

**APALA BY SUMIT DISPLAYED THE VERY REGAL DAZZLING ROYAL TRIBE
COLLECTION ON THE RAMP ON DAY 1**

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

His collection at the India International Jewellery Week 2013 called “Carved Incarnations” won Sumit Sawhney rave reviews.

For the India International Jewellery Week 2014 edition presented by Nazraana in association with P C Jeweller, “Apala by Sumit” the brand created by Sumit Sawhney in 2006 presented another stunning line of jewellery called “The Royal Tribe”. It was a grand fusion of royal inspirations with tribal touches that gave the collection a unique appeal.

Created with fine silver and studded with precious and semi-precious stones layered with 22 karat gold, the collection was a regal sumptuous option for the connoisseurs of style and fashion.

Drawing inspirations from art, architecture, nature and spirituality Sumit combined them with his bold contemporary designs for his brand Apala which means “most beautiful” in Sanskrit, the show was presented in three sections of amazing beauty.

Opening the display was the gorgeous Sunny Leone who walked down the ramp with Sumit Sawhney in an opulent Victorian neckpiece with elements of the Hasli with gold claws adding the tribal touch to it. Bringing extra drama was the rear piece with an amazing wreath effect in jade along with innovative anklets and head piece.

THE TRIBAL – THE RUGGED ROUTE TRAVELLED THROUGH ANTIQUE SILVER

Opulence was the key word of the collection and jewellery for men and women featured giant necklaces, nose rings and Maang Tikkas. Necklaces moved from necks to hips sprinkled with emeralds while chunky cummerbunds and ear cuffs and shields added to rustic touch of the jewellery.

Sumit's signature style was reflected in the magnificent beaded necklaces with majestic silver tribal pendants. Chokers flowed into flat collars with polkis and edged with tribal motifs. Silver kadas had regal lion heads at the centre, while long neckpieces were a combination of precious stones and dramatic pendants.

ROYAL – AN UNFORGETTABLE CONTRIBUTION OF MAGNIFICENCE

Strands of rubies with medallion and pendants swayed on the necks of the models and the very innovative reverse Maang Tikka over the nose was a tantalising addition to the show. Statement rings, tasselled ruby pendants at the end of chains, elephants and giant circles graduated into neckpieces and the Haath Phools were great in size and design. Filigree with gemstones like ruby, sapphire, turquoise and blue sapphire was magical on the ramp.

CELEBRATING THE EVOLUTION – MELANGE OF THE TRIBAL AND ROYAL STYLES

Gold was the cynosure of eyes with ear muffs, nose clips, large rosettes for tribal pendants and temple alters as great pendants. The peacock was the inspiration for earrings with a Victorian touch dazzling with rubies, diamonds, and green/orange/blue sapphires. Mughal splendour for earrings was seen with malachite and kundan carved to perfection. Chandeliers inspired by the lotus had baroque pearls and the mix of African cave art was given the kundan touch along with African wires design and hexagon green tourmalines for stylish earrings.

The show stopper was model Dipti Gujral who arrived in a palanquin wearing a grand necklace in majestic temple design pendant with earrings, cuffs and rings.

The fabulous clothes for the collection were by Atithi Gupta whose creativity captured the beauty of the jewellery with the garments.

For women who want jewellery that causes a stylish royal tribal impact wherever they go, “The Royal Tribe” collection from “Apala by Sumit” will ensure just that.