

#fame

Press Release

For Immediate Publication

Mumbai, August 4, 2015:

Day 2 at IIJW 2015

GIA PRESENTED THE SUPERB VARUNA D JANI “VOW SHOW” AT INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA

Varuna D Jani is an artist with an amazing creative talent to design jewellery that will appeal to Indians as well as international sensibilities. The “VOW Show” from Varuna D Jani presented by GIA at India International Jewellery Week 2015 powered by GIA was a stunning offering to an appreciative audience of luxury jewellery.

The name Varuna D Jani has created waves in the jewellery business for several years. Her latest bridal collection of “VOW Modular Bridal Jewellery” is an extension of her earlier VOW (Very Own Wish) collection. Known for dreaming up ornaments, which can be mixed and matched or altered and adapted to suit the wearer’s needs; the collection was ideal for versatile wedding wear.

Five impressive chandeliers stood on the stage; while one greeted the audience at the entrance of the Hotel Grand Hyatt Ballroom. The atmosphere was sophisticated, elegant and just perfect for the scintillating display that was to follow.

The show opened with a solo dancer from the Gloshow Events, who moved gracefully to the eternal Abba favourite “I had a Dream”, and unveiled the beautiful line of Varuna’s elegant jewellery.

The assortment of earrings comprised styles that ranged from half-moon patterns, double loops, shell like patterns, paisley designs, pear shaped beauties and then moved on to giant emeralds surrounded by diamonds for statement rings. Long diamond chains with florets, a

triple string version and a balanced ruby and diamond mix for neck wear and chandbalis completed the look.

Revealing to the audience, the magic of Varuna's modular jewellery, six balletic dancers once again from the Glosow Events appeared with bangles, which were gracefully assembled and dismantled for versatile wear.

The second part of the show was devoted to magnificent wedding wear. Stylish masterpieces in gold, diamonds, rubies and precious gems were replete with the craftsmanship that Varuna is renowned for. Magnificent collars with inter-woven trellised patterns in gold and diamonds, lace edged cuffs and swirls of precious gems were turned into intricately crafted neckpieces.

Rubies and diamonds created magic for giant gold hoops, looped shoulder dusters, curved oval big earrings, giant diamond earrings, shell shaped options and clusters of spheres in gold, diamonds and emeralds to decorate the lobes.

Size was impressive for the ear ornaments as well as the necklaces, which varied from mini choker bibs to oversized chandeliers.

Varuna also introduced her VOW initiative that will nurture women's dreams when she has already mentored talented designers and sponsored Gunjan Suri's book "Sieve by Design".

When it came to a showstopper, Varuna moved away from the celebrities' path and instead honoured the man who made her dreams come true - her father, Mr Ramchand Popley, who happily walked down the ramp with daughter Varuna to thunderous applause.

Thrilled with the success of the fabulous show, Nirupa Bhatt, Managing Director, GIA took the ramp with Varuna D Jani.

A piece of jewellery has to create magic for the wearer and the "Vow Modular Bridal Jewellery" collection by Varuna D Jani will surely end with the best for the bridal couple.

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, 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.

About #fame

#fame is our official LIVE DIGITAL PARTNER. Talented individuals join #fame to do what they love most – launch an idea, grow their skills, build a community, find an audience and prosper. And now they can do it “LIVE.” Instant feedback. No prepping, no scheduling, the ease of beaming their talent from the comforts of their home, office, garden, or just about anywhere. All this is possible through the #fame app, India’s first live entertainment app, available on both iOS Android.