

SHOBHA SHRINGAR JEWELLERS UNVEILED THE SCINTILLATING “NEESHA COLLECTION” FOR BRIDES

INDIA INTERNATIONAL JEWELLERY WEEK 2014 PRESENTED BY NAZRAANA IN ASSOCIATION WITH P C JEWELLER

Shobha Shringar Jewellers unveiled the Scintillating “Neesha Collection” for brides at the India International Jewellery Week 2014 presented by Nazraana in association with P C Jeweller.

Opening the show was the gorgeous Dia Mirza in a superb collar that flowed into a bib, chandelier shoulder dusters, Maang Tikka and cluster of bangles.

Preserving India’s jewellery heritage in the designs, the show continued with gorgeous ethnic antique jewellery, which will surely turn into heirlooms. Incorporating the beauty of jewellery styles from around the country, the fusion presented by Shobha Shringar Jewellers was unique in form and design.

The ‘U’ shaped Raani Haar, the draped gold beaded necklace, paisley pendant at the centre of a gold neckpiece were the cynosure of all eyes.

The collection paid artistic attention to the armlets, which appeared with intricate centres, lacy pearl designs or multi strands. Pendants were given pride of place like the black carved Ganesha on a stunning Raani Haar. Kadas made strong fashion statements and cuffs were kept between elegant bangles. Earrings moved from chandbalis edged with tiny gems to dangles or shoulder dusters. The assortment of rings was mind boggling with floral, abstract and traditional designs vying for the attention of the audience.

The stunning Dia Mirza closed the show with a superbly crafted necklace, sensationally designed earrings, kada and rings.

The gorgeous gowns, ethnic wear and saris created by Ismaya Couture were perfectly matched with the rich bridal ornaments.

Taking a bow on the ramp at the end of the show were Shobha Choksey the lady behind the fabulous brand and Snehal Choksey.

From small beginnings nearly 25 years ago selling pearls and silver jewellery from her home, Shobhana Choksey created Shobha Shringar Jewellers, one of the most valued brands for bridal jewellery in India.

“The Neesha Collection” now created by Snehal Choksey and wife Neesha has been a hot seller and they are perfectly aware of Shobhana Choksey’s creativity and clients’ requirements.

Bridal jewellery never looked more resplendent than “The Neesha Collection” from Shobha Shringar Jewellers which captivated the audience at the India International Jewellery Week 2014 presented by Nazraana in association with P C Jeweller.

