

THE JEWELS BY PREETI COLLECTION DAZZLED THE AUDIENCE WITH A SENSATIONAL SHOW AT DAY 1

THE INDIA INTERNATIONAL JEWELLERY WEEK 2014 PRESENTED BY NAZRAANA IN ASSOCIATION WITH PC JEWELLER

From qualified doctor and a fellowship in dermatology in Singapore, to jewellery designer, Preeti Jain's sensational collection called "Amour" for "Jewels by Preeti" was a glittering presentation at the India International Jewellery Week 2014 presented by Nazraana in association with P C Jeweller.

Choosing her passion over the medical profession, Preeti graduated from the International Gemmology Institute and launched "Jewels by Preeti" a renowned brand coveted by women.

"Amour" was a collection for the woman in love with herself so the line was a beautiful ode to design, style and craft. Bringing in a captive amalgamation of rare precious stones, Preeti worked with rubies, sapphires, emeralds and diamonds in cut and uncut forms.

Her designs were spread over a wide spectrum from traditional to contemporary and experimental. Designed in a variety of settings, Preeti also had a line of light weight jewellery for the young trendy woman.

Chokers had imposing emerald centres and were edged with pearls; and pearl drops were the centre of attraction for large hoop earrings. 'V' shaped collars with shimmering diamonds were clasped around the slender necks of the models, while circular and square pendants were tantalisingly connected to three strands of diamonds.

Necklaces flowed luxuriously down with bunches of floral designs encrusted with rubies. Long large pearl chains snuggled between strands of polkis and curved dangles for the ears had large pearls swinging at the end. A long necklace was majestic in its beauty when rubies, pearls and polkis alternated in a single piece with a trellis pendant at the end.

Ending the show in great style was the effervescent Kalki Koechlin wearing an elaborate 'V' shaped ruby, emerald, diamond necklace set in gold with matching earrings and kada.

The gorgeous line of garments that offered the perfect balance for the jewellery was created by Preeti Jain's label called 'Divinno'.

To loud appreciative applause from the audience, Preeti Jain walked the ramp after her fabulous show of innovatively designed and perfectly crafted ornaments.

For buyers who appreciate the bespoke quality in jewellery, then the "Amour" collection from "Jewels by Preeti" will satisfy all tastes and requirements.