

Press Release

For Immediate Publication

THE SENSATIONAL DIVYAM COLLECTION FROM TANISHQ CLOSED DAY ONE AT THE 6TH INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA

Juhi Chawla makes a starry appearance at the final show of Day 1 at IJW 2015.

Mumbai, August 3, 2015:

Day 1 at IJW 2015

The sensational “Divyam Collection” from Tanishq was a fabulous end to Day One at the 6th edition of the India International Jewellery Week 2015 powered by GIA.

Making a royal entry in a maroon lehenga, choli and black dupatta, the very popular and vibrant Bollywood star, Juhi Chawla looked splendid wearing multiple necklaces comprising, magnificent long chain with a rustic motif, pronged neck piece and bold pendant in the centre for another version, statement rings and gold Jumkhas that created the perfect festive look for her. Taking a bow on the ramp at the end of the fabulous show was the very charming, Ms. Revathi Kant, Associate Vice President, Tanishq, along with the lovely Juhi Chawla and the glamorous models.

Rows of fragrant mogra streamers with bells at the ends hung from the ceiling of the Grand Hyatt Ballroom and filled the air with their sweet perfume. The carved entrance was the façade of the stage, while two pairs of acrobatic and Bharat Natyam dancers choreographed by Goura Prema enchanted the audience with their almost ethereal movements in between the show.

Tanishq showcased the stunning “Divyam Collection” inspired by the glorious temples of India. Heritage was the focal point of the collection, as gorgeous heirloom pieces were viewed on the elegant models. Created in yellow 22 K gold, the superbly crafted jewellery was inspired by architecture, immortal sculptures and intricate Indian designs to present an ethno-contemporary offering. The “Divyam Collection” was versatile in its designs, forms and looked amazing with both modern and traditional ensembles on the ramp.

Fusing several techniques like Nakashi work, laser cut stamps and cut work, each piece was a visual delight to behold. Nearly 150 designs in the “Divyam Collection” mesmerized the audience. Necklaces, bangles, rings, jhumkis, Haars and bead strings vied for attention, as each was a marvel of expert artistry.

Presenting Jumkhas and Jhumkhis in a variety of shapes, sizes and designs, the collection brought in carved gold pendants, intricately crafted necklaces, chunky bangles, kadas and statement rings. The varying sizes in pendants depicted the heritage sculptures of days gone by, as well as images of life of the heritage past.

A wide option of thick intricate gold chains, rows of carved beads, elaborate cummerbunds, scalloped waistbands and elegant high collars with circular edges, recreated the beautiful architecture of a bygone era onto the jewellery. The fan shaped necklace and matching earrings, impressive Raani Haars with prominent pendants and mini circles edged gold necklaces to complete the range.

Tanishq jewellery from the Tata Group was launched in 1995 and has created a movement in the country with its fabulous collections that are trusted in the luxury segment. Tanishq retails through 173 boutiques in 90 cities and offers 18 - 22 K gold jewellery with precious gemstones. With over 5000 traditional, western and fusion looks; Tanishq is in demand for its finely crafted jewellery.

Tanishq's third appearance at India International Jewellery Week 2015 powered by GIA, which showcased the "Divyam Collection" was one of the most glittering events that brought Day One to a memorable close for lovers of fine jewellery.

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

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.