

#fame

Press Release

For Immediate Publication

Mumbai, August 4, 2015:

Day 2 at IJW 2015

SUN JEWELS PVT LTD PRESENTED THE SENSATIONAL CREATIONS OF 21 STUDENTS OF THE INDIAN INSTITUTE OF GEMS AND JEWELLERY JAIPUR AT INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA

Sun Jewels Pvt Ltd presented the fabulous creations of 21 students of Indian Institute of Gems and Jewellery, Jaipur at India International Jewellery Week 2015 powered by GIA. Sun Jewels with three jewellery manufacturing facilities located at SEEPZ Zone in Mumbai and diamond facilities in Gujarat is one of the most reputed companies in the country.

The Indian Institute of Gems and Jewellery (IIGJ), Jaipur, a project of Gems and Jewellery Export Promotion Council, Ministry of Commerce and Industry, and Government of India with support from Government of Rajasthan, is a pioneer institute for the Gems and Jewellery sector with a strong focus on Education and training in the sub-sector domains of Design, Technology and Management. The State of the Art Institute equipped with the latest technology, paraphernalia of machinery gadgets, equipment and competent faculty resources makes education, a deep and meaningful way for the jewellery trade.

The grand show titled “Glam Revival 2015” recreated the style of the glamorous 80’s and divided the jewellery into two striking sequences in a tightly edited show comprising 16 pieces.

The first set of semi-precious jewellery was inspired by floral, geometric and talismanic motifs that revealed creativity of unbelievable standards. Three strands of pearls were clasped with gold florets and matched with enamel earrings. Gold and pearls were entwined for another neckpiece, while ear cuffs in pearls ended in a leafy design. Impressive pendants were studded with gems and hung from silver chains, Chinar leaf earrings, abstract bow necklaces, and multicoloured gems for floral earrings, delicately crafted butterfly pendants; dainty gold bouquets of flowers with gem stone centres were worn with paisley shaped earrings. Arm-cum-

brooch creation in gold and pearls, the enamelled circular rubies motif necklace, floral fan shaped pendant and earrings, tiered pendant and the striking gold diamond and ruby head band were superb pieces.

The mix of gold diamonds and pearls was achieved beautifully for stunning floral centred pendants and petalled earrings. Intricately crafted armlets, dangling pendants and danglers for the ears were eye-catching entries.

The second sequence manufactured by Savio Jewellery was a mind boggling line-up of fine, glittering, refined repetition of motifs under diamond jewellery collection. Diamond and ruby sets in superlative designs had trellises, lattice and lacy patterns, which were merged with floral 3D motifs. Looped thick encrusted neckpieces had matching swirls for earrings. Cascading chokers ended in imposing clusters of circular rubies. Hoops with ruby clustered centres, a diamond/ruby asymmetric neck piece with matching ear ornaments and looped necklace were superlative items; while diamonds glittered lavishly on strands of necklaces.

The variety of garments specially created by designer Ashna Vaswani of Fashionholic matched the radiance of the jewellery and added to the beauty of the display.

The students who created the fabulous jewellery were SUKESH VERMA, NIKITA JAIN, NIYATI JAIN, SIMRAN BHIRUD, ADITYA JANGIR, AKSHITA CHHAJED, ALISHA SHARMA, HARSHA MANCHANDA, HIMANSHU SHARMA, JHILIK DAS, MOHD ALZAIB KHAN, PRIYANKA GOYAL, PRIYANKA VASHISHTHA, ROHIT SAINI, SHIVANI JAIN, SUDHANIDHI AGARWAL, SWATI MALU, NIDHI CHANDIWAL, MANSI SHARMA, PAYASHWINI SAINI and VEDIKA TATED.

Acknowledging the well-deserved round of applause on the ramp were Anish Kappil and Krishan Kumar Dal of IIGJ, Mr Nirmal Barmecha, Director, IIGJ Jaipur, Mr Sanjay Kothari, Convener, IJW and Mr Shishir Nevatia, Managing Director, Sun Jewels, after a very successful show.

The “Glam Revival 2015” show presented by Sun Jewels Pvt Ltd, which featured 21 talented students of the Indian Institute of Gems and Jewellery, Jaipur revealed creativity of a very high standard that will be a great asset to the industry in the future.

GJEPC’s India International Jewelry Week 2015 powered by GIA

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

Sanjay Kothari, IJW 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 IJW 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 IJW

IJW 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. IJW 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.