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Press Release

For Immediate Publication

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Day 3 at IJW 2015

AAKS JEWELS PVT LTD DAZZLED THE AUDIENCE WITH EXQUISITE JEWELLERY AT INDIA INTERNATIONAL JEWELLERY WEEK 2015 POWERED BY GIA

Making a dramatic presentation on the ramp at India International Jewellery Week 2015, AAKS Jewels Pvt Ltd, Delhi, dazzled the audience with exquisite jewellery. Creating a collection of sparkling diamonds, sensational rubies, seductive emeralds, regal sapphires along with white corals and amethysts; the jewels were a gorgeous line that thrilled the viewers.

AAKS Jewels signature designer, Alka Kumar brought on the ramp a mélange of the most dazzling jewellery that was breathtaking to view. Playing with rows of pearls, rubies and emeralds, Alka used them creatively with assorted pendants, which were stunning beauties. Gold and emerald strands had an inset pendant, alternating rows of black and white pearls, highlighted with a dramatic pendant; while pearl and emerald chains were centred with a square piece.

Lacy chandbalis choker with pearl crop edges, shawl style pearl necklace with cutwork gold centre, mushroom shaped earrings with neckwear and the pearl chains with flower middle were superb design directions for the coming season. The two large strands of Basra pearls with a star burst centre and the leaf design set in gold and green were great offerings for the festive and bridal season.

Combining the beauty of age old craftsmanship techniques with 21st century designing the jewellery had a stylish contemporary feel.

To match the mood of the jewellery, designer Maushmi R Mewawala, created a wardrobe of elegant formal wear that highlighted the glamour of the ornaments.

Making a graceful show stopping entry was Bollywood beauty, Kiara Advani, who glided in wearing an impressive Maatha Patti, ruby/pearl necklace, cocktail ring and wide cuff.

Taking a walk down the ramp to warm applause was Ms. Varsha Kumar, Director, AAKS Jewels with showstopper Kiara Advani.

For eye-catching fusion jewellery that will make the wearer the centre of any event, the AAKS Jewels collection by Alka Kumar had all the perfect fashion and style directions.

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.

About #fame

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