

**SWAROVSKI GEMSTONES SHOWCASED THE BRIDES OF INDIA -
COLLECTION OF GREAT BEAUTY**

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

Offering fabulous jewellery to the fashion conscious woman for several decades the world leading brand, Swarovski has had a beautifully balanced collection of genuine gemstones and created stones since 1965.

The ballroom of the Grand Hyatt was turned into a marriage Mandap with dozens of marigold streamers hanging from the ceiling. The ramp edged with a border of marigolds, set the stage for a mega wedding celebrations which featured brides from around the country.

The Swarovski Gemstones Gemvisions – “The Brides of India” collection at the India International Jewellery Week 2014 presented by Nazraana in association with P C Jeweller; was a mind blowing mélange of genuine sapphires, topazes, rhodolites, peridots, amethysts, citrines, black spinels, marcasites, zirconia and synthetic stones all perfectly crafted. The colour, dazzle, brilliance and cut of the stones were a joy to behold on the catwalk as the models sashayed down.

From Punjab it was beautiful Simran Kaur Mundi, Miss India who looked stunning in a diamond set with cuffs and rows of bangles from Sangam Jewels N Gold.

Prachi Mishra, Miss India was the Maharashtrian bride who modelled a splendid Raani Haar in pearls and gold from Gunjan Jewels and Tara Jewels.

The Gujarati bride, Pooja Chopra, Miss India was decked in a gold flat trellised collar, earrings, bangles and rings from Tanishq.

The South Indian bride, Amruta Patki looked lovely in a diamond Haar from Emerald Jewel Industry and Ganjam.

The bride from Bengal, Natasha Suri, Miss India added glamour to a ruby and diamond set from Diosa by Darshan Dave.

The Christian bride, Manasi Moghe glided down the ramp in all white wearing a lacy diamond set from Farah Khan Fine Jewellery.

Zoya Afroz, Miss India made a delightful Muslim bride when she wore jewellery by Swarnmandir.

Finally the gorgeous Bollywood showstopper, Zarin Khan stepped out of an ornate palanquin, dressed as a Rajasthani bride decked in an amazing giant neckpiece featuring a tableau from Mahi, Sangam Jewels N Gold, Swarnmandir and Kundan Jewels.

Aimed at the bridal couple and their family, the jewellery comprised rings, necklaces, earrings, and bracelets for the engagement and wedding functions.

Also featured was fabulous jewellery for each segment from Surya Golds, Diosa by Darshan Dave, Karwar Ornaments, Jewel Creations, Delhi Chains, Poonam Jeweldiam, Bhindi Manufacturers, Kundan Jewellers, RKR Gold, Sangam Jewels N Gold, Raj Jewellers, Jewels by Queenie, and ORO by Raia Jewels.

Swarovski presented the popular trends Daydream Princess, Natural Affairs, Urban Minimalist and Cultural Roots that will appeal to lovers of fine jewels.

To match the beauty of the bridal collection the garments were designed by top designer Archana Kochhar.

Ending the bridal celebrations on the stage after a fabulous show Mr Kurt Zbinden, VP, Operations, Asia Pacific and Mr Rajendra Jain, MD, India Swarovski Gemstones walked the ramp with the gorgeous Zarin Khan to acknowledge the thunderous applause from the audience.

For the most important event in their lives, bridal couples will adore Swarovski's Gemvisions – "The Brides of India Collection" for its timeless splendour and beauty.

IJJW 2014 is being presented by Nazraana in association with PC Jeweller (PCJ) and partnered by Azva by World Gold Council, ForeverMark and UB Group.