

**LEADING JEWELLERS OF THE WORLD CLOSED DAY TWO WITH A
COLLECTION OF FANTASTIC JEWELS**

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

Closing Day Two at the India International Jewellery Week 2014 presented by Nazraana in association with P C Jeweller; Leading Jewellers of the World presented an evening of glittering jewels, music and dance extravaganza.

Presenting the latest addition to their bouquet, the Leading Jewellers of the World introduced – “Viola Italia – Fine Gioielli” range of affordable fine ornaments, a collection of supreme light weight jewellery with an Indo-western fusion touch, to suit Indian sensibilities.

The show opened to the rendition of “Diamonds are a Girl’s Best Friend” sung by the superb Delna Mody who also gave a spirited performance with the foot tapping “New York New York” from Raell Padamsee’s ACE Production with international dancers adding to the zing of the evening.

The jewellery divided into four ranges had a line up of necklaces with prong accents, hints of topaz, long pendants on diamond chains, beautiful trio of topazes spread out from the centre of neck pieces.

Dazzling on the ramp was the “Bubbles Collection” which sparkled in pink and yellow gold plating as the metal, textured beads, coloured stones and white topaz added to the beauty of the collection

The “Noir Collection” gave large Cabochon cut white topaz and black spinel alternately studded in 92.5 silver an Avant Garde appearance on the ramp.

The “Torse Collection” was a dream to behold with twisted wire imagery that surrounded the semi-precious gems and white topaz, once again set with pink and yellow gold plating and 92.5 silver.

The “Mélange Collection” was a grand conglomeration of many shapes and multi coloured stones like cabochon cut white topaz all studded in 92.5 silver.

Konkana Bakshi, Miss India and brand ambassador made a graceful entry in a dazzling white and gold topaz flecked set.

Closing the show was the very beautiful Bollywood star and brand ambassador, Shraddha Kapoor who glided down displaying a scintillating diamond and amethyst set.

The seductive gowns for the show were created by Karn Malhotra. His eclectic range of evening gowns crafted in lace with fine embellishments, the collection was feminine with its floral influences and added drama with ruffles and layers overall depicting a whimsical fantasy while maintaining its grandeur.

Shraddha Kapoor's outfit by Karn Malhotra was a ruffled gown fused with vibrant colors and embellished in antique inspired by modern day baroque. The idea of the creation was to merge the essence of nature with old school grandeur. The pop of color kept the creation young & edgy while the silhouette and art work maintained its regal appeal.

It was a great end to Day Two as Mr Mehul Choksi, Chairman and Managing Director, Gitanjali Group, Ms Pradnya Mhaske, Designer of the Beautiful “Viola Italia” collection, Shraddha Kapoor, Karan Malhotra

and Ms Raell Padamsee, Director ACE Productions walked down the ramp to cheering applause.

The four collections for “Viola Italia” from Leading Jewellers of the World were an ethereal offering to women who long for jewellery that speaks a language all its own.

IJJW 2014 is being presented by Nazraana in association with PC Jeweller (PCJ) organized by GJEPC and partnered by Knowledge partner ForeverMark, Lifestyle partner Azva, UB Group and Bright outdoors.