

**RIO TINTO'S SENSATIONAL NAZRAANA EXTRAVAGANZA LEFT THE
AUDIENCE DAZZLED AT DAY 3**

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

When it comes to diamonds only the best are what a lady wants. Rio Tinto's "Nazraana" collection created from the top global mines in Canada, Zimbabwe and Australia was a gorgeous extravaganza at the India International Jewellery Week 2014 presented by Nazraana in association with P C Jeweller.

The seven collections from "Nazraana" priced at Rs 5000 onwards were ideal for women of all ages and moved from stylishly designed pieces to heavily crafted diamond jewels for the bride in genuine natural diamonds set in 14 and 18 karat gold as well as 92.5 silver.

Opening the show was IJW 2014 brand ambassador; pretty Sonam Kapoor who glided down the ramp displaying delicate earrings in a four leaf clover design and rings.

INFINITY was a line of sparkling diamonds entwined into loops that were utterly feminine and intricately crafted. Displaying the many permutations and combinations of the infinity swirls, earrings, rings bracelets and tiny pendants appeared on satin ribbons, while pear shaped ones and elongated versions revealed a new vision for the swirls.

LOVE an expression of affection featured a variety of hearts and other forms of love and friendship. Lucky charms, the heart motif in various designs and styles will surely appeal to the young in love.

FLORAL created a line of necklaces, earrings, bracelets and rings with the blossoms appearing in delicate forms. Flowers bloomed in tiny shapes for brooches or on neck pieces. Daises and tiny buds added to the delicate beauty of the jewellery, while leaves crept gracefully for the earrings.

HERITAGE inspired by motifs of the past and architecture was a timeless look at eras gone by for the collection, which featured lacy filigree pendants, cuffs, necklaces with floral insets and jewels like kada and rings with traditional yet fusion touches.

SPIRITUALITY had a fabulous blend of faith and belief, which was inspired by divine bonds that bring good fortune and luck. With precious stones and touches of enamelling; pendants had the Aum in various designs and sizes, satin chains were linked to swastikas, crosses and different good luck charms.

CONTEMPORARY touches of the New Age styles were seen with a mélange of diamonds meshed with stones for the minimalistic designs. Modern options revolved around tasselled rubies and emeralds for necklaces, green satin ribbons gave tiny fringes on pendants a sophisticated look; while earrings and bangles also followed the fluid designs.

MEN'S LUXURY featured a line of masculine accessories for men who have a desire for the finer things of life and an exclusive look. It was the return of the cuff links, button pendants, jewelled buttons, wrist bands and discreetly glittering diamond rings, which men will be delighted to add to their sartorial choices.

The Nazraana extravaganza also had two enjoyable performances of fusion music and dance by lead dancer, Gayzil to the accompaniment of Flutist Nash and group of contemporary back up dancers.

Ending the show was graceful Yami Gautam, brand ambassador of Nazraana who looked stunning wearing a floral bracelet, necklace, ring and earrings which dazzled with glittering diamonds.

The wide range of lovely garments that moved from casual to formal wear was created by Gavin Miguel.

At the start of the show Mr Jean Marc Lieberherr, MD, Rio Tinto Diamonds, Mr Vipul Shah, Chairman, GJEPC, Mr Sanjay Kothari, Convenor, IJW 2014, Bruno Sane, GM, Marketing Rio Tinto Diamonds, Ms Paola D'Luca and Mr Hemant Shah Nazraana Jewellery Consultants addressed the gathering.

It was a very delighted Mr Vikarm Merchant, Manager, Rio Tinto Diamonds, India Representative Office who walked the ramp with Yami Gautam after a fabulous show.

With these seven collections the "Nazraana" line from Rio Tinto offered the modern Indian woman a vast and varied selection of exquisite quality diamonds and designs.