

**BIRDHICHAND GHANSHYAMDAS JEWELLERS CLOSED DAY THREE WITH
THE UNVEILING OF THEIR SPECTACULAR AKS COLLECTION**

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

Creating amazing dazzling magic on the ramp with an evening of glitz glamour and dazzle, Birdhichand Ghanshyamdas Jewellers unveiled their latest glittering “AKS” collection at the India International Jewellery Week 2014 presented by Nazraana in association with P C Jeweller to end Day Three.

The name Birdhichand Ghanshyamdas Jewellers has for several decades been known as creators of great beauty and craftsmanship when it comes to designing ornaments of a very high standard.

The four flagship brands shown in the past by the company were “Hunar”, “Noor”, “Adrishya” and “Aranya” that created drama on the ramps at the various India International Jewellery Weeks. “Hunar” meaning talent was a Mughal enamelled Kundan line with table cut diamonds perfect for a bride. “Noor” was a tribute to diamonds for the contemporary women.

“Adrishya” with the invisible gold setting was studded with precious stones and launched in 2011. The “Aranya” collection in 2012 inspired by the fauna of India was created with gems and precious metal. The “Amer” collection shown in 2013 inspired by the magnificent Amer Fort and architecture in Jaipur was a feast for the eyes.

The black acrylic ramp shone under the spotlight. The backdrop was a glittering palace with ornate pillars. The walls of the ballroom in the Grand Hyatt were replaced with the intricate mosaic arches and the

ambience ensured that the audience was transported into an era of beauty and grandeur and into a reflection of time.

The show opened with an intense monologue by super actor and theatre personality Rajit Kapur, who mesmerised the audience into an era of splendour and beautiful memories.

As the lights dimmed India's three top super models sashayed down the ramp. Ujjwala Raut, the star of French fashion shows looked stunning wearing a 3-strand Raani Haar of pearls with a square diamond pendant and sensational Haath Phool.

Nina Manuel displayed a diamond choker with emerald centre, and matching cuffs, earrings and rings. Dipanita Sharma actor, moved gracefully showing a Haar of flat medallions, choker with uncut diamonds, earrings, bangles and rings.

Yash Agarwal created the latest collection "AKS" which had an innovative reflection of times gone by through the various cultures of many eras. "AKS" was a glorious offering of jewellery, which depicted the many varied styles of designs. The intense detailing seen in some of the ornaments revealed the skill and creativity of the brand.

From gorgeously crafted vintage coins worn by royalty in the past, the inspirations even moved to magical designs that were believed to protect the wearer.

One of the stunners on the ramp was the heavy coin bangle which had the ancient coin jewellery of medieval India as its inspiration. Created from 18K yellow gold, the bangle was lavishly covered with flat and full cut diamonds and emeralds beads along with delicate filigree work to highlight its beauty.

A bed of rubies had uncut giant leaf shaped diamond motifs, a trio of chains with spheres, pearl/ruby long tassels on necklaces, giant pendants shaped like minarets, ruby collars edged with huge polkis and a sun burst bangle held the audience spell bound. Glittering collars flowed into bibs down the front almost touching the waist of the pretty model; while graduating tiny jhumkis dangled seductively on a necklace, earrings and armlets.

Making a show stopping entry was the very charming Parineeti Chopra dressed in a sexy velvet corset and layered tulle lehenga, decked in strands of pearls with giant pendant, a kada with enormous emerald prongs, floral ring and earrings.

The gorgeous bridal wear and saris encrusted with elaborate embroidery were by top designers Shyamal and Bhumiika

For Creative Director of Birdhichand Ghanshyamdas, Yash Agarwal, designers Shyamal and Bhumiika who walked with Parineeti Chopra, it was an evening of great success and glamour that will be a memorable one for the audience that packed the venue.

The "AKS" bridal collection presented by Birdhichand Ghanshyamdas Jewellers was a glorious end to Day Three at the India International Jewellery Week 2014.

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.