

**AKS JEWELS OPENED DAY TWO WITH A TIMELESS COLLECTION OF  
PRECIOUS METALS AND GEMS**

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

AKS Jewels created by the very talented Alka Kumar unveiled a dramatic collection of timeless beauty at the India International Jewellery Week 2014 presented by Nazraana in Association with P C Jeweller.

The show started with the melodious singing by Shibani Kashyap who entertained the audience with such hot favourites as “Black Velvet” and many more foot tapping tunes throughout the presentation.

Offering a lavish glittering spread of sparkling rubies, sensuous emeralds, exotic sapphires, flawless diamonds, pristine white corals and dazzling amethysts; the brand created a sensation on the ramp as the models glided down.

Necklaces, rings, earrings and bracelets were crafted using traditional favourite techniques. Hand crafted custom made bridal jewellery to fit the clients’ budget was the forté of AKS Jewels.

Carved square pendant on a pearl chain, gold/emerald/diamonds added to the beauty of an intricate pearl neckpiece, while elongated pendant and three rows of square emeralds outlined in diamond were stunners.

Inspired by the beauty of ancient Indian monuments, the jewellery designs had that distinct fragile workmanship. Uncut diamonds sparkled on collars; strands of rubies with florets of precious stones were part of majestic necklaces.

Diamond Jhumkhas dappled with rubies were turned into ideal earrings, while multiple tiny pearl strands with a ruby/diamond centre made a stunning bracelet. Peacock bangles, multi hooped diamond earrings some with imposing pearl drops were works of art.

Stopping the show was Shibani Kashyap who gave a spirited rendering of her hit song “Zinda Hoon Mai” wearing a gorgeous gold/pearl/ diamond flat collar, multicoloured kada and rings.

The very sexy black satin will-power minis worn by the models were the ideal creations to highlight the jewellery and were once again designed by Alka Kumar.

For the discerning woman who desires a Red Carpet entry in style then AKS Jewels will keep that promise.