

Press Release

For Immediate Publication

**THE CUPID COLLECTION BY AUM MONICA KAPUR PRESENTED BY BVC LOGISTICS PVT LTD WAS LOVINGLY CRAFTED AND DAZZLED AT INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA**

When it comes to gorgeous jewellery that will stand the test of time, Aum Monica Kapur the brand started by Monica Kapur after decades of experience, was a fabulous line of exotic ornaments. Monica Kapur opened her boutique in the prestigious Gold Souk, Gurgaon in 2004 and the jewellery by this talented designer has been the right choice for lovers of fine pieces.

The “Cupid” collection by Monica Kapur was a lovingly crafted offering from the studios of this award winning designer, presented by BVC Logistics Pvt Ltd at India International Jewellery Week 2015 powered by GIA.

For her showstopper, Monica selected the handsome TV star of the popular serial, “Qubool Hai”, Karan Veer Bohra, who strutted down the ramp with a “Kagli” – a regal paisley ornament for his yellow turban, which will be ideal for the most important day in his life.

Cupid, the god of carnal love and son of Venus was the inspiration of the collection that will be desired by every woman. The designer unleashed a line of mind-boggling necklaces, haslis, earrings, Rani Haars, bracelets, rings and pendants for all occasions.

The patterns revolved around nature’s elements along with sun, flowers, peacocks, sea waves and other forms that were trendy, stylish and unique. Gold was studded with diamonds, precious and semi-precious gems that glittered under the ramp lights as the models glided down. There were contemporary rings, entwining bangles and gracefully draped necklaces, which were the cynosure of all eyes.

A mix of flowers, paisleys and diamonds, played a fashionable medley for the jewellery. Curved pendants hung at the centre of gleaming necklaces. Three circular pendants swung prettily on a thin gold string while strands of emeralds and gold created a love pendant. Romance was the centre of attraction for all the neck pieces, while shoulder dusters with tantalizing emeralds on the end, swirling cuffs, twirling diamonds and gemstones for long pendants and three strands of pearls were interspersed with artistic swirls.

Slinky long pendants ended in twinkling emeralds; while a neckpiece gracefully snaked around the neck created in gold diamonds and pearl drops. The dual diamond and ruby draped necklace, the lacy, trellised creation with danglers and the flat wide spread diamond necklace, were stunners on the ramp.

Adding to the glamour and romance of the collection were the slinky flesh toned beige and black gowns and saris by designer Amy Billimoria, which were the ideal complement to the jewellery.

The “Cupid” collection by Aum Monica Kapur presented by BVC Logistics Pvt Ltd will be something every woman will desire when she wants to make a show stopping entry.

GJEPC’s India International Jewelry Week 2015 powered by GIA

IJJW 2015, powered by GIA, has Jewel Trendz as knowledge partner, and leading brands such as Gitanjali, Rio Tinto, Evara -PGI and ForeverMark as Co-Partners, DAMAC and Birdhichand Ghanshyamdas as Lounge Partners, Ultra as the beverage Partner and Bright as an outdoor partner.

Vipul Shah, GJEPC commented “Since its inception in 2010, IJJW has evolved as the most creative, intricate, and artistic design platform for the jewelry design talent in India. IJJW 2015 will also present designers from Thailand this year, who will showcase exclusive Jewellery from Thailand.”

Sanjay Kothari, IJJW said “IJJW as a property has proved to the world that India is one of the prime destinations for jewellery globally, with design talents, which are indeed world class. The Jewellery Week will spell design direction in categories namely Pret, Couture and Bridal for the coming season.”

The IJJW recognizes some of the most reputed jewelry designers across the globe, such as AUM Monica Kapoor, Anand Shah, AAKS Jewels, Avantika, Birdhichand Ghanshyamdas Das, Dhruv, Diosa, Emerald, GDK, GSI, IIGJ (Mumbai, Delhi, Jaipur), Jewellers Association Show, Jewels by Preeti, Leading Jewellers of the World, Moni Agarwal, Shobha Shringar, Swarovski, Sunil Jewellers, Suryagolds, Tanishq, Thai Gem & Jewellery Traders Association, You Be Jewellery, Varuna D Jani.

### **About IIJW**

IIJW is an initiative to showcase India's finest in jewellery, be it design or innovation, supported by top-of-the-line craftsmanship, technology and quality to the customers around the globe. India, with its ability to create most intrinsic and inspired jewellery, has made bold statements across the globe. Our designers have time and again made us proud by winning different international design contests of repute. IIJW is an attempt to provide an international platform to India's budding and leading designers and also design houses to unveil their fascinating, classic and contemporary jewellery collections to the world jewellery market; thereby establishing India as the most sought after destination for quality jewellery.

Website : [www.iijw.org](http://www.iijw.org)

### **Notes to Editor**

Established in 1966, the Gem and Jewellery Export Promotion Council GJEPC of India, has dynamically led the industry to flourish. Being a powerful engine, driving India's export-led growth, with more than 6000 members across India.