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Press Release

For Immediate Publication

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*Day 2 at IIJW 2015*

**GEMS AND JEWELLERY TRADE COUNCIL OF INDIA SHOWCASED THE STUNNING COLLECTION  
BY TWO NATIONAL INSTITUTE OF DESIGN GRADUATES AT INDIA INTERNATIONAL JEWELLERY  
WEEK 2015 POWERED BY GIA**

The Gems and Jewellery Trade Council of India presented the sensational collections by two National Institute of Design Graduates, Dhruv Singh and Avantika Kumar Agarwal at India International Jewellery Week 2015 powered by GIA.

**DHRUV SINGH - BRIDAL SPLENDOUR**

Known for his exquisite fine jewellery and gold plated fashion collection, Dhruv Singh's creations in precious and semi-precious stones have evoked admiration for this Ahmedabad based designer. The "Bijouterie" collection was an ideal bridal offering not only for the lady who will take the Saat Pheras but her family, friends and guests.

Mixing colours of precious stones with diamonds and pearls, Dhruv dreamt up amazing designs to dazzle the audience. Paying tribute to the 21<sup>st</sup> century Maharani who longs to adorn herself with vintage pieces, Dhruv Singh's "Bijouterie" collection had great style and élan.

Rows of pearls with a centre tassel were worn with pearl drop earrings. An elegant thin chain of diamonds teamed with spheres for the ears, long two-strands of pearls that ended in a ruby and diamond pendant, the Raani Haar in gold with polkis and gleaming Maang Tikkas were royal entries on the ramp. The Dhruv Singh label is a jewellery design brand that offers exquisite fine jewellery. The brand's motto is that jewellery is art embodied in an object and thus becomes a keepsake.

Adding to the grace and grandeur of the collection were the lovely saris created by designer Digvijay Singh.

### **AVANTIKA KUMAR AGARWAL – SILVER SYMPHONY**

Avantika Kumar Agarwal's label "Aaraa by Avantika" offered handcrafted silver jewellery that has strong historic, cultural, artistic and craft influence. "Aaraa" which means adornment and embellishment in Arabic has given women of style and taste the best jewellery to adorn themselves. Avantika displayed the "Aaraa Signature Collection" inspired by the Lotus, which is the beloved flower of the country.

Designed in 92.5 per cent sterling silver with 22 K gold plating and encrusted with pearls and semi-precious gems; the trellis designs and jaali kaam were stunning on the ornaments. The lattice work was prominent in the imposing neckpieces; while the lotus appeared for striking circular ear studs and uniquely designed bangles and maang tikka.

The gold chain with a triple ruby pendant, 3D scalloped kada, pearl lattice earrings, dual ruby strands with lotus motifs, a mix of rubies and pearls for the lotus blossoms interspersed neck piece, a stunning Tiara and ear-cum-hair ornaments were eye-catching beauties on the catwalk.

**TV star Shveta Salve, the perky showstopper, glided down the ramp with strands of pearls and rubies draped on the bodice to create an impressive necklace, teamed with armlet and a pronged kada.**

The glamorous garments for the collection were dreamt up by Sujata and Sanjay.

For jewellery that is eye-catching and intricately crafted; the "Aaraa Signature Collection" by Avantika Kumar Agarwal had all the right highlights.

Taking the ramp proudly with both designers was Shantibhai Patel, President, The Gems and Jewellery Trade Council of India, which presented the scintillating show.

GJEPC's India International Jewelry Week 2015 powered by GIA

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

Sanjay Kothari, IIJW said “IIJW 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 IIJW 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.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.

#### **About #fame**

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