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Press Release

For Immediate Publication

Mumbai, August 4, 2015:

Day 2 at IJW 2015

GDK JEWELS SHOWCASED ITS LATEST RED CARPET COLLECTION OF EXQUISITE ORNAMENTS AT INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA

Beautiful gems and sparkling gold was turned into amazing Red Carpet ornaments by GDK Jewels when the company showcased its latest collection at India International Jewellery Week 2015 powered by GIA.

GDK Jewels in business for 180 years has created a rich tradition of fabulous jewellery. Doing business globally, the brand creates timeless jewellery that lasts a life time. Their brand “Amaya” set aesthetic trends in the business of jewellery.

Intricately crafted neck pieces were encrusted with the most gorgeous gemstones; while the glittering diamonds spoke a silent story of timeless jewellery, which will be adored by women globally. Adding to the beauty of the collection were the striking earrings, the imposing rings and the eye-catching bangles and kadas that shimmered under the ramp lights.

Making a strong fashion statement were jewelled collars, round impressive cocktail rings, chokers with square shaped diamonds and emeralds insets, a starburst with pearls neck piece and a finely cut diamond neck ornament. Looking really regal was the five-strand white and pink diamond necklace, angular pendant for four strings of white and yellow diamonds and the gorgeous diamond bib with checkered design. Giving bangles an interesting fashion twist was a plaited creation, while prongs edged with emeralds necklace and the three tiered hoops had great Red Carpet potential.

Making a graceful show stopping entry was Bollywood rising star, Evelyn Sharma, wearing a choker-cum-cascading diamond necklace, bangles and matching danglers.

The glamorous high octane gowns were the creation of talented designer Sonia Mehra.

Taking a bow on the ramp were Mr Ashish Goyal and his sister of GDK Jewels who walked to thunderous applause.

When it comes to selecting the best ornaments for that important event then GDK Jewels offered the most sumptuous line of grand options.

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 "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 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.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.

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