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Press Release

For Immediate Publication

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Day 2 at IJW 2015

DAY TWO AT INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA OPENED WITH THE GLITTERING HIGH OCTANE COLLECTION BY SURYA GOLDS IN ASSOCIATION WITH SWAROVSKI GEMSTONES

Exquisite jewellery in 18 and 22 K white and yellow gold dazzled with Swarovski Zirconia during the show by Surya Golds in association with Swarovski Gemstones at the India International Jewellery Week 2015 powered by GIA.

Surya Golds incorporated a mélange of Indo-western styling that have always been admired by the discerning buyers around the globe. The collection was made from the amazing new Pure Brilliance cuts for Zirconia from Swarovski, which is the only stone that matches the diamond industry's high standards. Each Swarovski Zirconia has the micro laser engraving, which is proof of origin and guarantee of the highest brilliance.

The “Mystical Ancient Creation” was an opulent offering of striking pendants clasped with strands of precious stones that looked sensational with both western and Indian formal wear. Collars embedded with Zirconia were edged with imposing pear shaped beauties. Strands of stones ended with jewelled clasps and matching chandeliers, while ornate heritage pieces created a hypnotic effect on the catwalk.

Creating a high octane show with foot tapping music and dancing, prancing models; the collection was a striking vision on the ramp. Collars with pearl drops, strands of blue zirconia with circular shields and matching earrings, multi-coloured neckpiece centres on strands and strings of pearls clasped with butterfly centre rocked on the catwalk. Colours played a major role as red, blue, green and yellow strings of gems were clasped with eye-catching centre interest. Fan shaped creations and peacock inspired designs highlighted the neckpieces; while

the rigid 'V' collar with cuffs and earrings was a dramatic entry. Fine jewellery also appeared in a slightly retro mode when twisted florals appeared for necklaces and ear ornaments.

Ending the full throttle high on energy show was Bollywood's exquisite beauty, Soha Ali Khan, who swayed down the runway to thunderous applause.

To balance the beauty of the fabulous jewellery, the flesh toned sexy gowns, as well as interesting cocktail and vintage retro saris with seductive blouses were created by ace designer, Manali Jagtap.

Continuing with the foot tapping mood of the show, Mr. Ramesh Shoor and Mr. Naresh Shoor, directors of Surya Golds along with Mr. Rajendra Jain, Managing Director, Swarovski Gemstones, India jived down the ramp with the lovely Soha Ali Khan.

When a woman wants to acquire a jewellery collection that will endure the test of time and create a timeless impact with contemporary touches; the Surya Golds "Mystical Ancient Creation" collection in association with Swarovski Gemstones will add luxury to her jewel box.

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 "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 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.iijw.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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