar necklaces and Haars that reached the slim waistlines of the pretty models, were mesmerising in their beauty and craft.

The finale of the show was as breathtaking as the collection when the giant silver filigree doors high above the stage opened, to reveal the very beautiful Chitrangada Singh, who looked ravishing in a magnificent diamond Haar with tantalising pendant, cuffs, rings and elaborate earrings, wearing a J J Valaya maroon velvet and tulle will-power gown.

As the packed hall burst into rousing applause, Mr Balram Garg, Managing Director, P C Jeweller, walked down the ramp, with Chitrangada Singh and Madhur Bhandarkar.

THE BEST OF THE BEST SHOW

From the many gorgeous collections shown during the four days of the IJW 2013, one outstanding piece was selected for the "Best of the Best Show". The 25 awesome entries were masterpieces from the brands and designers that will set a trend in the coming months.

DHORA BY AAVRITI AND DASPAN – An amazing face mask and matching necklace in gleaming metal.

PALLAVI FOLEY – The jasmine inspired pearl necklace and earrings.

NID – A gold mesh abstract collar and ring.

GEHNA – Giant polki pendants suspended on strands of pearls with earrings and bangle.

AURO GOLD – The floral bangle with matching earrings.

IIGJ – A magnificent giant Raani Haar with a Krishna-Radha painting earrings and pearl cuff.

GITANJALI GEMS – A stunning lapel style necklace with a pendant and earrings.

GOLECHA JEWELS – Double rows of polkis and emeralds for a necklace with matching earrings.

PRISHA BY RASHI – The superb sunflower inspired necklace with pendant, earrings and bracelets

SABOO FINE JEWELS – the stylish diagonal emerald/diamond necklace, earrings and ring set.

KAYS JEWELS – The spread shirt collar inspired gold necklace with gems and matching earrings.

CHARU JEWELS – An impressive choker with gold centre, bracelets, earrings and bangles.

JEWEL TRENDZ – An intricate diamond and ruby necklace with tikka and earrings.

IGI – Two 3D flowers blossomed on a choker with matching earrings rings.

MONI AGARWAL – Diamond choker with stylish three scallops and matching earrings.

AGNI CZ GOLD JEWELS – Gold and emerald collar with earrings and bangles.

LAXMI JEWELLERY EXPORTS – An elaborate diamond choker that spread down the bodice with matching earrings.

RIVAAYAT BY MEERA AND ROHIT – A beautiful South Indian bridal Raani Haar, Maatha Patti, kadas, armlets and earrings.

DIPTI AMISHA – The fabulous double Raani Haar and earrings.

APALA – A gorgeous belt, armlet, the double bangle/armlet set, Raani Haar with a necklace and Maatha Patti.

SHOBHA SHRINGAR – The superb polki choker with emerald centre.

NIRAV MODI – The delicate diamond necklace flecked with ruby flowers.

D NAVINDRANDRA – Gold and diamond choker with 3D flowers and earrings.

KASHI JEWELLERS – A stunning diamond choker that flowed over the shoulders with earrings, cuff, and rings.

At the end of the lovely jewellery from the various brands, the lights dimmed after the last entry and above the stage a shimmering silver peacock throne rose from the ground to reveal the very elegant Sonam Kapoor, brand ambassador, GJEPC wearing the impressive Birdhichand Ghanshyamdas long Raani Haar of emeralds/polkis/ pearls, armllet, kadas, earrings and ring and draped in a J J Valaya sari.

Thanking everybody concerned with IJW 2013, Sanjay Kothari, Vice Chairman of GJEPC and Convener of IJW 2013 was thrilled with the resounding success of the event and invited Vipul Shah, Chairman, GJEPC, Pankaj Parikh, Vice Chairman, GJEPC and all the PMBD and IJW subcommittee members on the stage to join in the celebrations as he was confident that IJW 2014 would be a bigger and greater event not only in India but hopefully in the west.

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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