

Press Release

For Immediate Publication

**KANCHEEPURAM VARAMAHALAKSHMI SILK SARIS PRESENTED MONI AGARWAL'S SENSATIONAL 'ZOHRAKSHI' COLLECTION WHICH CREATED MAGIC AT INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA**

*Mumbai, August 3, 2015:*

*Day 1 at IJW 2015*

From Bollywood celebrities to global style icons, the name Moni Agarwal spells magic when it comes to sensationally crafted jewellery. Last year Moni's "Meeravali" collection caused a stunning impact on the ramp. This year the "Zohrakshi" collection presented by Moni at India International Jewellery Week 2015 powered by GIA and showcased by Kancheepuram Varamahalakshmi Silk Saris, was a unique interpretation of timeless classics with a creative modern touch.

Creating a sensation on the ramp at the end of the show and looking absolutely gorgeous was beautiful World No 1 Women's Doubles Tennis Player, Sania Mirza, who confidently glided down the ramp to thunderous applause wearing a shimmering choker with three strands of stunning diamonds and matching chandeliers. Draped in a spectacular royal blue brocade "Devendri" sari from the Kancheepuram Varamahalakshmi Silk Sari collection, Sania truly was the Queen of the Tennis Court in all her splendour.

The "Zohrakshi" line inspired by nature's beautiful flowers and created in gleaming gold, was studded with brilliant diamonds, exotic polkis, radiant rubies, sparkling emeralds and pristine pearls.

Presenting a tightly edited show of exquisite 12 sets, the display was a veritable feast for the eyes, as graduating diamond collar with a pear shaped pendant, lacy angular neckpieces, pearl edged pronged beauties and 'V' shaped delicate necklaces, dazzled around the necks of the elegant models.

Adding more of nature's beautiful floral inspirations to her neck wear Moni, created scalloped creations, collar with a mix of five rows of diamonds, a four strands diamond beauty with tiny spheres, florets for chokers and a round feminine necklace edged with pearls. Each ornament

for the neck was matched with the most dramatic earrings that balanced the beauty of the jewellery.

Moni brought the grandeur of floral designs and blended them seamlessly with intricate contemporary elements. Adding to the beauty of the collection were the elegant regal gleaming “Devendri” saris by Kancheepuram Varamahalakshmi Silks that dazzled with traditional ‘Pattu’ designs, which were ideal for formal and festive wear.

When it comes to innovative jewellery that could turn into timeless pieces, the “Zohrakshi” collection by Moni Agarwal presented by Kancheepuram Varamahalakshmi Silk saris has to be the choice for fashionistas.

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, which 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 IJJW**

IJJW 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. IJJW 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.iiwj.org](http://www.iiwj.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.