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Press Release

For Immediate Publication

*Mumbai, August 4, 2015:*

*Day 2 at IJW 2015*

**LEADING JEWELLERS OF THE WORLD CLOSED DAY TWO AT INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA WITH A DRAMATIC PRESENTATION OF FINELY CRAFTED JEWELLERY**

It was jewellery at its fashionable best when Leading Jewellers of the World closed Day Two at India International Jewellery Week 2015 powered by GIA with a grand show called “Silver Atelier by Jewels in Vogue” that featured three stylish brands.

“Silver Atelier” is the Leading Jewellers of the World’s new initiative to prove the use of sterling silver, which is emerging as the metal of the future. Silver, a versatile valuable metal, is an affordable luxury with the Atelier’s Silver Mark of 92.5 per cent Finesse that distinguishes sterling silver and lower qualities of silver.

The “Jewels in Vogue” presentation revealed jewellery crafted in silver and non-precious metals, following the contemporary trends, styles and designs in lively colours, studded with CZ, hearts and arrows solitaires along with gemstones.

Clumps of magenta and orange fluff lined the ramp and the mood was set for a lively foot tapping show that kept the fashion pace in top gear.

**VIOLA ITALIA**

Making a dramatic entry on the ramp the “Viola Italia” collection crafted by expert Italian designers was a wonder to behold in natural coloured gemstones in silver with different plating effects in gold. Here was a collection that could work from dawn to dusk with an international flavour. Studded with vibrant gemstones, the collection will enable the stylish dresser to make an impact with the greatest of ease. A line up of lacy collars, small delicately crafted gold

necklaces, tiny pear shaped 'V' neck pieces, a mix of traditional and contemporary designs glittered under the ramp lights, with bangles adding to the beauty of the collection.

**Closing the "Viola Italia" section was the very sensuous and lovely Konkana Bakshi who sashayed down the catwalk wearing a gorgeous gold and diamond entwined necklace.**

### **DONATELLA COLLECTION**

It was a collection of contemporary gold and rhodium plated statement making jewellery. The "Donatella" line had the most striking abstract earrings in geometric forms that will delight the modern woman and give her an array of choices to deck herself in ultra-modern fashion. Innovation is the forefront of the collection where statement making pieces held the attention of the viewers.

Colours came in the form of pretty stones to highlight the various necklaces, earrings, cuffs, bangles and bracelets. Pearl chains looked elegant when teamed with gold interlinked rings for the neck; while multi patterned stones, layers of pearl baubles on asymmetric chains, and graduating gems for necklaces added excitement to the collection.

### **LUCERA**

One of the most affordable and stylish silver jewellery collections for work, prêt and evening wear the "Lucera" line was for the fashionable 18-35 year old buyer. It offers a wide range of bracelets, necklaces, earrings, pendants and rings. The designing was elegance personified as twinkling diamonds worked magic for delicate necklaces and slim chains had tiny pendants. Spirals played an important part in the design method for necklaces and earrings; while diamond pronged neckwear edged with gems created a sparkling line. The giant pear shaped pendant on a chain was imposing and the abstract swirls for the diamond pendant gave style and drama to the jewellery.

Closing the show was Bollywood star, Hrishitaa Bhatt who looked gorgeous with a lacy ornate diamond and precious gems necklace which was draped on her hair and teamed with stunning chandeliers.

The gorgeous creations for the various brands were by the very creative and talented designer, Manali Jagtap whose versions of the gowns, fusion wear and ethnic styles created magic on the runway.

Taking a triumphant walk down the ramp was Mr Saurav Bhattacharya, President, Gitanjali Group and designer Manali Jagtap with the very perky and effervescent Hrishitaa Bhatt.

When it comes to beautifully designed affordable jewellery then the “Donatella”, “Lucera” and “Viola Italia” collections from the Leading Jewellers of the World will satisfy the world consumer palette.

GJEPC’s India International Jewellery 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 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.

### **About #fame**

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