

**MAHABIR DANWAR JEWELLERS AND KIK JEWELLS DISPLAYED  
SCINTILLATING COLLECTIONS CALLED “BOLLYWOOD BRIDES”**

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

Kolkata's top jewellery brand Mahabir Danwar Jewellers and KIK Jewells displayed scintillating collections called “Bollywood Brides” at the India International Jewellery Week 2014 presented by Nazraana in association with P C Jeweller.

Mahabir Danwar Jewellers was founded by late Shri Mahabir Prasad Soni in 1970 and has two outlets in Kolkata. Winner of several awards, the company is well known for its exclusive designs in handmade bridal and regular jewellery.

Master craftsmen known for designing exquisitely handcrafted bridal jewellery embedded with diamonds, rubies and emeralds, the collection also included antique gold and kundan. Since Indian brides follow the trends set by Bollywood brides, therefore it was but natural that the theme and title should match the jewellery worn on the silver screen.

Giving a feel of timeless royalty to the jewellery along with flawless workmanship teamed with traditional glamour, the ornaments looked sensational on the models as they glided down the ramp.

KIK Jewells a unit of Mahabir Danwar Jewellers is a manufacturer and wholesaler, well-known for the beautiful modern handcrafted diamond, polki, fusion and antique gold jewellery. Creating ornaments for bridal and couture occasions the collection, included necklaces, bangles, bracelets, lockets, tops and rings. Experts at creating invisible setting

and antique finish gold jewellery, which can be worn in various styles; the company has an innovative approach to design and style.

The show divided into two parts - Indian and western - showed gorgeous polki bibs with pear shaped earrings. 3D jewelled flowers in multi colours emerged from solid gold neck pieces, while some were spread over shoulders with intricate craftsmanship. A Raani Haar with carved deities in antique gold, jhumkis with tassels, paisley kundan earrings and the grand Haar with rubies and emeralds took the audience's breath away.

In the western section it was a blitz of diamonds with rubies, emeralds and pearls that ruled on the catwalk. Necklaces with clusters of grape design, rows of rubies for cuffs, the "S" shaped curved necklace and the sloping diamond collar with emerald drops shimmered and shone under the spot lights.

The show stopper was the very beautiful rising star from the film "Heropanti" Kriti Sanon, who modelled a stunning diamond tree design necklace which spread over the shoulders and flowed into a luxurious "V" shape.

The gorgeous Indian bridal wear was from SVA by Sonam and Paras and the sensuous flowing evening gowns were dreamt up by Gavin Miguel.

Taking the ramp after the lovely show were the directors of the Mahabir Danwar Group, Vijay Kumar Soni, Arvind Kumar Soni, Amit Kumar Soni, Sandeep Kumar Soni and Pankaj Parekh, VC, GJEPC.

For the lady who wants to be the leading star on her wedding day, the "Bollywood Brides" collection by Mahabir Danwar Jewellers and KIK Jewells will make her dream come true.

IIJW 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.