

Press Release

For Immediate Publication

## **SHOBHA SHRINGAR'S TIMELESS THE FESTIVALS OF INDIA JEWELLERY CAUSED A SENSATION ON THE RAMP AT INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA**

When it comes to exotic bridal and festive jewellery then Shobha Shringar is the name that lovers of fine ornaments will go to. Started by the very talented and dynamic Shobhana Choksey, the brand has been the most trusted in the business for decades in Mumbai.

Following his mother's footsteps Snehal Choksey has designed jewellery to match the desires of the modern Indian woman. Specialists in traditional, antique, heritage jewellery; the Shobha Shringar collection at India International Jewellery Week 2015, was a fabulous show of exquisite craftsmanship and design.

Fusing the various styles popular in the country, the "The Festivals of India" jewellery collection was a breath-taking mélange of gold and precious stones. Drawing inspiration from regal Rajasthani pieces and the jewellery of the Nizam and Hyderabad line; the collection embellished with glittering diamonds and impressive Basra pearls had a marked timeless global appeal.

The three graceful dancers, who opened the show, entertained with their Kathak and Bharat Natyam skills between the jewellery segments to set the mood.

The gorgeous Chitragada Singh opened the colourful show wearing a superbly crafted diamond collar with circular pendants centred with a ruby, haath phool, kada and earrings.

### **NINE NIGHTS OF NAVRATRI**

Bringing the fun and vigour of the "Nine Nights of Navratri" singer Ashish Shah set the pace with his melodious singing as the models swayed to the beats of the Garba and Dandiya Raas movements. Chokers with gold beaded strands for necklaces, ornate armlets, giant spiked neck pieces, jhumkis, chandbalis, Maatha Pattis and Maang Tikkas were the part of the vibrant line.

### **CHRISTMAS**

Showing a great western jewellery line for the end of the year festivities, there were diamond palm cuffs, striking cocktail rings, lapis studded necklaces with gemstones, tasseled earrings,

intricately crafted diamond necklaces, armlets, danglers, draped multi rows for collars and shimmering ornaments.

### **DIWALI**

Giving the ladies exciting fashion directions for Diwali, there were rows of emeralds for bracelets, mix of pearls, gold beads with gems for flowing necklaces and giant, glittering chandbalis. The asymmetric necklaces twinkled seductively under the ramp lights. Angular tassels appeared around the neck; while multiple rows of gold, pearls and diamond necklaces, chandeliers with Basra pearls and lattice patterned earrings added to the beauty of the collection

### **TEMPLE JEWELLERY**

Recreating the beauty of the Temple jewellery from South India, Shobha Shringar presented the complete gamut of the best with Maatha Pattis, baju bands, cummerbunds, Raani Haars with gold rubies and emeralds, the stately intricate Jadanagam (plait ornament) and carved antique gold long necklaces.

### **THE NIZAM COLLECTION**

Bringing the royal jewellery from the Nizam era on to the stage, the splendid polkis, collars, nose rings, Raani Haars and head ornaments were the perfect addition to a woman who wants to add the glory of days gone by to her wardrobe. “U” shaped ornate neck pieces and enamelled long creations were the perfect addition to the line.

Ending the show, the gorgeous Chitragada Singh appeared once again and glided down in the sensational “Vivah” Collection from Shobha Shringar, featuring a giant Raani Haar, choker, armlet and earrings.

The garments created by designer Sumit Das Gupta was a versatile line of lehengas, cholis, dupattas, gowns, and saris that fitted perfectly with the segments of the jewellery to create the mood.

For jewellery that tells a heritage story and will be valuable heirlooms for generations, the Shobha Shringar “The Festivals of India” collection made a lasting impact on the ramp.

GJEPC’s India International Jewelry Week 2015 powered by GIA

IJW 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, IJW has evolved as the most creative, intricate, and artistic design platform for the jewelry design talent in India. IJW 2015 will also present designers from Thailand this year, who will showcase exclusive Jewellery from Thailand.”

Sanjay Kothari, IJW said “IJW 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 IJW 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 IJW**

IJW 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. IJW 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.ijw.org](http://www.ijw.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.