

SURYA GOLDS IN ASSOCIATION WITH SWAROVSKI PRESENTED A UNIQUE COLLECTION AT THE INDIA INTERNATIONAL JEWELLERY WEEK 2014 PRESENTED BY NAZRAANA IN ASSOCIATION WITH PCJ

Surya Golds an ISO 9001-2008 TUV certified company presented a unique collection of jewellery in association with Swarovski at the India International Jewellery Week 2014 presented by Nazraana in association with PCJ.

Flawless designs and finish have been the hallmark of Surya Golds with each piece of jewellery carrying the high quality tag for the fastidious buyers. Displaying a rare exciting blend of Indo-western styling for the New Age woman, Surya Golds has shown a wide range of unique jewellery for the past two decades.

Presenting an unconventional mélange of styles with hints of contemporary touches, the jewellery in 18K and 22K white and yellow gold; dazzled with the beauty of Swarovski Zirconia, which are the finest stones created in the world.

Surya Golds' latest presentation was the very stylish, patterned jewellery collection called "Nature Inception". Reflecting the modern lifestyle around the world, the range offered luxurious traditional jewellery in its contemporary new found avatar.

The show opened with pretty Kavita Verma who performed in the film "Policegiri" wearing a dazzling set to create a feel of the lovely jewellery that followed.

The stunning range of necklaces, rings, earrings and pendants crafted with impeccable precision in gold and the best Swarovski Zirconia were a breath-taking vision on the ramp. Square pendants edged with pearl drops, woven patterns in diamonds and rubies for necklaces, angular

pendants on a diamond bed created an impact on the ramp. Florets were clasped together for a tantalising neckpiece edged with pearls; while sparkling bracelets and statement rings were eye-catchers. A choker with pear shaped diamond pendant with rubies was the highlight of the show.

Bollywood star Ameesha Patel, the lovely show stopper looked gorgeous modelling a flat wide scalloped collar studded with rubies, emeralds and edged with pearls, lacy cuff and imposing earrings.

The clothes for the collection were a beautiful line-up of sorbet coloured garments designed by Mitali Jagtap.

Taking a bow on the stage at the end of a stunning show were Mr Ramesh Shoor and Mr Sudesh Shoor Directors Surya Golds along with Mr Rajendra Jain, Managing Director, Swarovski.

When it comes to jewellery, which will create a show stopping entry for a woman, the Surya Golds “Nature Inception” collection in association with Swarovski will be the perfect choice.