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Press Release

For Immediate Publication

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Day 2 at IJW 2015

INDIAN INSTITUTE OF GEMS AND JEWELLERY, DELHI PRESENTED FANTASTIC COLLECTIONS BY FOUR GRADUATES AT INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA

The Indian Institute of Gems and Jewellery, Delhi has an enviable reputation of being the oldest and most prestigious institute in the country, which started in 1986. Imparting a high level of comprehensive training in jewellery designing, Gemology and manufacturing; the graduates of the institute presented fabulous collections at India International Jewellery Week 2015 powered by GIA.

Having trained thousands of students who have won hundreds of national and international awards, the Indian Institute of Gems and Jewellery Delhi's fully equipped campus at Jhandewalan is the perfect set up for imparting world class knowledge.

CHERRY SAHNI – SHIMMERING FEMININE BEAUTY

Cherry Sahni from IIGJ and Raghat Sahni from GIA gave jewellery lovers the “Diamondtree” in 2006. Creating ornaments that were masterpieces for fashion lovers, the pair put their personal creative touches. Presenting “Tassels”, Cherry Sahni's collection was a scintillating, feminine mix of emeralds, South Seas Pearls, uncut and full cut diamonds. The tantalising tassels knotted at the end of each exquisite jewellery piece were the perfect detailing that evoked admiration. Presenting five pretty entries, the chains of beads, the cross over tassel detailing, shields with centre interest edged with the theme and a neck to navel chain had a great pendant with sexy tassels.

Stopping the show was Aditi Arya, Miss India World 2015, who looked stunning wearing pearls with two strands of looped tassels for the neck and giant balis that matched the theme.

RAHUL LUTHRA – AN ENCHANTING LINE

The 'Ra Abta' brand by Rahul Luthra presented a stunning collection called "Enchantress". Rahul CEO of 'Ra Abta' has been in the jewellery business for decades with degrees from prestigious jewellery institutes. Ideal for cocktail wear, the colours of the collection revolved around black and gold with the clever use of contemporary motifs in enamel and onyx. The main emphasis was on hand sawed Jali, along with hanging chains and stones that highlighted the collection. Rahul displayed a fabulous line of Wazech collars, body and hand harnesses, ankle cuffs, cummerbunds and hair ornaments, which will delight the modern Indian woman.

When it comes to jewellery that will not only stop the traffic, conversation and the heartbeat, the "Enchantress" was opulence personified with wide cuffs sporting long fringes, shoulder dusters, finger cuffs, armlet-cum-wrist bands, leg ornaments that glittered on the calf, flat rustic collars, arm and waist bands with tassels.

For his show stoppers TV star Anuj Sachdeva, Rahul created kurta buttons that could overshadow any accessory and for pretty actress, Nidhi Subbaiah, it was a shoulder-cum-back harness in glitzy stringy gold that held the audience's attention.

The dramatic black outfits were by Sanchit Jain from "Devasaya" whose ensembles matched the innovative designs of Rahul Luthra.

RACHNA GUPTA – TRADITIONALLY REGAL

Rachna Gupta launched 'Jewellery Studio' to offer superbly crafted diamond jewellery to connoisseurs. An expert in Diamond, Kundan and Polki Jewellery, the "Rajas" Collection at the show was a creative blend of Indian traditional pieces with modern accents for each piece that made a strong statement as the models sashayed down the ramp. Here was giant opulence at its stunning best as large beads with and abstract enormous pendants, long navel kissing five-tiered pendant, asymmetric rings and geometric pieces for the neck teamed with huge Jumkhas, angular large dual circle necklace, kada and earrings looked mesmerizing.

For showstopper TV star Kamya Punjabi the designer created a hip touching carved stone and bead extravaganza for the neck in muted colours with matching earrings.

To complete the look of this awe inspiring collection, the garments were designed by Richa Singh.

ANUSHKA SINGHAL – A SHIMMERING JOURNEY

Anushka Singhal and Asavri Singhal founded the brand 'Vararoha' which means 'ready to offer boons' named after one of the avatars of the Goddess Lakshmi. The brand offers amazing

jewellery of the highest level of craftsmanship. The “Felicia” collection was a beautiful journey depicting a woman’s life from infant to bride, mother and old lady. The jewellery was an ethereal journey in glittering gold, diamonds and precious stones that captivated the audience’s attention.

Utterly feminine in its beauty were the ruby chain with an imposing square pendant, curls of gold and gems for bangle, bracelet in glittering gold with diamonds and three rows of black and white pearls for the neck. The final diamond set with gleaming chandeliers and a statement ring gave the collection the finishing touch. The elegant garments that fitted the look of the jewellery were by Tushar Saxena.

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.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.