

Press Release

For Immediate Publication

THE 6TH EDITION OF INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA OPENED WITH THE FABULOUS DAZZLING BETI SHOW BY LEADING JEWELLERS OF THE WORLD FEATURING A BEVY OF STARS AND CELEBS

Mumbai, August 3, 2015:

Day 1 at IIJW 2015

It was one of the most fantastic openings ever seen. The 6th India International Jewellery Week 2015 powered by GIA started with the fabulous BETI Show by Leading Jewellers of the World and featured a dazzling line up of stars and Celebs on the ramp.

Promoting the movement at the inauguration of the show was a power packed line up which had designer/politician Shaina NC, IIJW Brand Ambassador, Sonam Kapoor, Chief Guest - Mrs. Amruta Fadnavis, - Mr. Vipul Shah GJEPC; Mr. Sanjay Kothari GJEPC; Executive Director - Mr. Sabhyasachi Ray; Mrs. Nirupa Bhatt - Managing Director - India & Middle East, GIA; Mr. Mehul Choksi - Chairman & Managing Director, Gitanjali, representative from Jewel Trendz, who graced the occasion and lit the lamp at the start of the show.

Anu Ranjan, Head of the Indian Television Academy and Head of the NGO, "BETI Foundation" the driving force of the movement gave an account of the show while her lovely daughter Anushka Ranjan, a rising star of the Bollywood film "Wedding Pulao" walked the ramp wearing the gorgeous Nakshatra jewels.

The two-part show was set in ethereal surroundings. The gorgeous floral arrangements in shades of pink, white and maroon had fragrant carnations, roses and lilies that lined the ramp while a burst of delicate blossoms framed the stage to create the perfect pretty, pristine atmosphere for the start of the "BETI Show". The melodious singing of Kavita Seth's high powered performance was the added super addition to the happening.

The theme of the show was "Mesmerising Diamonds" which is a certification for trusted quality and value for the precious stones that glittered on the ramp in the most ethereal and sensational designs and styles.

The Leading Jewellers of the World are committed to beauty of women on all fronts and like the “BETI Show” is focused and devoted to the protection of women. Just as the diamonds are more precious with each passing day the “Beti Show” dedicated to the Girl Child who is precious, beautiful and a gift of Nature featured the superb collections of diamond jewellery.

THE GILI COLLECTION

When it comes to branded jewellery “Gili” was the pioneering name, offered to the Indian woman. It was a perfect mix of Indian and western jewellery with sparkling gems on superbly crafted earrings, luxurious necklaces and stunning rings.

THE NAKSHATRA COLLECTION

The heavenly constellations, “Nakshatra” came down on the ramp as bridal jewellery hypnotised the audience in all its finery. The floral designs with the traditional ‘Kudajodi’ added to the grandeur of the jewellery. Rows of diamonds twinkled on earrings and lacy designs, as the models glided down the catwalk.

THE ASMI COLLECTION

Jewellery, which is every woman’s dream that she longs for, was in contemporary delicate styles as the “Asmi” collection displayed its latest line. With amazing patterns it will be the right complement for her trousseau whether it is for bridal or formal wear.

THE NIZAM COLLECTION

Here was jewellery at its opulent best as uncut diamonds in traditional polki, jadau, Kundan-Meena, styles dazzled under the ramp lights. Necklaces, regal Raani Haars and earrings were the cynosure of all eyes, while rings and gorgeous kadas were breath-taking.

Draped in the gorgeous saris by the “Queen of Drapes” Shaina NC who has promoted and helped many social causes; the celebs and models looked ultra-glam on the ramp.

When it comes to jewellery, which has exquisite designs, opulence and style then the Leading Jewellers of the World offered the best to set the fashionable pace at the “BETI Show” for the 6th edition of the India International Jewellery Week 2015 powered by GIA.

CELEBS AND STARS ON THE RAMP WHO DAZZLED

Adda Khan, Aishwarya Sakhuja, Claudia Ciesla , Digangana Suryavanshi, Heli Daruwala, Kiara Advani, Mandana Karim, Navina Bole, Nia Sharma, Preetika Rao, Rupal Tyagi, Sheeba, Vindya Tiwari, Anil Kapoor & 2 Daughters, Anu Malik with Anmol & Ada, Ila Bedi Dutta & Saher,

Parvez Damania & Aviva Damania, Rishina Kandhari & Daughter, Rumi Jaffery & Alfiya , Shibani Kashyap, Shweta Khanduri & Mom, Ejiaz Khan, Urvashi and Samira Joshi, Pankti.

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, 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.ijjw.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.